

Subj: NPRC Mid-Winter Report 2024

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 this committee members also serve as Administrators on other social media pages in their Detachment, Department and Division. All members attend and assist when circumstances allow, to the MCL Scuttlebutt monthly zoom.

Ray Morrell: Tasked with all social media platforms except 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:

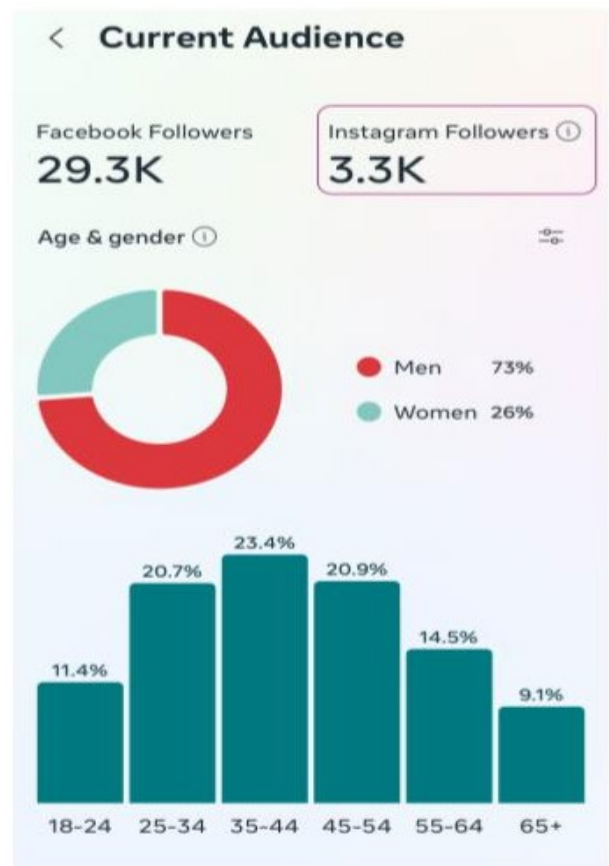
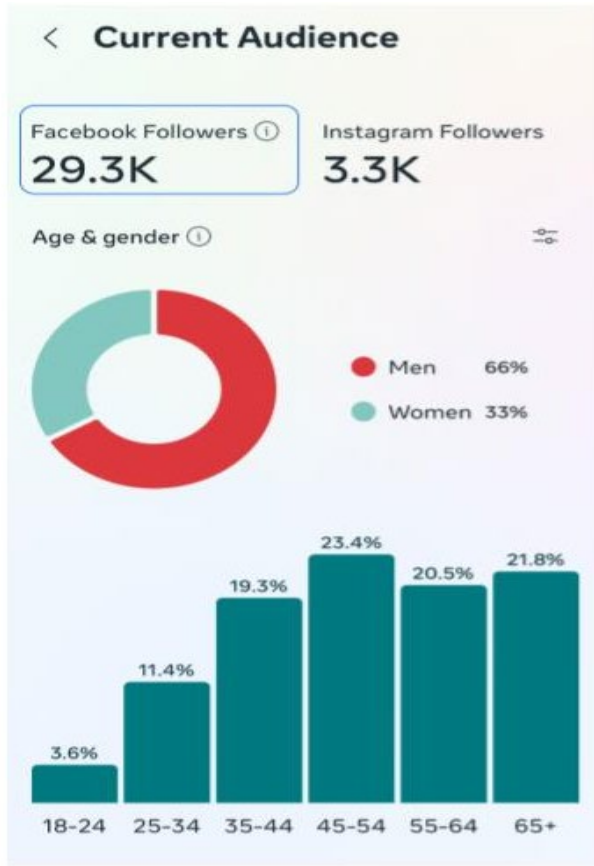
- The MCL National Public Relations Committee began maintaining the social media platforms of The MCL on August 4, 2019. At that time, Facebook (FB) likes / followers were approximately 4,460 people and Instagram (IG) likes / followers were around 200 people.
- Social media numbers are as follows: 2019 2020 year-end 2021 year-end 2022 year-end 2023 year-end 2024 (Jan 22)

	2019	2020 year-end	2021 year-end	2022 year-end	2023 year-end	2024 (Jan 22)
Facebook followers	4,460	N/A	N/A	17,565	25,871	29,522
Instagram followers	200	N/A	N/A	2,206	3,057	3,402
LinkedIn followers	N/A	N/A	N/A	N/A	5,005	5,977

- The MCL Facebook (FB) page follows 743 other FB pages, this is an increase of 26 pages since the last report. A majority of these includes over 500 local detachment FB pages along with every available department and division FB page. We follow 25 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 and we have closed it down as it was a lot of duplicative information from other FB groups and posts.

- The MCL Instagram (IG) page follows 234 IG pages, up 20 from reporting period; pages followed are primarily numerous detachment IG pages.
- The MCL LinkedIn. We do not have a beginning count of when the NPRC 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 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.
- Social media numbers from June 1, 2023, to Jan 22, 2024:
 - · FB Page Reach – 1.7 million people (about twice the population of Delaware)
 - · FB Page Visits – 65,800 people
 - · FB Page messages – 131, including 21 membership inquiries.
 - · IG Page Reach – 7,200 people
 - · IG Page Visits – 1,300 people
 - · IG Page messages – 26, including 1 membership inquiry.
 - · 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 NPRC committee for needed action (or forward to needed authority).
- 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.



Tina Lockhart: Tasked with recording interviews during all National meetings. New to her position, there is no report now as this Mid-Winter will be her first assigned duty with the NPRC.

James Roy: Tasked with assistant editor on the YouTube channel as well as scans TikTok for content and review. Records “Daily Recap” videos at all National meetings in which he is in attendance.

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 others) that may be looking for specific photos. The following full report has been submitted:

Below I will depict the number of photos and activities that Alison and I supported as part of the MCL-PRC and others where our presence was requested.

1. OKC - National Convention - August 13-18, 2023

Total photos taken: 3,941

Facebook posts: 15

Photos posted on FB: 1,315

2. R. Lee Ermey Memorial Golf Tournament (Young Marines HQ's), Quantico, VA, September 22, 2023

Total photos taken: 771

Photos sent to YM HQ's: 208

3. Young Marines Div 2 Recruit Instructor Course, Cheltenham, MD, December 27-30, 2023

Total photos taken: 481

Photos posted on FB: 284

We offer our photo support to other entities always mentioning that we are part of the MCL-PRC. Our support to the YMs is well appreciated by the HQs staff.

In our Mideast Conference I requested to our NVC to be added as a Div photographer which he agrees, now I joined Alison as the Mideast Div photographers.

MCL-PRC National Photographers

Jason House: Edits all “MCL Scuttlebutt” zoom sessions, 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. The following full report is submitted:

- I am happy to report that in the past year our YouTube channel has grown. This Report is for 2/1/23 to 1/22/24.
- Our YouTube channel had 9,081 new views with 180 new subscribers, with our lifetime views currently at 26,433. That is 17,006 more channel views than the previous year's report.

- The total number of subscribers is 728. Of the views of our videos, 38% of the views came from YouTube home page and subscriber viewing this homepage, 23% of our views started outside of YouTube, where 57 % of those views came from Facebook, 13% came from a YouTube Search, 9% Google search, 3% from YouTube Notifications, & 2% from email.
- We currently have 92 uploaded videos on our YouTube channel, from clips about training on covers, manual of arms, Commandant's Corner now known as MCL Scuttlebutt, Membership Committee, messages from the National Commandant, Convention updates, and more.
- Fun fact, 56% of the views from the past year were age 65+ Top Videos all time 1. Marine Corps League - Join Today Views 3,991 2. Funeral Honors Views 2,502 3. Marine Corps League Training – Covers Views 2,060 4. MCL Scuttlebutt – Internet Resources & social media Views 680 5. MCL Scuttlebutt – Q&A Honor/Color Guard & Uniforms Views 631 I also create Logos for MCL Detachment's, Department's, Division's, National, and MODD Pounds and Packs, where many of them are used to make patches, coins, etc. All logos I create meet the USMC copyright laws and guidelines set forth by the USMC so that there is no misrepresentation on the MCL's behalf. All logos are done free of charge. I also help with Facebook posting when needed. I continue to do all photo editing and video editing.

Jason House Committee Member National Public Relations Committee

Jay Ramirez: 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 Assistant Kennel Barking Dog.

MCL Scuttlebutt: This monthly session is hosted each month bringing a new topic. 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 and ensure their attendance and/or representation to take notes. Attendance continues to decline, and we are working on new ideas to increase attendance. We will be also working with the other committees to bring "Training" zoom sessions. These sessions will be recorded and posted to the MCL Library (not on the public YouTube Channel). 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. This has proven to be a great asset to increasing membership.

Monthly NPRC Zoom meetings: The committee has not held a meeting in some time but continues to chat daily on Facebook messenger. Emails are always sent out with topics pertaining to our committee.

Public Relations Guide / S.O.P: This document is in its final stages of development and will be submitted for board approval in hopes to being adopted very soon. There are many members who seek this document and are looking to train their “staff” accordingly as to the best practices of all public relations at every level of the Marine Corps League.

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

Respectfully Submitted,

Victoria McCoy

National Public Relations Committee Chair

Marine Corps League