



MARKETING SUPPORT SYSTEM VFW DEPARTMENT OF PACIFIC AREAS

This month we will expand on the two topics, social media and word of mouth, discussed in September's Typhoon article.

First, last month the social media topic of hashtags was discussed. Setting up a Post Twitter account will allow your Post to take full advantage of hashtags. In reality, hashtags were created on Twitter.

Twitter is a major player in social media. It is where literally millions and millions of users start their day. Twitter can be a very strong marketing tool as you can "Tweet" messages other users will find informative. Users can choose to follow other users and their messages will show up on their home pages to read. It's like being delivered a newspaper whose headlines you'll always find interesting. Users can see news as it's happening and can learn more about topics that are important to them. It is an exceptional tool to market your Post to a large part of the Generation X and Millennial veterans.

When using Twitter you send out Tweets. Tweets are short 140-character messages where you can inform people of upcoming Post events, accomplishments as well as discovering the latest news related to veterans. The Tweets can include photos, videos and links to your Post website. You can also link your Post Twitter account to your Post's Facebook page and vice versa. The method to do this is outlined in the file "Linking Twitter and Facebook" that has been posted in the Marketing section of the DPA website.

To expand on the Twitter and hashtag link, you use hashtags to categorize Tweets by keywords. Specifically:

- People use the hashtag symbol (#) before a relevant keyword or phrase (e.g. #VFWPost2485, #VFWPostPride and others as listed in September's article) in their Tweet to categorize those Tweets and help them show more easily in a Twitter search.
- Clicking on a hashtagged word in any message shows you other Tweets that include that hashtag.
- Hashtags can be included anywhere in a Tweet.

Setting up a Twitter account is as easy as setting up an email account. Go to www.twitter.com and you will be prompted to sign up. If you go to the bottom of the Twitter homepage there is a "Help" link where you will find topics such as "What is a hashtag" (i.e. Using hashtags on Twitter), Twitter basics and more.

Secondly, last month the marketing tool of word of mouth was discussed. It mentioned about marketing your Post whenever you meet fellow veterans whether it be at a Post sponsored event, at the movie theater, etc. To expand on this there is a group of fellow veterans that Post members have already meet. The group is made up of FAMILIES and FRIENDS. Posts should not limit marketing themselves to those that only live in their local area. Angeles City Post 2485 has a large number of Life members who do not reside in the Philippines.

The November Typhoon article will cover individual Posts developing a "Post VFW Fact Sheet" like that of VFW national. Do you already have one? If yes, please provide your fact sheet and input on how well it has worked.

As mentioned before, this Marketing Support System will not succeed without individual Post inputs. You are encouraged to discuss the above at your Post meetings and provide inputs on these or marketing strategies where your Post has found success. Inputs provided will be posted on the DPA website.

***PLEASE PROVIDE YOUR INPUT, COMMENTS OR QUESTIONS TO:
Jon Crist at crstjon05@yahoo.com.ph OR John Gilbert at johnqphil@gmail.com***

Quote of the Month: "If Paul Revere had been a modern day citizen, he wouldn't have ridden down Main Street. He would have tweeted." - @AlecJRoss (e.g. "The #British are coming! ...")