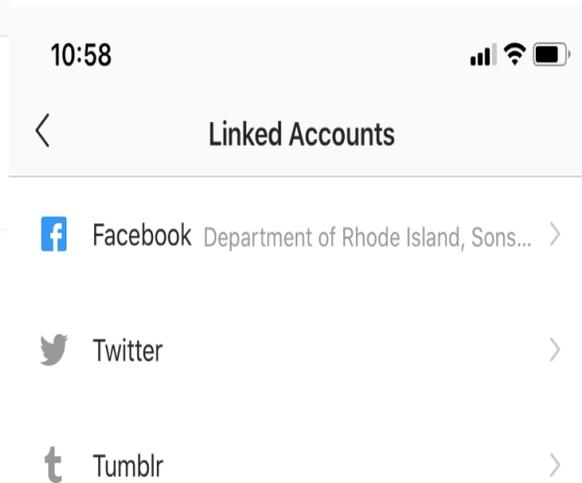
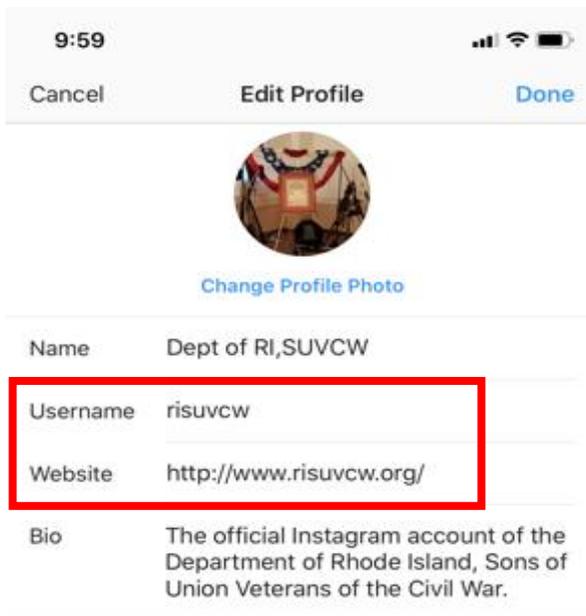


## November Patriotic Instruction

Hello Brothers,

In keeping with our theme in recently months, the topic of this instruction will be on the uses of Instagram as a social media tool. How we can use it to educate the public on the patriotic aspects of our organization, as well as what we do to keep green in our minds those who gave the last full measure of devotion. Instagram is a social media application that focuses on photos and videos in your posts. Much like with Facebook, it is very easy to set up a Camp or Department Instagram Account, all you need is an email and to download the app, which is free, on to your smart phone or tablet. Once you set up the account with a recognizable handle, you want to associate your website to your Instagram, this way if someone is looking at your account, to get to your website they just have to click the hyperlink, and they are on your website. During your account setup you also have the option, within the Linked Accounts section in the Settings Page, to link your Instagram to a Facebook Page and Twitter account. This will enable you to make one post and have it interface between the three applications, instead of having to make 3 separate posts, as Facebook and Twitter can support photo driven posts, and as people are prone to one application or another, it is wise to have all 3 set up so we can have as wide of a reach as possible.



Once you have set these up and you make a post it will appear as such on Instagram:



And automatically interface to Facebook:



You can see that the text and photo is the same, but just on two different applications. You can then go into Facebook and edit the post if you need/want to (this would be if you want to tag a group that does not have an Instagram but they do have a Facebook, or if they aren't linked together).

In today's day and age where people disseminate and absorb information as quickly as possible, it is important to have a quick hook with what you are posting on Instagram, get to the point quick otherwise the person will just scroll past it. Much like on Facebook, you can keep your followers in the loop as to Camp and Department events and news items, for our purposes Displays or Presentations that you plan on doing. As we see in the above screen shots, The Department of Rhode Island is promoting a recent event held by Major Sullivan Ballou Camp 3 at the Cranston Historical Society that discusses the life of a Union soldier that served in the 2<sup>nd</sup> Rhode Island during the war. The Department "tagged" the Camp in the post, which is a link from the post to that groups Instagram account, to get their name out there as well. The hope behind all of this is that we can:

- 1.) Promote future events coming up via social media
- 2.) Let people know we hold these types of instructions in hopes they will contact us to set one up
- 3.) When we reach out to other organizations, libraries, schools, etc. to set up presentations, we have a body of work they can reference to see that we know what we are talking about.

Unlike Facebook, Instagram does not have an Events feature, but that is okay, we can create posts to generate interest in coming events. As we see in the below post from Maj. Sullivan Ballou Camp 3 of the Department of Rhode Island, they are promoting a cemetery clean up via an Instagram post. They gave a quick hook, the important information and threw in a few hashtags to try to link their post to common threads. This post was liked by 46 people, although not a staggering amount, it is 46 new people who know about the event and could potentially come to help.



major\_sullivan\_ballou\_camp\_3



[View Insights](#)

[Promote](#)



Liked by [rachael\\_garciauriveterans](#) and **45 others**

**major\_sullivan\_ballou\_camp\_3** We are on Sunday rain or shine at 9AM at CY45 behind the Coventry Library. We will be meeting on the access road to the dog pound. Hope to see you there! [#risuvcw](#) [#suvchw](#) [#alliedorders](#) [#cemeterycleanup](#) [#cemetery](#) [#coventry](#) [#rhodeisland](#)

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Unlike Facebook, Instagram is a relatively untouched social media tool when it comes to the SUVCW. When doing a quick search on SUVCW, we only return 6 results, one of which is the National Instagram Account. If we all set up accounts, we can relatively flood Instagram with the great work we do and make sure that our past and future patriotic instructions are covered, as well as hopefully get more people to reach out to us to set up a program for them, especially seeing as Instagram does have Direct Messaging capability so people can reach out directly to the account administrator to set something up. I hope you all bring this back to your Camps and Departments and bring up setting up accounts as it is a highly underutilized tool.

In Fraternity, Charity, and Loyalty,  
Ben Frail, PDC

National Patriotic Instructor

