

Military Order of the World Wars MOWW

Social Media Playbook



Last Updated
July 29, 2022



ABOUT THE PLAYBOOK

MOWW understands the value of social media and how it can effectively communicate and accomplish the organization's goals. The purpose of this playbook is to guide and maximize MOWW's social media activities at both the national and chapter levels.



/// SOME DETAILS ///

All MOWW entities should use this playbook as a guide in order to maintain consistency in tone, voice, and mission for our social media goals. Together, we can create a positive IMPACT on our communities and while advancing the Order's goals and objectives.

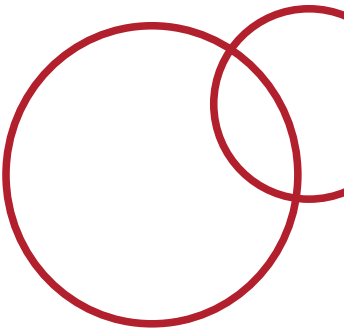
/// TABLE OF CONTENTS ///



About the Playbook	/// 02
Social Media Goals	/// 04
Social Media Best Practices	/// 06
Platforms to Focus On	/// 14
MOWW's Security, Privacy, & Do's/Don'ts	/// 17
MOWW's Social Media Plan	/// 18
Social Media Post Examples	/// 20
Measuring Your Results	/// 22
MOWW's Action Items	/// 23



SOCIAL MEDIA GOALS



/// SOCIAL MEDIA GOALS FOR MOWW NATIONAL WILL INCLUDE THE FOLLOWING: ///

Primary goals:

- Improve and enhance communication with chapters and Companions
- Promote patriotism, love of the country and public and military service
- Bring public and veteran awareness of MOWW and its mission
- Boost interest in chapter and Companion membership
- Promote outreach programs and engagement with the public
- Recognize national leaders - both youth leaders and adult Companion leaders

Secondary goals:

- Serve as a resource for past, current and future military personnel and their families
- Promote veteran and military-centric news and events

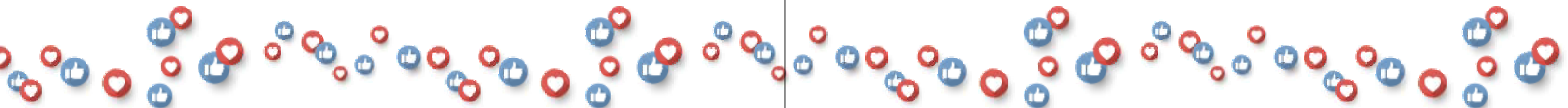
/// SOCIAL MEDIA GOALS FOR MOWW CHAPTERS INCLUDE THE FOLLOWING: ///

Primary goals:

- Bring awareness to its brand and mission at a local level
- Boost interest in chapter and Companion membership
- Promote chapter activities within the community
- Recognize chapter leaders - both youth leaders and adult Companion leaders
- Cherish the memories of those that fought in the World Wars
- Promote patriotism and love of the country

Secondary goals:

- Serve as a resource for past, current and future military personnel and their families
- Promote Veteran and military-centric news and events



SOCIAL MEDIA BEST PRACTICES

The following are general best practices for social media, and we've outlined more specific direction for MOWW later in this document.

Begin with research

- Determine where your audience “lives” on social media
- Create effective branding
- Choose the platforms you will use and how you will use them
- Conduct local research at chapter levels



Be consistent with your voice/messaging

Consistency within your messaging is extremely important. Your followers should know what to expect when they visit your page. Inconsistent content will be confusing to your audience.

Read more about consistency with messaging on page 8.

/// SOCIAL MEDIA DATA AND DEMOGRAPHICS ///

Source: Social Factor

<https://socialfactor.com/blog/choose-best-social-media-platforms-business/>

PLATFORM	SIZE	GENDER	AGE	LOCATION	INCOME/ EDUCATION	GREAT FOR
	110 MILLION MONTHLY ACTIVE USERS	79% OF USERS ARE FEMALE	MOST COMMON AGE DEMOGRAPHIC: 25 - 34	30% OF ADULTS LIVING IN RURAL AREAS USE PINTEREST	57% OF USERS HAVE FOUR-YEAR COLLEGE DEGREES	RETAIL SALES, FASHION, DIY, HOME, BEAUTY, AND FOOD SHOWING PRODUCTS
	300 MILLION ACTIVE USERS	51% OF USERS ARE MALE	55% OF PEOPLE AGES 18 - 29 USE INSTAGRAM	OVER 80% OF USERS LIVE OUTSIDE OF THE UNITED STATES	24% OF USERS ARE COLLEGE GRADS	DEMONSTRATING BRAND CULTURE ENGAGING YOUNGER AUDIENCES SHOWING PRODUCTS
	200 MILLION ACTIVE USERS	70% OF USERS ARE FEMALE	7/10 USERS ARE MILLENNIALS	TOP COUNTRIES INCLUDE IRELAND, SAUDI ARABIA, SWEDEN, INDIA, AND THE U.S.	62% OF USERS EARN LESS THAN \$5K	REACHING YOUNGER AUDIENCES & SHOWCASING PRODUCTS AND LIFESTYLE
	450 MILLION USERS	24% OF MALE INTERNET USERS AND 19% OF FEMALE USERS USE LINKEDIN	31% OF USERS ARE BETWEEN THE AGES OF 30 AND 49	TOP COUNTRIES INCLUDE U.S., INDIA, BRAZIL, AND THE U.K.	50% OF COLLEGE GRADUATES USE LINKEDIN	B2B MARKETING RECRUITING NETWORKING
	313 MILLION MONTHLY ACTIVE USERS	22% OF MALES ON THE INTERNET AND 15% OF FEMALES USE TWITTER	37% OF USERS ARE BETWEEN THE AGES OF 18 AND 29	79% OF ACCOUNTS ARE OUTSIDE OF THE U.S.	54% OF USERS HAVE AN INCOME OF \$50K+	THOUGHT LEADERSHIP TRENDING TOPICS NEWS, CULTURE, AND EVENTS
	1.1 BILLION DAILY ACTIVE USERS	66% OF U.S. MALES AND 77% OF U.S. FEMALES USE FACEBOOK	MOST COMMON AGE DEMOGRAPHIC: 25 - 34	84% OF ACTIVE USERS ARE OUTSIDE OF THE U.S.	72% OF ONLINE USERS WITH AN INCOME OF \$75K+ USE FACEBOOK	A VARIETY OF INDUSTRIES AND BUSINESSES & B2C MARKETING

Caption	Hashtags	Image	Link	Social Pages	Approved?	Scheduled?	Post Date
Today is Gold Star Mothers and Family's Day — a day we honor the loved ones of fallen service members. We're thankful for those who answered the call of duty and made the ultimate sacrifice. We also recognized the sacrifice of their parents, families, and loved ones. Thank you. Learn more about Gold Star Mothers' Day here: https://veteran.com/goldstarmothersday/	#MOWW #GoldStarMothers #GoldStarFamilies #YouthLeadership		https://veteran.com/goldstarmothersday/		<input type="checkbox"/>	<input type="checkbox"/>	9/25/22
Our MOWW Puerto Rico Youth Leadership Seminar (PRLYS) begins in 13 days — October 8th!	#MOWW #PatrioticEducation		https://www.moww.org/pr/				

Live Example Coming Soon!

Create a Social Planner

Social media content for an organization like ours (both nationally and locally) is a combination of time-specific content (i.e. event activity, recognizing a specific youth leader, etc.) and general messaging (i.e. honoring our military, leadership quotes, etc.); however, coming up with a social media plan on a daily basis can be very time consuming! Creating a monthly calendar is more efficient and more

impactful. This is called an editorial calendar or a social planner. This can be done on an Excel spreadsheet or Google Sheet.

In the example above, columns for the spreadsheet can include (but not limited to): Caption, Hashtags, Image, Link, Approved?, Scheduled?, Post Date, Notes



Follow the rule of thirds

Ok, we have a template for scheduling content, but what type of content should we post? The rule of thirds for social media means to incorporate posts that are: $\frac{1}{3}$ Promotional, $\frac{1}{3}$ Educational, and $\frac{1}{3}$ Interactive.

As mentioned on page 6, make sure that your content is consistent with MOWW's objectives. You can include additional content other than veteran-focused posts if it is something that involves your group. For instance, maybe your chapter hosts a golf tournament to

THE 4 PILLARS OF A SOCIAL MEDIA MARKETING STRATEGY



Awareness

Create meaningful content that will make others want to spread the word about MOWW



Chapter Spotlights

Showcase your chapters and what makes them valuable to someone browsing your page



Event Promotion

Gain interest toward events you have for members of the community



Engagement

Create engaging or thought provoking US patriotism posts that others will comment on

raise funds and awareness. It would be relatable to include sports activities that your chapter is involved in.

In addition, MOWW, at its core, focuses on the promotion of its outreach programs and the service to the community. Also including "general" patriotic and pro-military posts throughout the month is encouraged!

Determine an end goal for your posts

Determine your end goals for MOWW's social media posts. Are you trying to create awareness, highlight specific chapters, promote an event, or create engagement? You can focus on more than one of these items. These categories can be put into "pillars" and you can create a percentage of posts that go into each category.

Hashtags

A hashtag is a keyword or phrase preceded by the hash symbol (#), written within a post or comment to highlight it and facilitate a search for it.

Ideally, you want to use hashtags that have been used between 5k-15k times. These are commonly used hashtags, but have lower competition to hashtags that are used in the millions. Using hashtags that are this common will make your posts become hidden within all the other posts.

Below is the recommended amount of hashtags to use for social media posts:

- Facebook: 1-3
- LinkedIn: 1-3
- Instagram: 5-15
- Twitter: 3-6

<https://app.sistrix.com/en/instagram-hashtags>

You can use a hashtag tool like **Sistrix** to generate relatable hashtags (image below). A hashtag tool comes up with relatable hashtags to one you search for. When you type in a hashtag, you will get several more that are similar to it.



Using the hashtag #veteransday (example below) Sistrix came up with the best 30 hashtags that could go with it. Choose the hashtags that are most relatable and filter out any that are out of date.

The following are MOWW specific hashtags that we encourage all chapters to use on a regular basis. MOWW Specific Hashtags: #MOWW, #YouthLeadershipConference, #YLC, #YouthLeadershipSeminar, #YLS, #MilitaryOrderoftheWorldWars

Images

One image is enough for a post. However, if you are showcasing a certain event, you can use up to four images. More than this will create pages of images that may not get seen by your followers.

Images should be taken by Companions and should be crisp and clear. You can also use stock images from websites like **Getty Images**, **iStock**, **Shutterstock**, or **Unsplash**.

DO NOT use random images from Google. This can create copyright issues.



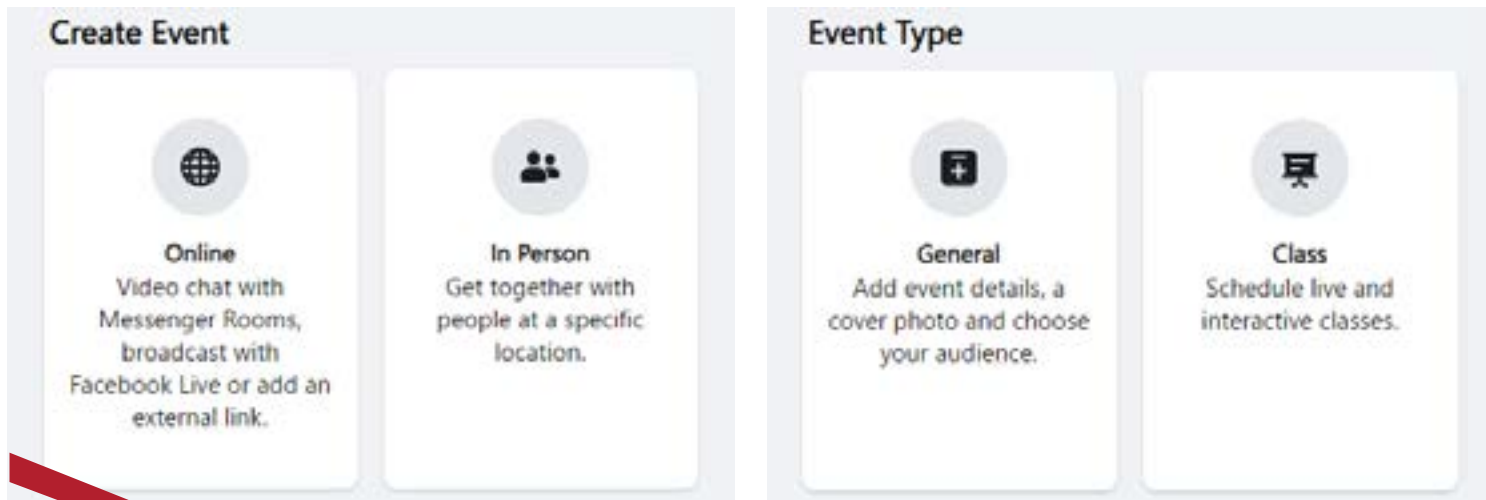
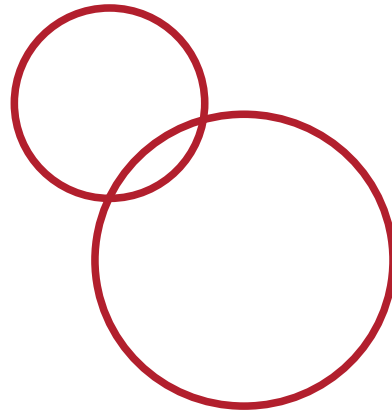
<https://www.gettyimages.com/>
<https://www.istockphoto.com/>
<https://www.shutterstock.com/>
<https://unsplash.com/>



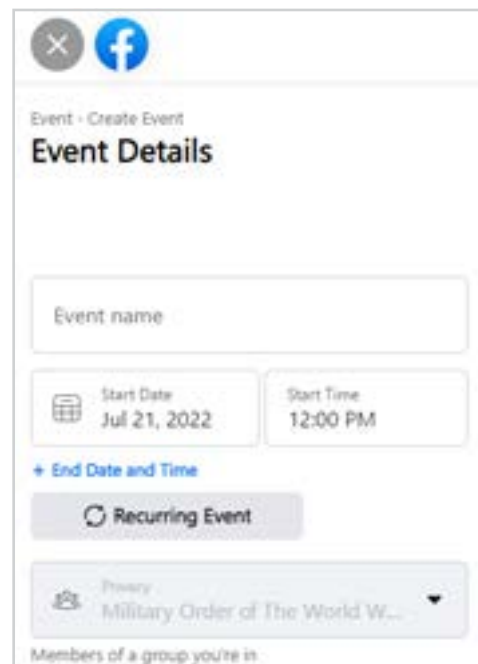
Events

We host and support quite a lot of events both at the national and chapter levels, and we try to promote these through our websites and other traditional outreach. Don't forget to create events on social media as well! You can create events that Companions can respond to by clicking "event" on your Facebook page.

You will then be prompted with the type of event: online or in person / general or class.



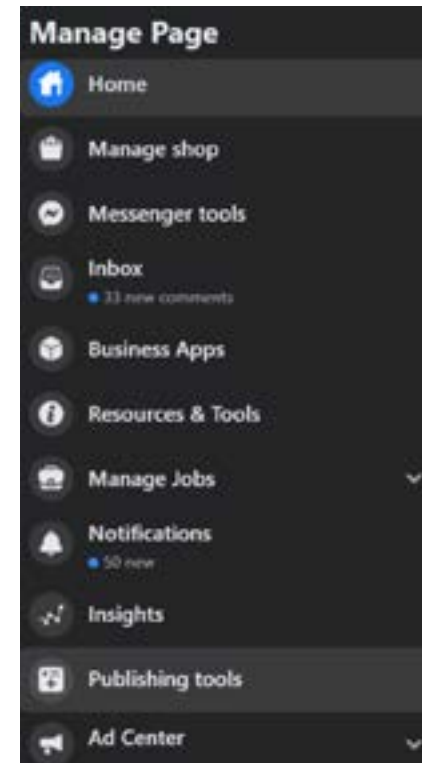
Companions who create the event can input details including date, time, description, and a photo. They can also choose to keep the invite private or public. A private event is invite-only and will not show on a Companion's personal Facebook page when they respond with "going." A public event will display on their personal Facebook pages.



MOWW

Scheduling Future Posts

You can schedule future posts ahead of time. After you have created your social planner (page 8), you can copy/paste the content for future dates. Here is how you can schedule posts for Facebook and LinkedIn:



Facebook

Click on "Publishing Tools" Under Manage Page.

From there click Scheduled Posts → Create Post. You can then choose the date and time to schedule each post.

LinkedIn

LinkedIn does not currently have a built-in scheduling

option for posts. However, you can use a third-party site like **Later** to schedule your posts. There are also systems like **Agorapulse** you can use to connect all of your social media sites to schedule future posts on all platforms.

<https://later.com/linkedin-scheduler/>
<https://www.agorapulse.com/>

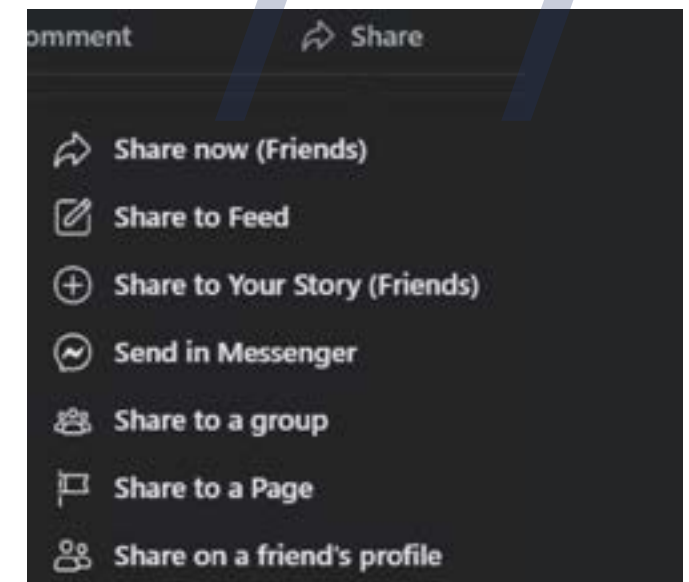
Tagging Another Social Media User

Tagging on Facebook and LinkedIn is simple and can be used through the "@" symbol. Type @ and then the person's name to tag them. If you tag them in the main content of the post, it will appear on that person's page. However, if you tag them within the comments of the post, they will see the tag, but it will not be shared to their page.

We strongly encourage tagging of individuals and of other organizations! This will increase engagement by your followers and, in turn, *their* followers. Tagging organizations (not just individuals) should also be leveraged.

Sharing Posts from One Page to Another

You can share a post on Facebook from a chapter page to the national page by clicking Share → Share to a Page. Commanders can also do this when highlighting a Companion's personal efforts on the chapter page. If you plan to do this, reach out to the Companion for permission to share their post to your chapter page.



PLATFORMS TO FOCUS ON

MOWW will focus on the Facebook and LinkedIn platforms. To gain a younger audience, the next platforms we suggest are Instagram and Twitter. Here is how to best utilize the current platforms you are on.

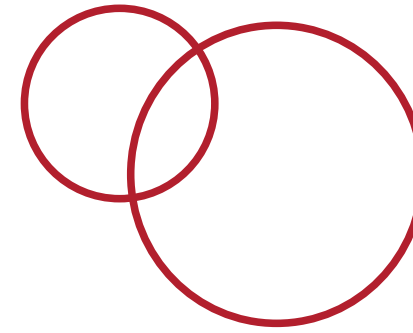
/// FACEBOOK ///

Facebook is the largest *social media platform*, with just shy of 3 billion active users. Here is how we suggest utilizing Facebook following the social media plan (page 18).

Public Facebook Page

- The **Public Page** is visible to the general public - learn more about MOWW and interact with your posts
- Admins - have 1-2 admins who can monitor the page by responding to comments, removing unrelated/spam comments, and blocking spam users
- Post regularly using the rule of thirds (as mentioned on Page 8)
- MOWW will use public FB pages to promote the Order to external audiences

<https://www.facebook.com/MOWWnational>



Best Practices for Facebook

- Be consistent - post regularly by having your Social Planner (page 8) mapped out ahead of time
- Respond to comments and messages in a timely manner
- Promote engagement - ask questions, post content that your followers will want to share

<https://www.facebook.com/groups/militaryorderoftheworldwars>

Closed Facebook Group

- The **Closed Group** will be used for internal communication with chapters and Companions
- Set up questions the user must fill out prior to entering the group:
 - Are you an MOWW Companion?
 - What is your role within MOWW?
 - What chapter of MOWW do you belong to?
- Anyone can create a post, but posts should be approved by the admins first
- MOWW will use the closed Facebook group primarily to communicate and interact with Companions

Chapter Facebook Pages

- Chapter pages should be open to the public so Companions can share posts to their personal pages and future Companions can visit chapters for deciding if they want to join
- Have 1-3 admins who can approve posts from Companions and monitor/respond to comments
- Establish consistent chapter presence on Facebook
 - Action item → Change all chapter names to read: MOWW [chapter name]

PLATFORMS TO FOCUS ON

MOWW will focus on the Facebook and LinkedIn platforms. To gain a younger audience, the next platforms we suggest are Instagram and Twitter. Here is how to best utilize the current platforms you are on.

/// LINKEDIN ///

LinkedIn is the world's largest *professional network*. There are an estimated 830 million members with an estimated 3.8 million veterans. MOWW will use the platform to build its professional reputation as well as networking opportunities. Here is how we suggest using LinkedIn:

LinkedIn Page

- MOWW HQ has a **LinkedIn page** which Companions, and future members, and supporters can follow
- The page must have enough admins who can monitor comments and respond to direct messages
- Encourage Companions with a LinkedIn account to follow the MOWW page

Best Practices for LinkedIn

- Build an organic MOWW presence focused on our outreach programs (YLC/YLS, MOCs, and ROTC/JROTC etc.)
- Keep it business focused
- Share articles from other sources
- Respond to comments and messages in a timely manner
- Invite connections to follow the MOWW page

<https://www.linkedin.com/company/the-military-order-of-the-world-wars-moww/>

MOWW'S SECURITY, PRIVACY, & DO'S/DON'TS

Social Media Security and

Privacy Rules:

1. Ensure all content submitted into social media reflects the ethical standards of our Order and exemplifies the professionalism of our Companions
2. Respect the privacy of individuals and take positive steps to protect the identity of individuals, especially with content involving minors
3. Be aware of copyright and intellectual material rights and ensure against violations

Social Media Do's and Don'ts

- Do engage with social media to achieve our goals and improve our brand
- Do be professional, kind, discreet, and authentic
- Do establish your social media accounts through your entity email account and in the name of your entity
- Don't use a Companion's personal email or social media account
- Do select and train your administrators and moderators for your social media accounts before going live
- Do have a means/person to keep a record of usernames and passwords
- Don't let a social media account go dormant – use it or close it
- Do regular reviews to assess the effectiveness of time spent vs value added
- Don't post personal political and social opinions on MOWW entity accounts
- Do have a plan to quickly remove inappropriate material
- Do use social media to build relationships and values
- Do establish a consistent and competent policy for moderators and admins vetting requests to join private groups
- Do establish means to protect privacy and identity



MOWW'S SOCIAL MEDIA PLAN

/// NUMBER OF POSTS/WEEK ///

The goal is for 2-4 posts per week, using a Social Planner (page 8) that uses the Rule of Thirds (page 8) and Content Pillars (page 9) for structure.

Within your social planner, separate by days of the week for structure:



MON

Informational (what is MOWW, upcoming events, etc.)

Companion or chapter recognition

WED

FRI

Companion Engagement (ask a question, encourage followers to share a photo, etc.) and patriotic posts
Example: Share a photo of your favorite veteran!

/// POST CREATION ///

Remember to have an end goal in mind for your posts. Are you trying to create awareness, engagement, member growth, event promotion, or brand recognition?

Be consistent with your branding and messaging, and keep a good reputation for MOWW. Following the rule of thirds, not all of your posts need to be MOWW-focused, but don't stray off too far. For instance, your MOWW chapter might host a golf tournament or other charity events. Share about these events to show community impact.

Below are some post topics that MOWW will share regularly.



What is MOWW

Tell the MOWW story, focus on the impact at local and personal levels

Officer Recognition

Veteran and Active-Duty Military
Officer accomplishments

Chapters in Action

Share posts from chapter
outreach for community impact

Event Information

Promotion of upcoming
events and recaps of
recent events

Companions and Families

Companion/family
recognition, veteran,
military family related posts

Volunteer Opportunities

Volunteer opportunities,
charity events

Patriotic Education

Educational material,
events for Companions
and the community

Youth Leadership Programs

YLC/YLS, ROTC/JROTC,
and schools

National/Patriotic

Events/Holidays
Veterans Day, Memorial Day,
GAS Pershing Ceremony

SOCIAL MEDIA POST EXAMPLES



MEASURING YOUR RESULTS

Social Media Insights

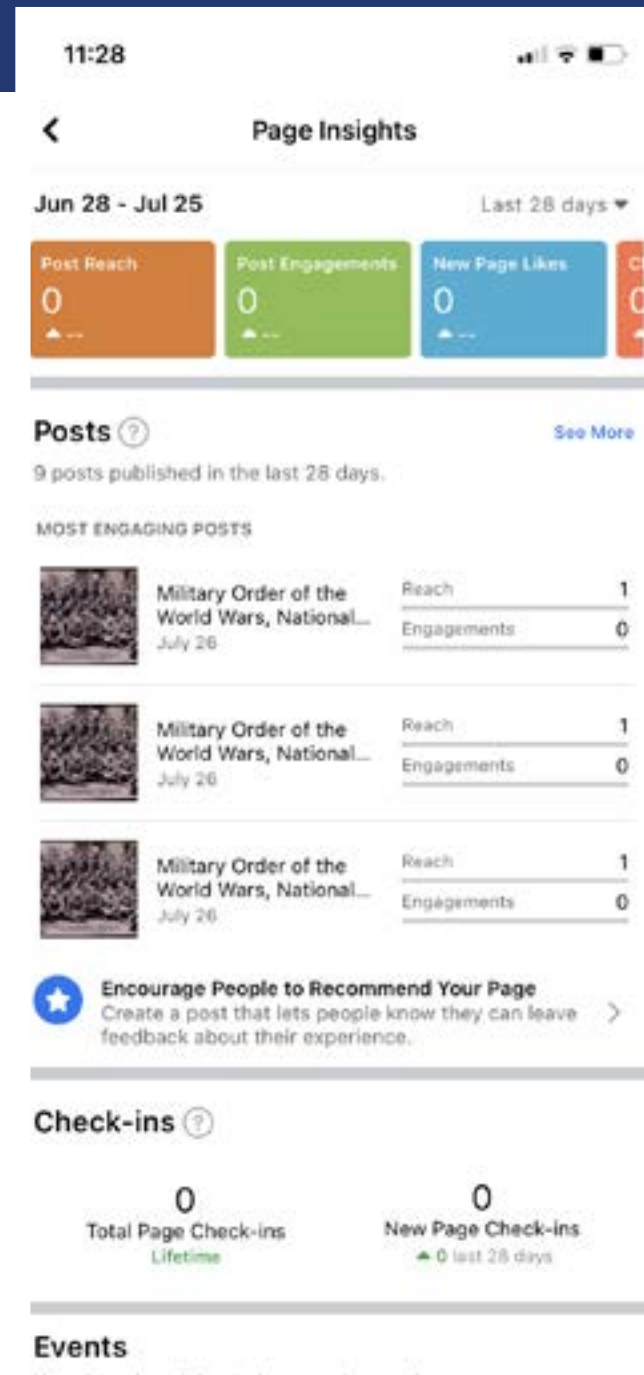
Keep track of your social media following and engagement levels. This will take time to improve. Stick with it!

Website Visitors

Google analytics will track how many visitors are coming from social media. The goal is to pique interest in your social media followers to visit your website.

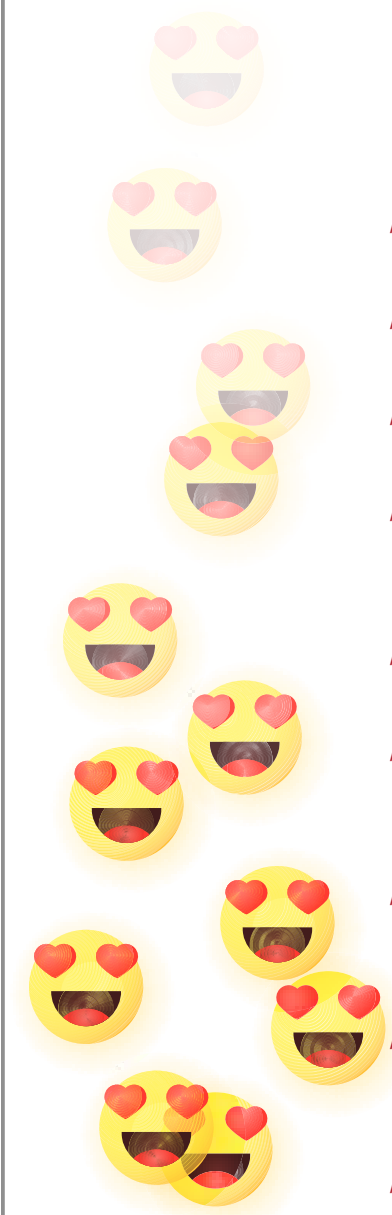
Chapter Membership

Measure your chapter growth that comes from social media. A good way to do this is by asking how they heard about you. Keep a record of new members that found you on social media.



MOWW'S ACTION ITEMS


This Social Media Playbook is a starting point to help MOWW Companions more effectively utilize social media by adding structure and guidance for our social media presence. Below is a recap of action items discussed throughout the playbook.



- /// Create an Open Facebook Page for MOWW at a national level
- /// Create a Closed Facebook Group for MOWW internal communication
- /// Email commanders and Companions to join the group
- /// Contact chapters to change name of chapter pages on Facebook to: "MOWW [chapter name]"
- /// Create and use a Social Planner (page 8) to plan out your social media posts
- /// Encourage all Companions to join the MOWW National HQs Closed Facebook Group; <https://www.facebook.com/groups/militaryOrderoftheworldwars>
- /// Encourage all Companions to follow the MOWW National HQs Open Facebook page; <https://www.facebook.com/MOWWnational>
- /// Encourage all Companions to follow the MOWW National HQs LinkedIn Page; <https://www.linkedin.com/company/the-military-Order-of-the-world-wars-moww>
- /// Invite Veterans and friends of MOWW to follow our Facebook and LinkedIn pages

Military Order of the World Wars MOWW




HEADQUARTERS
435 North Lee Street
Alexandria, VA 22314-2301


703-683-4911


<https://www.moww.org/>

Social Media
Playbook