

2026-2027 Public Relations Program Tracker

American Legion Auxiliary - A simple visual reminder to help your Unit document PR activities throughout the year.

PR Basics

- ☐ Create/update Unit media contact list
- ☐ Maintain/update Unit social media
- ☐ Maintain/update Unit website, if applicable
- ☐ Use current ALA branding
- ☐ Promote other ALA programs and mission activities
- ☐ Wear/use ALA branding in the community
- ☐ Participate in RED Shirt Fridays
- ☐ Use a Unit reporting hashtag to help find posts later

Programs Department Specifically Wants Promoted

- ☐ ALA Academy
- ☐ VCAF / NVCAF
- ☐ POW/MIA Awareness
- ☐ Be the One

PR Activities - Keep Track Throughout the Year

- ☐ Press releases / media releases
- ☐ Reporter interviews
- ☐ Newspaper / online articles
- ☐ Letters to the editor
- ☐ Radio / TV coverage
- ☐ Event flyers created
- ☐ Social media Live videos
- ☐ Junior press releases
- ☐ Articles submitted to Department newsletter
- ☐ Other PR project: _____
- ☐ _____
- ☐ _____

Remember: Save the receipts! Keep screenshots, flyers, articles, links, photos, videos, media coverage, and other supporting materials together throughout the year.

How to Use Your Public Relations Tracker

Don't wait until year-end!

After significant PR activities, take a moment to document what you did and save your supporting materials. Keep activity notes, screenshots, flyers, articles, links, photos, videos, and media coverage together with this tracker.

Keep everything together throughout the year. When it's time to complete your Unit's Year-End Report, you'll already have the information organized and ready to go!

SAMPLE PR ACTIVITY LOG

Date: _____

Event / Program Promoted: _____

What did you do? ☐ Social Post ☐ Flyer ☐ Press Release ☐ Article ☐ Interview ☐ Live/Video ☐ Other

Where was it shared/published? _____

Media outlet, platform, or community partner: _____

Link (if applicable): _____

Supporting Item Saved?

☐ Screenshot ☐ Flyer ☐ Article ☐ Photo ☐ Video ☐ Other: _____

Notes / Results:

Follower reminder: Record your social media follower totals near the beginning and end of the year for each platform your Unit uses. This makes year-end growth much easier to report.

This is only a sample format. Your PR Activity Log may be handwritten or typed, brief or detailed. Use whatever method works best for your Unit - the goal is simply to document activities while the information is fresh.