

Subj: NPRC Mid-Winter Report

Sir Commandant;

The following information is being submitted to you as it pertains to the tasks and duties assigned to all members of the National Public Relations Committee (NPRC):

All members: Provide input and feedback on daily social media posts. Scan posts all over the country for inappropriate content and uniform violations. Assist wherever needed as it pertains to questions and training needed at all levels of the MCL. Most of the members of this committee also serve as Administrators on other social media pages within their Detachment, Department and Division. All members attend and assist when needed during monthly (bi-monthly) Commandant's Corner Zooms. Chat/meet daily.

Ray Morrell: Tasked with all social media platforms, with the exception of YouTube. NPRC Editor, and, with the subject and review of all content, he writes the articles that are published in the Semper Fi Magazine quarterly. The following are the current stats on the social media platforms:

Facebook Followers: 24,102; we follow 760 other pages.

Instagram Followers: 2,840; we follow 209 other profiles.

LinkedIn Followers: 4,437

By the numbers from June 20,2022 through January 31, 2023:

- FB Page Reach – 6 Million
- FB Page Visits – 82.3K
- FB Page Likes – 7.1K increase
- IG Page Reach – 6.8K
- IG Page Visits – 1.4K
- IG Page Likes – 1.1K increase

- LinkedIn Page Likes – 1.6K increase

Patrick Murray: Tasked with the annual press/media release for National Convention.

James Roy: Tasked with assistant editor on the YouTube channel as well as scans TikTok for content and review.

Audrea Killalea: Tasked as the recorder of interviews of conference/convention attendees. These videos have proven to be a great asset to the League as the “views” rate very high on YouTube. Co-Host in Commandant Corner’s Zoom sessions.

Alison Noger & Mario Meaux: Took over 1,000 photos at the National convention which included many special requests. MODD platoon photos, a few National officers that needed headshots, some Department group photos and some individuals also requesting headshots. Forwarded photos to guest speaker and other officers upon request. Photographer for the Mideast Division Conference. Supported Young Marines Division 2 encampment as the photographer for the weekend. Traveled to MCL HQs to take photos and even small video at the Youth Physical Fitness Tree Lighting Ceremony. Worked on cataloging thousands of photos on the Facebook page as well as her personal collection, to allow for easier research and for those searching for specific photos.

Danny Thomas: As the Oklahoma City area Detachments are preparing for our arrival at this year’s convention, he has been supervising and gearing up for a great convention. He has been reporting to the NPRC with any updates as they arrive and will be sharing more as it happens.

Jason House: Edits all Commandant’s Corners, interviews, Convention/Conference “Daily Recap” and posts to YouTube. Assists in all graphics created for social media. Answers the call when any

Detachment, Department or Division needs images created for website, social media or even images to create flyers and challenge coins.

YouTube:

Subscribers – 547 (this number does ‘not’ reflect people who watch and share videos without clicking “subscribe”).

Total video views – 16,827

Most watched video – 2,402 views

Tom Bates: Answers questions as they pertain to the MODD to include ensuring correct verbiage on events and happenings. Assisted in finding photographs from Convention to provide to the MODD Chief. Currently holds the position of Kennel Barking Dog.

Commandant’s Corner: This monthly session is hosted each month bringing a new topic. A new version titled “MCL Membership Unplugged” has shown to be a great asset as the sessions that are not recorded are found to bring some brash truths and great topics of discussion. The recorded sessions will continue. Attendance is rapidly declining, and we are working on new ideas to increase. Some ideas are to schedule a few months in advance, change the name so it is more welcoming to new members, and ensure the Ex-Officio posts the information on the MCL Website in the calendar.

Social Media Messenger: We have received 153 messages addressing anything from comments on posts to requests regarding procedures and policies, to 31 inquiries for MCL membership. These inquiries are sent directly to the Membership Committee for follow-up.

Monthly NPRC Zoom meetings: The committee meets every month on the first Sunday at 1930 EST. These invitations to attend are always sent to our Ex-Officio and yourself. We discuss current events, statuses, and topics and ideas moving forward.

Convention Daily Recap Videos: This was a new creation for national meetings. Two members of the NPRC took detailed notes during the business sessions and did a news format video showing a recap of the day's activities. James Roy and Ray Morrell spearheaded this effort; they scripted, narrated, directed, and published these raw videos, which were edited by Jason House and posted to our YouTube channel. They even have a bloopers reel (not on YouTube).

In closing, it is the request of the NPRC that more National Officers and/or their staff attend the monthly Commandant's Corner sessions. This tool is also a great asset for any other committees to host a chat or even work on a recorded training session. One of the highest watched videos is that is on the YouTube channel was created by the Uniform Committee chair and gives training on only "Covers". This was done years ago and is still being viewed. The membership is hungry for information and this tool has been offered many times to all Committees, with VERY few following up to submit something for the YouTube channel or content for social media. I hope by reviewing these numbers you will see this is an "untapped" market for all committees to report or simply introduce themselves, making them a little more approachable to questions and ideas.

Respectfully Submitted,

Victoria McCoy
National Public Relations Committee Chair
Marine Corps League