

Subj: NPRC 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 maintaining and promoting all social media platforms except YouTube. NPRC Editor, and with the subject and review of all content, he writes the NPRC articles that are published in the Semper Fi Magazine quarterly. He also designed and wrote the new MCL Public Relations Media Guide and produces the daily recaps during the MCL National Conventions. 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 year-end
Facebook followers	4,460	N/A	N/A	17,565	25,871	30,673
Instagram followers	200	N/A	N/A	2,206	3,057	3,677
LinkedIn followers	N/A	N/A	N/A	N/A	5,005	6,430

The MCL Facebook (FB) page follows 793 other FB pages, this is an increase of 50 pages since Mid-Year 2024 report. Most of these pages being followed include more than 500 local detachment FB pages along with every available department and division FB page. We follow 28 FB groups which include the departments and divisions that maintain a FB 'group' presence.

The MCL Instagram (IG) page follows 240 IG pages, up 6 from previous reporting period; pages followed are primarily numerous detachment IG pages.

The MCL LinkedIn page; 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.

The focus of the social media posts is to provide general awareness for the MCL and our programs and an enhanced portal for policy dissemination. 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 hundreds of spam pages that are 'blocked' from access / visibility of our social media platforms due to their spam capabilities.

Social media numbers from July 1, 2023, to June 30, 2024:

- FB Page Reach – 2.3 million people
- FB Page messages – 203 messages, including 38 membership inquiries.
- IG Page Reach – 14,800 people
- IG Page messages – 46 messages
- LinkedIn – data not tracked by their analytics.

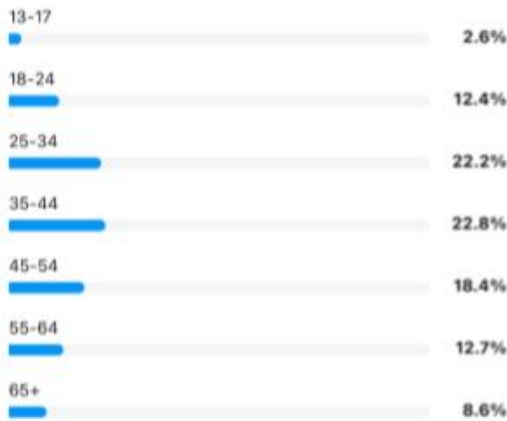
In addition to social media, I monitor numerous USMC veterans' groups and share MCL posts accordingly. I have observed a 'significant' positive shift in the awareness and appreciation of the MCL within those FB groups. Various MCL membership groups are monitored for continued issues / concerns / gripes and addressed within the NPRC committee for needed action (or forward to needed authority).

Based on committee approved topics, I write the articles for the MCL Semper Fi magazine. A new MCL National PR Guide was also created and adopted by the NPRC and MCL National Board of Trustees. It is my intention to continue addendums to this living document. 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 MCL.

**Instagram Demographics**

**Age range**

All Men Women



**Gender**



**Facebook Demographics**

**Age and gender**



**Tina Harvey:** Tasked with recording interviews during all National meetings. Attended Modern Day Marine and as “Media” walked the entire Expo floor interviewing Marines and vendors.

Tina adds: “I enjoy being included with the National Public Relations Team. My goals are to recruit, educate, and display integrity to our organization and to our Marines.

I enjoy interviewing our league members at each conference and convention. They are the soul of each detachment and the spirit of the MCL. “

**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. James adds: “Since I have been Department Commandant most of my energy has been elsewhere concentrating on the National Convention and the Daily Wrap Up Shows with Ray. I will start to do some of my prep for that during July and into August as we get closer to the convention. I do plan to continue to serve as you know if TJ is elected my role will become bigger. Can't wait to see everyone in Palm Springs. Hopefully, I'll probably want to mirror you as much as I can and get any other stuff I can from you giving me guidance moving forward. You've been an outstanding chair.”

**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 is the report from Alison and me. The report depicts activities from the MCL and YMs support to their HQs. Not detailed in the report are the hours we spend going through editing/deleting photos, approximately it takes from 2-3 hours during or after the activity to complete them.

- Midwinter Conference - 22-24 Feb 2024
  - Photos taken: 892
  - Photos posted: 333
- YM Awards Banquet - 23 Mar 2024
  - Photos taken: 649
  - Photos sent to YMHQs: 149

- Gold Star Families, MCL Cpl Pete Arnold Det # 1198 - 5 Apr 2024
  - Photos taken: 110
  - Photos posted: 52
- MCL Department of MD Convention - 10-11 May 2024
  - Photos taken: 1026
  - Photos posted: 222
- MCL Department of PA Convention - 20-22 Jun 2024
  - Photos taken: 2166
  - Photos posted: 290
- MCL Mideast Conference - 28-29 Jun 2024
  - Photos taken: 351
  - Photos posted: 196

**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 continued to grow. From 6/19/23 to 7/1/24 our YouTube channel had 9,729 new views, up over 1,000 views from last year with 163 new subscribers, with our lifetime views currently at 30,319 up from 20,539 on last year’s report. Total subscribers went from 634 to 797. Of the views of our videos, 33.1% of our views started outside of YouTube, where 63.4 % of those views came from Facebook, 3% from Gmail, 1% from Google, and 0.5% of views came from the National Website & 14.1% of total views came from a YouTube search. We currently have 97 uploaded videos on our YouTube channel, from clips about training on covers, manual of arms, MCL Scuttlebutt (Commandant’s Corner), Membership Committee, messages from the National Commandant, Convention updates, and more.

Top videos of all time:

1. Marine Corps League – Join Today – Views 5,144
2. Funeral Honors – Views 2,596
3. Marine Corps League Training – Covers Views 2,467
4. Commandants Corner – Internet Resources & social media Views 694
5. Manual of Arms Views 677

I also create advertising images and logos for MCL Detachments, Departments, Divisions, 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. No logos are charged for. I also help with Facebook posting when needed. I continue to do all photo editing and video editing. With my report I also send in my resignation from the NPRC at the end of this tour of duty and would seek to be reinstated on this committee and continue my previous role.

**Jay Ramirez:** Answers questions as they pertain to the MODD to include ensuring correct verbiage on events and happenings. Currently holds the position of Assistant Kennel Barking Dog.

**Jim Breen:** New to the committee these past few months, he has been tasked to work with the NPRC to develop and promote a new website that was created by NED/COO Borka titled "MCLFamilies.com". This website is live now but will take time to develop into a more welcoming website to friends and families seeking more information about the Marine Corps League.

**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 responded to 39 inquiries through social media 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.

**MCL Public Relations Guide / S.O.P:** This document has been approved and is in the MCL Library for all Detachments. It's a live document and will be updated as this committee feels that content is needed. Please reach out to the NPRC with questions and/or ideas on content to this document.

**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*