



NATIONAL PUBLIC RELATIONS COMMITTEE

Sir Commandant,

Subj: NPRC Annual Report

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 complete report submitted by Marine Morrell is as follows: While it is not clear when the Marine Corps League (MCL) social media presence began, Facebook numbers tracking begins on May 21, 2019. The MCL National Public Relations Committee began maintaining the social media platforms of The MCL on August 4, 2019. At that time, [Facebook](#) (FB) likes / followers were approximately 4,460 people and [Instagram](#) (IG) likes / followers were around 200 people. Incidentally, I serve as the primary person posting to social media sites for the MCL National PR Committee since August 4, 2019.
- The MCL FB page has over 25,871 followers, this is an increase of more than 9,300 from this time last year (*21,411 increase since assuming management*). The page follows 717 other FB pages, this is an increase of 71 pages since last year. A majority of these includes over 500 local detachment FB pages along with every available department and division FB pages. We also follow 28 FB groups which include the departments and divisions that maintain a FB 'group' presence. Additionally, the MCL FB page took over a FB group that was originally launched through MCL HQ but has fallen stagnant. It is our intent to use that group portal as an enhancement to existing membership communication.
- The MCL IG page has 3,057 followers, an increase of 1,100 followers from this time last year (*2,857 increase since assuming management*). We also follow 214 IG pages, up 10 from last year. Pages followed are primarily numerous detachment IG pages.
- The MCL [LinkedIn](#) presence is with 5,005 followers to date; and increase of 2,168 followers over last year. I do not have a beginning count of when the PR committee assumed management of this portal. Posting on this forum is strategic to the professional community.
- In addition to making organic posts to the various social media platforms, a good chunk of my daily activities includes monitoring each portal for spam and mitigating immediately. We have



countless spam pages that are currently 'blocked' from access / visibility of our social media platforms due to their spam capabilities.

- Our FB page received and responded to 146 message requests, including no less than 38 inquiries for membership.
- Social media numbers from June 1, 2022, to June 1, 2023:
 - FB Page Reach – 8.3 million people, a 3.8 million increase from last year's reporting cycle.
 - FB Page Visits – 114,000 people, a 37,000 increase over last year.
 - IG Page Reach – 9,200 people, a 1,600 increase from 7,600 last year's reporting cycle.
 - IG Page Visits – 2,100, a 1,400 decrease from last year.
 - LinkedIn – data not tracked by their analytics.
- In addition to social media, I monitor numerous USMC veterans groups and share posts accordingly. I have observed a 'significant' positive shift in the awareness and appreciation of the MCL within those FB groups. Various MCL nationwide membership groups are monitored for continued issues / concerns / gripes and addressed within the PR committee for needed action (or forward to needed authority).
- I have composed a DRAFT MCL Public Relations / Media guide and a DRAFT MCL Style Guide with the intended audience being local detachments, departments and divisions. This is an in-work status with intentions of committee approval by 2023 calendar year end.
- Based on committee approved topics, I craft the articles for the MCL *Semper Fi* magazine. I continue to support the needs of the MCL PR Committee and monitor various portals of communication and impact that may bring a positive and / or negative image to the Marine Corps League.
- With this administrative year coming to a close, I submit my resignation from the MCL National Public Relations Committee in which it has been honor and privilege to serve. I seek the ability to be reassigned to this committee pending your approval.

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.

Alison Noger & Mario Meaux: Always available for professional level photography as needed by National Officers. Photos at all MCL National events. Posts and have now categorized photos on the National Facebook page. They also make themselves available to any persons (MCL members and other) that may be looking for specific photos. Best example is Colonel Bill Davis, Young Marines, who is always reaching out for the best photos that are taken at MCL functions.

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 – 648 (up by 101 since Mid Winter Reporting). This number does not reflect persons watching and sharing videos without clicking “subscribe”.

Total video views – 18,680 – up 1,853 since Mid Winter

One of the highest viewed videos is ‘ MCL Training / Covers. This is truly a testimonial that MCL members are wanting to learn more and ensuring they are doing things correctly.

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. Strides to increase participation are working. One of which is the NPRC disseminating three months worth of topics to include date/time/topic. This allows members to plan ahead and ensure their attendance and/or representation to take notes. declining, and we are working on new ideas to increase. We will also be announced a new name for the session at the National Convention. This will hopefully encourage more attendance as the current name has been reported as being interpreted as the sessions being closed to those elected as Commandant. The Ex-Officio has also been posting the National website calendar, but with limited characters allowed, only the time and topic are posted, login information is not.

Social Media Messenger: We have received many messages and comments on posts inquiring about joining the MCL. 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. Since Mid-Winter these meetings have been scarce as NPRC members are very active locally. We still continue to chat daily.

In closing, it is the request of the NPRC that more National Officers, Committee Chairpersons and/or their staff attend the monthly Commandant’s Corner sessions. The NPRC also welcomes new topics and submitted videos from various Officers and Chairpersons. A quick announcement or just to say hello goes a long way for morale.

Respectfully Submitted,

Victoria McCoy
National Public Relations Committee Chair
Marine Corps League