

# HQAFSA Communication MATTERS

Communication Tips, Hints & Marketing News | Issue 1 February 29, 2016 | [comm@hqafsa.org](mailto:comm@hqafsa.org)

## Welcome to the new Comm Newsletter

The Communications Team is excited to have this opportunity to introduce you to our new newsletter. Our goal is to share important AFSA marketing news and information and to share tips and hints to help you effectively communicate the AFSA mission, ensure consistency within our materials, grow membership and share our overall success. If you have any questions, or a specific need, contact us at [comm@hqafsa.org](mailto:comm@hqafsa.org).

## Have you seen our new WE ARE AFSA campaign?

If you're a regular visitor to our HQAFSA Facebook page (and we hope you are), or if you've read the latest AFSA magazine, you may have noticed our new WE ARE AFSA focused materials. From the Facebook cover, to our Chapter Challenges, to our Magazine ads, the #WEAREAFSA / #AFSA GIVES BACK images are quickly spreading through social media and will soon make their appearance within our updated marketing materials to include brochures, postcards, posters and more. Special thanks to our exceptional AFSA members, and photographer **SSgt Victoria Baldwin** for coming forward to allow us to use their image and incredible talents. If you'd like to use these images in your social media efforts or other marketing materials, check out the **Chapter Toolbox** for **art downloads**, and in upcoming newsletters to order printed materials.



Use these images within your Social Media efforts now.

Go to Chapter Tools and the HQ Facebook page!

Check out Chapter Tools [www.hqafsa.org](http://www.hqafsa.org) for art/image downloads:  
- Facebook Covers  
- Selfie Signs  
- #WEAREAFSA  
Coming soon...  
Post Cards, Print Ads, Posters!



**We are the leaders, the teachers, the mentors eager to share our strength and knowledge**

We are the protectors of those who protect us

We are families, linking arms and standing strong through deployments and separations

We are an international association with 7 Divisions and 129 Chapters across the world

We are 100,000+ strong; one powerful voice sharing Enlisted stories and concerns with our Nation's congressional and military leaders to continually advocate for promised military services and benefits

We are here for you... Join AFSA now



JOIN AFSA NOW  
#AFSAGIVESBACK  
[WWW.HQAFSA.ORG](http://WWW.HQAFSA.ORG)

# WE ARE AFSA

DEFENDING THE ENLISTED CORPS AND THEIR FAMILIES SINCE 1961



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### AFSA's Mission.

To advocate improved quality of life and economic fairness that will support the well-being of the Total Air Force (Air Force Active Duty, Air National Guard, and Air Force Reserve Command) enlisted personnel and their families.

**WE ARE AFSA - 100,000 STRONG & GROWING**

## New #WEAREAFSA Video on the AFSA YouTube Channel



Visit **YouTube** to watch and download our brand new **#WEAREAFSA video** featuring many AFSA members, many of the amazing things we accomplish, and how we give back to our communities. It's the perfect recruiting and retention tool. Be sure to **SHARE!** Take a look and send us your positive feedback to [comm@hqafsa.org](mailto:comm@hqafsa.org).

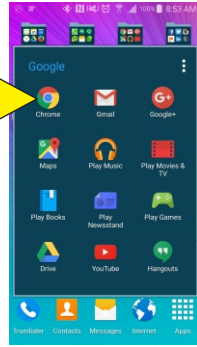
## Don't forget to use hashtags!

As shared in January, we urge you to use **#WEAREAFSA** and **#AFSAGIVESBACK** in ALL of your social media postings including: Twitter, Facebook, Google+, Instagram, Vine, Snap Chat, Pinterest, etc. The hashtag (#) is the most popular means of categorizing content on social media. It allows others to quickly search for and find AFSA photos/information.

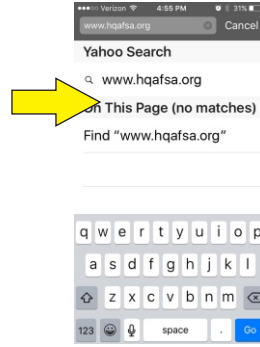


## Add the HQAFSA website to your smart phone screen

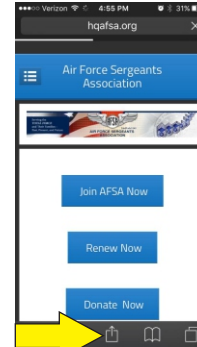
Looking for easy access to the AFSA website and the membership join and renew page? We've made it easy for you... follow the screen shot instruction to the right!



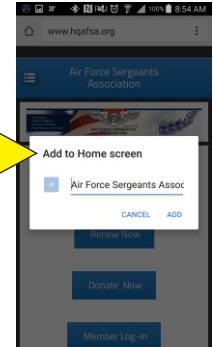
**STEP 1**  
Open up your Safari (iPhone/iOS) or your preferred Android browser.



**STEP 2**  
Type in www.hqafsa.org in the url box



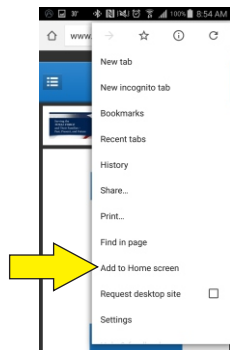
**STEP 3**  
Hit the "Share" Icon (box w/arrow at top) at bottom of screen



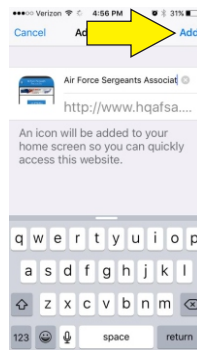
**STEP 4 - Android**  
Select the "Add to Screen" icon



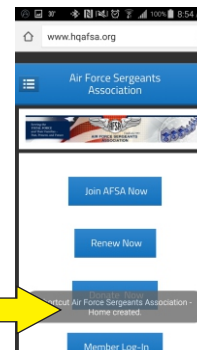
**STEP 4 - iPhone**  
Select the "Add to Screen" icon



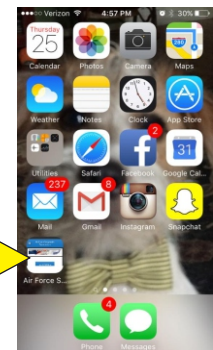
**STEP 5 - Android**  
Confirm addition



**STEP 5 - iPhone**  
Confirm addition



**STEP 6**  
Tap/select the word ADD



**STEP 7**  
Look for Link button on home screen and click to verify/open

**AFSA Chapter**  
1076  
Lackland  
AFB  
Texas

Members collected school supplies to fill donated backpacks for children staying at the local Fisher House. They also prepared and served meals for the residents.

## WE ARE AFSA

MAKING A DIFFERENCE TOGETHER #AFSAGIVESBACK

*We can't wait to see and share the amazing things that your Division and Chapters are doing in your own communities! Don't miss this opportunity to share your success with the world! #WEAREAFSA*

## #AFSAGIVESBACK to our community... and more!

In February, we began to share images and stories of how our Divisions and Chapters and giving back – and we've received an amazing response! People love reading about our special events, fundraisers, check presentations, coat drives, 5K's, veterans home visits, school back-pack drives, and more!

We appreciate everyone who has sent in their submissions – but, we want more! Our goal is to continue to highlight an #AFSAGIVESBACK feature each week and share it within our overall recruiting, retention and overall marketing materials.

### Send your information now. Guidelines for submission:

- To help us archive, please add your Division/Chapter number and title in the subject line of your email. Or, PM on Facebook.
- Provide an overview of the activity to include dates, general description and its overall success
- Photo submissions must be of good quality and HIGH RESOLUTION images!!!!
- Photo captions must be provided with photos

Your submissions may be edited and shared through our social media outlets, eNewsletters, website and the AFSA magazine.



## Social media is the key to growth and success

With nearly 400 million active users, Facebook is now the size of Germany, and adding over ½ Million new users per day. Twitter is growing almost as quickly, LinkedIn is a valued service and connection tool for business professionals, SnapChat is fun and quick and features highlights from events all over the world, and Instagram not only features beautiful photography, it is now considered a top source for online sales. The amazing growth of social media reflects our compelling need to connect with other people with common interests and desires. Social media gives AFSA a face. A friendly face, to invite new friends to join us at our special events, to support our call to actions, and to join together in service of our military support community.

### Here are a few basic tips and tricks to help you enhance your AFSA Division and Chapter Facebook presence.

1. **Optimize your page:** Go to “Settings” and under “General” check and open your settings to allow Visitors to post, to contact you privately (open your PM portal), to allow friends to TAG photos to share with their friends. These changes will provide an opportunity for people to INTERACT with you and your page.

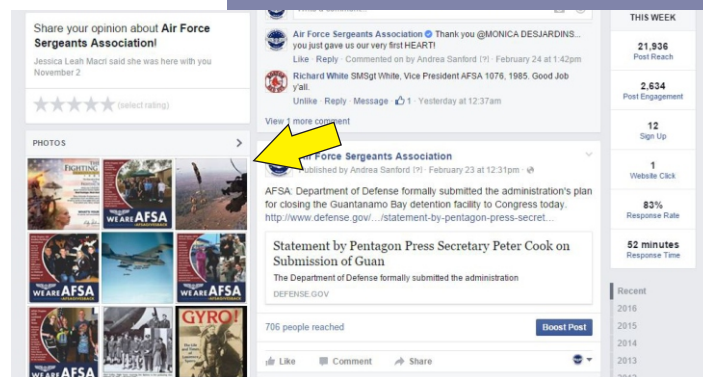
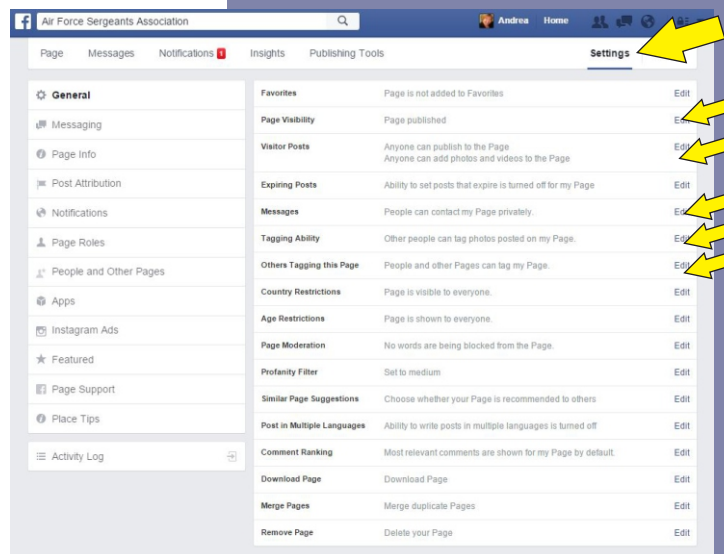
Don't stop there, make sure you complete as much of your Page Info as you can. Select the categories and subcategories that best describe our Association, include your Division/Chapter website URL, list your main address for meetings, and be sure to provide **up-to-date phone number and contact information!**

2. **Post engaging content:** People love to be educated and entertained – it's important to post engaging, and interesting content on your Page. Share the great things you and your members are doing at each meeting and special event. Include candid photos with captions as much as possible. Be sure to TAG people and they will share your information as well. Re-post HQAFSA posts and add your positive comments to interact. Pay attention to the things you read, the pages you click and share the things that you like to like

3. **Continue the conversation:** Social media is just that... social! It's a continued conversation between friends. One of the greatest mistakes most page Administrators make is to ignore the posts on their page. You've taken the time to post engaging information, and then a friend replies – and you ignore them? Wow, what a way to stop communication! Imagine if they were standing right next to you, and they replied to your question, and you turned and walked away. We'll that's exactly what you are doing when you don't reply to a post! Instead, keep the conversation going – if they say – “I really liked this information”. Say “thank you” and then ask them to share more. You'll be surprised how many other people may jump in the conversation and then SHARE your information. Keep you page moving and keep the conversations going strong. Reply to each and every comment – delete spam, and, check your messages and notifications several times a day!

## YOU CAN FIND AFSA EVERYWHERE...

website: [www.hqafsa.org](http://www.hqafsa.org)  
 Facebook: HQAFSA  
 Twitter: HQAFSA  
 YouTube: HQAFSA  
 Instagram: HQAFSA  
 Vimeo: HQAFSA  
 Legislative Action Center:  
[voter/voice.net/AFSA](http://voter/voice.net/AFSA)





4. **Be active and aim for consistency:** Social media requires momentum. Just like exercise or studying, you can't cram your efforts into a single afternoon—or even several weeks —

and expect to generate lasting results. The best tact, regardless of your specific goals, is to post in small, steady doses. Work with your Calendar of Events to develop a plan of action for special events and activities, and then stick to it. Your goal should be to post three times a day – typically Facebook is active in the morning (6 to 9am), at lunch time (11am to 1pm), and the **PEAK time** is in the evening (between 8:00 and 10:00 pm). However, as most people now access their social media through their cell phones, you can find any audience most anytime of the day. Check your **INSIGHTS** (see below)

5. **Invite your existing community to participate:** We all have our very own core-of-influence within easy reach – our family, our own friends, business associations, comrades and connections. These people are likely to be your first advocates and will find your content interesting and shareable. Why not send a friendly personal invitation to ask them to like your Associations Facebook Page? Select the “More/3Dot” tab as shown below, then “Invite Friends”, then select “Add” next to the photo of each of your friends.

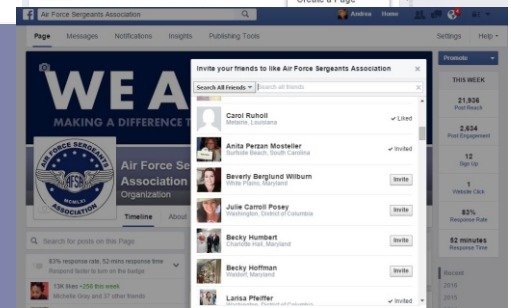
6. **LIKE our AFSA HQ Facebook page, your Division's page, EVERY other AFSA Division and Chapter page, other military support organizations, and AF MIL sites.** We are AFSA and we are stronger when united! And, to ensure brand consistency – use the correct AFSA logo and information. See the AFSA LOGO GUIDELINES in the Chapter Toolbox or in this link:

[http://www.hqafsa.org/uploads/3/8/9/1/38911523/afsa\\_logo\\_guide\\_1\\_11\\_2016.p](http://www.hqafsa.org/uploads/3/8/9/1/38911523/afsa_logo_guide_1_11_2016.p)

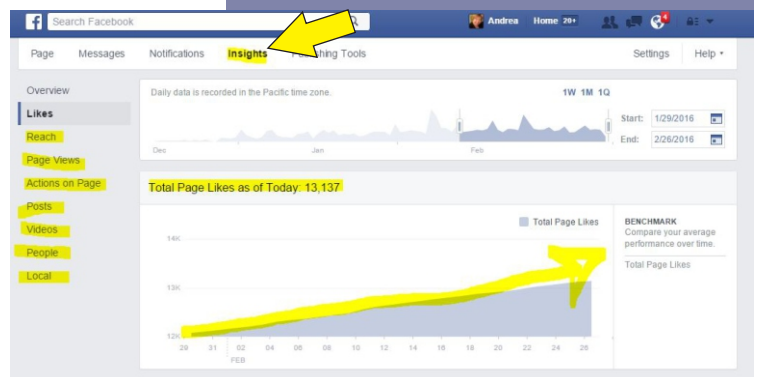
7. **Promote your Facebook Page - everywhere:** Include the Facebook icon on your website homepage, plus header and footer), your e-mail signature, marketing e-mails – and then **LINK** the it to your page (highlight or select the Facebook icon, right click mouse, choose “link” or “Hyperlink” ; copy and paste your actual Facebook page URL, and then submit.) Add Social media icons to your business cards and all other digital or print marketing materials. One way to do this is by simply adding a call-to-action in a personal e-mail (i.e. “P.S. Like us on Facebook”). Add a slide at the end of your presentations or webinars to encourage friends and business associates to **LIKE** your Facebook Page, if they haven't already.

8. **Use your Facebook INSIGHTS to check and learn about your Page performance.**

In your page settings, you can select “Insights” to review the amazing analytical data that Facebook provides to show you the most popular posts, what times are the most active, who is visiting your page, and much more. Pay attention to these numbers and work to drive up the areas that you may be lacking. A great example is if your audience is mostly male – be sure to post activities and information that may have a greater appeal to a female audience. Post at peak times, check the ratings of your most popular past posts and learn as much as you can about your page, how it works and how you can enhance its overall performance.



- Optimize your page
- Update contact information
- Post engaging content
- Continue the conversation
- Be active on your page
- Aim for consistency
- Post at peak times
- Invite your friends
- Invite community members
- Like the AFSA HQ page
- Like Division/Chapter pages
- Promote your page
- Use Facebook Insights
- Share, Share and Share





## AFSA MEMBERSHIP

- STRONGER TOGETHER -

Join or renew your membership  
1 year \$36, 2 year \$63, 3 year \$89  
[www.hqafsa.org](http://www.hqafsa.org)

### GIVE THE GIFT of AFSA MEMBERSHIP!

As a LEADER of our Association, we know you are devoted to our overall success, and we urge you to Share the Gift of a ONE-YEAR MEMBERSHIP with someone YOU love!

We've made it easy....  
visit the new  
**GIFT MEMBERSHIP TAB**  
on the  
[www.hqafsa.org](http://www.hqafsa.org) website.

Your Gift Membership recipient will receive a new membership card with a letter stating that YOU provided them with complementary one-year membership.

Membership is open to all branches of the military, family members, friends, and business associates.

Help grow your AFSA and provide those you love with a powerful voice, scholarship opportunities, and an opportunity to take advantage of the many benefits of AFSA membership!

### Membership Dues Increase Reminder

With the new membership dues increase, it's time to remind everyone to DISCARD all marketing materials that feature the 5 for \$25 special rate, or any other outdated rate and membership information.

The cost for a one-year membership is now \$36, two years \$63, and three years \$89. Life memberships will also remain available at the rates of: \$650 (age 40 and under), \$550 (41 - 50), \$450 (51-60), and \$350 (61-plus).

The updated Membership forms were placed on the [www.hqafsa.org](http://www.hqafsa.org) website at the end of December and are available to download and print.

- click on **Chapter Toolbox**, then
- click **2016 Membership Information**, then
- select either the **2016 Membership Application,0** or the
- **2016 Member Application 2up** (for printing)

We are in the process of updating the Organization Guide, Membership Brochures and other marketing materials right now and will update you when complete and ready to download, and/or order from HQ supply.

Please, share with perspective members all of the many benefits of your AFSA Membership. By becoming a member, they are joining an exclusive group of devoted military members, veterans and families who are making a strong statement of support during an extremely critical time of change! At only \$36 a year – you get a huge bang for your buck!

### Casting Call: yes, you can be a movie star

We need your help to tell America about its heroes who serve as Enlisted Airmen. Ricky Schroder Productions is looking for Airmen, and/or veterans that would like share their experiences and personal video footage during wartime. This docu-series will be aired on DirectTV beginning in July.

America needs to hear about the sacrifice our hero's have made while fighting the war on terror.

To participate in this exciting documentary, visit  
<http://thefightingseason.com>

Richard Calhoun II  
Calhoun Casting, II Inc.  
Casting Director  
216.256.8811 m  
323.400.5750 v  
[CalhounCasting@gmail.com](mailto:CalhounCasting@gmail.com)



### AFSA Charter Presidents Club: watch for news and info

Have you heard about the new AFSA Presidents Club? A very limited edition of personalized invitations were sent out recently... watch for the big blue metallic invitation envelopes!



Note, If you have not yet received your personal invitation to join this exclusive club, please send us an email now – [comm@hqafsa.org](mailto:comm@hqafsa.org)

*Hurry, there are very limited spaces available for the Presidents Club Charter opportunity. Act fast!*