



Marine Corps League
Department Of Florida
Scott Blair, Social Media Coordinator
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To: George Lamont, Commandant
From: Scott Blair

Subject: 3rd Quarter Report 2018

Sir Commandant,

I have been working on setting up a naming convention for the social media accounts. At this time I feel that it should be MCLJackIvy, MCLDOF and MCLJustinWilson. I know that some detachments have already started using social media. I believe that they should not have to change their names, due to the fact they currently have followers and it may cause some confusion and loss of followers.

I am looking into different avenues of social media to use. The most popular ones are Twitter, Instagram and Tumblr. I am looking at new avenues to approach. I am talking with the “younger” crowd as to what is new and what they are using.

I am working on a guideline as to what is proper and improper to post. I feel it should follow the existing guidelines use currently in the Marine Corps League.

Position of Social Media Coordinator at the Detachment level. I think that position should fall to the Public Relations Officer. If none , then to the Web Sergeant. If none than make it an appointed position.

Respectfully Submitted
Semper Fidelas

Scott Blair
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Department of Florida Marine Corps League