



Nova Scotia/Nunavut Command
The Royal Canadian Legion

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All Branch Mail Out #17

Date: February 29, 2024

To: NS/NU Branches
NS/NU Executive Council
NS/NU Zone Commanders
NS/NU Past Presidents
NS/NU Command Staff

From: Comrade Tom Young
Public Relations Chairman
NS/NU Command, RCL

Subject: NSNU Command Facebook and Instagram

Message:

Comrades: As part of our new website launch, we are now officially launching our social media campaign, to include Facebook and Instagram. This is part of our public affair strategy toward bringing awareness of who we are and what we do for our veterans, current serving military, RCMP and their families.

As you can appreciate, with 102 branches in our Command, we won't have the capacity to advertise other branch activities such as meat darts or karaoke. Branch advertisement will be carried out through conducting veteran outreach programs such as Buddy Check Coffee, Operation Vetbuild, Heroes Mending on the Fly, etc.

We will also showcase branch and member milestone achievements, anniversaries and awards.

Please ensure that branding on your event posters is current and falls within the guidelines laid out in the RCL Branch Brand Guide (see attached)

To make submissions, please provide photos and a write up of the event via e-mail to executivedirector@nsnulegion.ca