Fundamentals of Information Technology for Posts

Presented by the Marketing and Communications Committee

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Discussion Encouraged!

Fundamentals of IT for Posts

The Four Pillars of Service

- Veterans Affairs & Rehabilitation

- National Security

- Children & Youth

- Americanism

Preamble to the Constitution

For God and Country, we associate ourselves together for the following purposes:

- To uphold and defend the Constitution of the United States of America;

- To maintain law and order;

- To foster and perpetuate a one hundred percent Americanism;

- To preserve the memories and incidents of our associations in all wars;

- To inculcate a sense of individual obligation to the community, state and nation;

- To combat the autocracy of both the classes and the masses;

- To make right the master of might;

- To promote peace and goodwill on earth;

- To safeguard and transmit to posterity the principles of justice, freedom and democracy;

- To consecrate and sanctify our comradeship by our devotion to mutual helpfulness.

What is Information Technology?

And why is it important?

The Application of Technology to Solve Business Problems.

What do you mean, Business?

- Yep, we're a business.

- Just Like the coffee shop or restaurant down the street.

- We even have a business plan and products.

- Do you know what they are? I already mentioned them

Problems, What Problems?

- The building needs repairs

- Nobody is showing up to help

- The community doesn't know we exist

- Nobody comes to our events

- Newsletters and other mailings cost too much.

- _____

- _____

Maybe a better word is Priorities

- Here are some common Legion Priorities
    - Create Brand Awareness
    - Communication
    - Training/Education/Leadership Development
    - Post Development & Revitalization
    - Membership Retention & Recruiting

Can IT Help?

- IT can provide the edge we need to move into the future.

- IT can help us meet our responsibilities as a Post.

- IT can help us grow membership more than any other asset we have.

- Most Younger Members will question your judgement if you don't use it.
  - Voice of experience here!

Can IT Help? (2)

- Productivity
- Financial
- Marketing
- Collaboration & Learning
- Customer Service
- Mobile

- Article Here:
  - https://www.thebalancesmb.com/how-to-technology-in-small-business-2951633

Information Technology Responsibilities

The 3 Pillars of IT Responsibility

- IT Governance
  - Policies and process for effective implementation and oversight

- IT Operations (Daily Operations)
  - Posting / Communicating
  - Replying to Queries
  - Making sure comments on social media are not disparaging

- Hardware and Infrastructure
  - Maintenance of equipment
  - Batteries charged for the next event?
  - Updating Operating Systems and Applications

Does it have to be this complex?

- Maybe not, but no matter how you do it, your use of IT will fall into these categories.

- No matter the complexity, "… the perfect IT department is the one you aren't even aware of."

1st Pillar of IT Responsibility: Governance

Policies and process to organize effective implementation and oversight.

Post Information Technology Assets

What are IT Assets?

- Obvious Answers
  - Laptops
  - Projectors, Televisions, Cameras and other Visual Communication Device
  - Other devices used in conjunction with Networks or Computers

What are IT Assets?

- Not so Obvious Answers
  - Facebook Pages and Groups having the Posts Name
  - Web Domain Names with the Posts Name
  - Email address' provided by the Post
  - Instagram, YouTube Channels and a number of other Social Media network that are accessed by the Posts name.

Is Ownership Implied?

- Posts are legal business entities. They use names and brands the same as any business.

- I'm not a lawyer, but basically, the Post owns the rights to these names.

- This should be stated so in the by-laws

- You must make an effort to show that your Post is in control, or someone else will.

Why Posts should Own IT Assets

- Billy Bob Blue Cap is a great guy, but we're all human. Putting hard work into something can give people a sense of ownership / entitlement

- This can be a good thing…

Until it isn't!

Consequences?

- You can guess what those would be!
- Nobody should have the opportunity to "Take their ball and go home".
- Some Consequences are listed in articles like this one:
  - https://managementisajourney.com/five-ways-employees-both-get-mad-and-get-even/
- At a minimum it's going to require extra hours by someone that's already giving a lot.

Why Posts should own IT Assets

- Importantly, I'm sure you all understand that if the American Legion's Symbol and Name are on the top of the page, you are representing the entire American Legion.

- The Post is responsible for what is presented on social media sites that bear The American Legions brands.

How is the Post Responsible

- "The American Legion" and its symbol are brands. National is very protective of their brands .

- Your Post must be diligent about protecting the Legions Brands as well.

- To do that effectively, the Post's Leadership must have oversite/control of everything that is published in the Posts Name (and thus the Legions name)

How Does Ownership Work

- Facebook access levels:
  - Page Owner
    - American Legion Wisconsin Post 21 (Business Entity)
    - A person assigned as the Business Admin
  - Page Admin
    - Adjutant, Commander, Executive Board Chair
  - Page Editors (We currently have 3 editors)
    - Can publish content as the Page Owner
    - Respond to and delete comments on the Page
    - create ads
    - Etc.

How Does Ownership Work (2)

- Facebook also has these Roles:
  - Moderator
  - Advertiser
  - Analyst
  - Custom settings

- For Facebook, the Page Owner is the person/position that has ultimate control over the site.   i.e., the keys to the kingdom.

- Your By-Laws should dictate who keeps the "Keys", and how they are accessed.

Common Credentials Hierarchy

- Administrator - Caretaker / Site Owner
  - Full Control
  - Not involved with content (but can be)
- Editor - Responsible for all content
- Author - Able to create content
- Contributor - Can Submit content
- Subscriber (not used if the site is public)

THE AMERICAN LEGION

How Serious Is All of This?

- It's as serious as you think it is.
- If your Post is small and more like a family, perhaps you don't have to address this yet.

FYI: How to recover IT Assets?

- Not easily! AND A quick google search will show that this is a common problem.

- The easy way out is to appeal to their sensibilities

- The hard ways is to create another site and make a case to the Social Media provider that they are violating your legal business's property and get them removed.

- This is a good case for starting out out on the right foot. In some cases, years of work could be lost.

FYI: Should Posts Own email Addresses.

- An email address like commander@alpost21.com is intuitive. You may get queries just from having an obvious address.

- It hides your personal email address. Do you really want to mix up legion business with email from your grandchildren?

  - The mail administrator can set it up so that email forwarded to any account you choose.

FYI: Should Posts Own email Addresses. (2)

- Less changes to make after elections.
  - Just change who has access to the mailbox or change the "forward to:" address.

- Reminder…

- All of this is at your discretion. I'm just showing the possibilities.

Who's Responsible?

- Example Post 21's officer collateral duties are currently as follows:
  - 1st Vice: Membership Committee Chair
  - 2nd Vice: Post Entertainment Committee Chair
  - Adjutant: IT Manager / Social Media Manager

- Looking to create some new IT Positions
  - Elected or Appointed?
  - Chair of a Committee or Standalone position?

Who's Responsible?

- Social Media Committee Chair
  - Appointed Position
  - Post Website and Social Media Sites
  - Paper / Electronic Newsletters
  - Upkeep of Email / Contact Lists
  - Public Affairs Officer
  - Local Media Point of Contact
  - Monthly Budget for advertising
    - Augmented for big events

Who's Responsible?

- Information Technology Manager
  - Appointed Position
  - Hardware / Software Property Manager
  - Social Media Account Manager
  - Hard/Soft Maintenance
    - IT Equipment
    - A/V Equipment
    - Security Systems
    - Voice Systems
  - Negotiations with ISP's, etc.

Who's Responsible?

- Information Technology Manager (2)
  - Holds the Soft Keys to the Kingdom
  - Administrator for All accounts
    - Websites and Social Media Sites, Multimedia Sites
    - Software as a Service: (SAAS) Zoom, MS Office
  - Post Accounts and Password record keeping. (SHARED!)
  - ALA Unit 21 and SAL Squadron 21's IT Assets
    - Again... Post Assets. Ball stays with the Post!

2nd Pillar of IT Responsibility: IT Operations

Periodic Tasks

Periodic?

- How much time do you have?

- You should post more than once a ????

- Address Comments Timely

- Answer Questions ASAP

- React to Adverse Posts and Comments immediately

- I.e., you must be involved.

Media Resources

https://www.legion.org/media/fourthestate

- Press Center

- Public Service Announcements (PSA's)

- Media Contacts

American Legion Media

https://www.legion.org/media/fourthestate

- Social Media
- Mobile Apps
- Legiontown
- The American Legion Magazine
- E-Newsletters

American Legion Media Toolkit

https://www.legion.org/media/fourthestate

- Logos

- News & Press Releases

- PR Toolkit (https://www.legion.org/prtoolkit)
  - If you never looked at this page, I promise you that the amount of information will surprise you.

Connecting with Members

Email / Newsletters / Social Media

Connecting with Email

- Great way to communicate with Members

- Useless without an email address

- Some people are just not internet active
  - Have to respect their decision

- While not interested in participating, they do like to be informed,

- BUT they still won't make the switch.

Connecting with Email

- It's a Priority at our ~250 Member Post
  - Stamps, envelopes, printer supplies, paper
  - Conservatively $1.00/Member = $250.00/Mailing
  - Add Trips to Printer, Post Office
  - Stuff and Stamp Envelopes

- I can send an email to everyone in MailChimp in a matter of moments.

A note on myLegion.org

- myLegion.org is the source for email addresses
- myLegion.org is an important step forward
- "We" have to fix it, or at least use it as best we can
  - Lots of accounts w/o email addresses
  - Update their account with email if you have it
- "We" must try to get people to use it: NOT EASY
  - It's Confusing (heard during buddy checks)
  - Putting PI (Personal Information) online is Scary!

Protecting email recipients

- Using "Undisclosed Recipients
  - You probably do not want to share everyone's email address with everyone unless it's on purpose

Here's how to send a group email without disclosing everyone's email address...

Job Aid: Sending Group Email

- **From: American Legion Post 21 <socialmgr@alpost21.com>**

- **To:** Undisclosed Recipients<adjutant@alpost21.com>

- **CC:** Empty!

- **BCC:** (Blind Carbon Copy Field)
  - Group names, or addresses separated by comma's
  - No one in the list will see any of the other addresses entered here.

- **Subject:**

- **Add Attachment if Required.**

- **Message:**
  - You might want to compose the letter in a word processor and paste it into the message field. Word Processors are far better at spelling and grammar help.

Social Media

AKA Social Networking

Social Media Basics

- Profiles
- Newsfeeds
- Followers
- Follows

Social Media Security - Best Practices

- Think before you type - The Internet is forever.

- Don't get into Online Arguments

- Don't feed the Trolls

- React to issues quickly and professionally

Doxing

- Form of Online attack

- Attempt to find out PI about someone

- Goals
  - Shame someone you disagree with
  - Get someone's account deactivated
  - Worst cases: Get someone fired!

- Examples
  - Shame "Karen's & Kevin's"
  - Going after Racists is a current trend.

Be Careful what you say online!

Short Introductions to Some Common Social Media Platforms

Facebook

- Facebook is a social networking website where users can post comments, share photographs, and post links to news or other interesting content on the web, chat live, and watch short-form video.

- Facebook supports group pages, fan pages, and business pages that let businesses use Facebook as a vehicle for social media marketing.

Some Facebook Security Settings You Should Fix Right Now

- **Secure Your Login with 2-Factor Authentication**
- **Secure Your Profile Information**
- **Posts and Stories Security**
- **Set Up Security Alerts**
- **Set Apps and Websites Privacy**
- **Set Up Extra Security**
- **https://www.groovypost.com/howto/9-facebook-security-settings-you-should-fix-right-now/**

Instagram

- Owned by Facebook
  - Part of the new Metaverse I haven't looked into that much yet, I'm sure it's Zuckerberg's new way to suck more personal information from us.

- Simplified version of Facebook

- Emphasis is on mobile use

- Focus on photography and video

Twitter - Advantages

- Quick, Fast, and in a Hurry Communications
- Easy to Use
- Allows 2-way communications
- Hashtag Power
  - Used to reach targeted audience
- Free Account

Twitter - Disadvantages

- Time Waster
  - Get caught in "Rabbit Holes"

- EVERYONE is watching

- Audience must be online or may miss the comm.

- Skill/Time/Commitment required to maintain Audience

YouTube - Advantages

- Free

- Popular

- Relatively Easy to Use

- Application is available on all platforms

- Videos are linkable from other sites

YouTube - Disadvantages

- Google constantly finding ways to monetize it.
- Related videos may not be something you want to be associated with.

- Advertisements shown at Googles discretion
  - Do you know what you are endorsing???

- Lack of Privacy
  - Must Monitor/Address inappropriate comments constantly.

- Another Rabbit Hole entrance!

Social Medial Reference Guide

- Here's a good article with better descriptions...

    https://smartblogger.com/social-media-sites/

Websites

- Mostly a non-interactive form of Social Media

- Made for more permanent content / reference material

- A better place to present your Post to the world.

- Some say websites are dying out in favor of SM Platforms.

- SM for overview / Website for specifics

- Reality Show/ TMZ   vs. Documentary ?

https://www.legionsites.com/

- One of a number of companies that cater to Legion Posts for websites.

- A bit more costly, but not terribly so.

- Simple boilerplate system

- Great place to get up and running.

- Changing later may cause a do-over.
  - Copy / Paste make this mostly doable as long as you have backups

Wordpress / Joomla / Etc.

- High profile website building platforms
- Once you are comfortable, it's fairly easy to maintain, but it does require more effort
- Problems are solved with google searches
- They are so prevalent that you may draw a Webmaster or IT manager that wants to learn those skills (Resume!)
- Free online classes available via WI Public Library Consortium.

WordPress vs. Other Solutions

- For the purposes of this class, I'm going to say it really doesn't matter

- I didn't use something like legionsites because they is very simple and there wasn't really anything to learn.

- That might be the exact reason you want to use one of those solutions, especially starting out.

- You must "Do the Math".

How Social Media Works

Challenges of using Social Media

- Large % of Post still against using social media.
- Important because contact via Paper is
  - Expensive
  - Extensive volunteer hours
- Whether or not you use paper depends on…
  - Size of Post
  - Demographics
  - Active volunteers (for content AND prep)

Challenges of using Social Media

- Reaching someone via Facebook Posts is hit and miss unless you pay for "Boosting" Posts
  - Approximately $15.00 / Post
- You have to understand the algorithm
  - Has a lot to do with comments and shares
- Disparaging comments / Online Arguments
  - constant worry
- It is incredibly easy to offend someone!
- My most successful post was this…

Comedy and Humor Danger Zone

- This post was:
  - NOT Political
  - NOT Religious
  - Veteran Related

- It didn't have much of a chance of offending anyone

  HOWEVER, THAT IS UNIQUE!

- Offending anyone is the LAST thing you want to do.

- I sent this as a text message to leadership for approval – ALWAYS GET A SECOND OPINION

American Legion Post 21 Kenosha Wisconsin
Published by Paul Ciarelli · July 25, 2020 ·

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$19⁹⁷

MILITARY ALARM CLOCKS ON SALE FOR A LIMITED TIME ONLY!!!

1,604 People reached   227 Engagements   — Distribution score   Boost post

11   13 Shares

Like   Comment   Share

Social Media Privacy

- Social media is a competitive market.
  - Privacy often takes a back seat
  - Constantly changing policies and privacy settings

- Largely unregulated
  - Make their own rules
  - Users made to grant access to PII
  - Will address issues only if pressured

- Apps and plug-ins that utilize GPS location present unique security concerns

Benefits of Social Media

- Easy to communicate with people immediately
- Keep in touch with people who shy away because of Pandemic
- It's how younger generations communicate
- Can lead to unexpected benefits.
  - Relatives of the Post's Namesake

Final Thoughts on Social Media

- When to leave people behind and move into the future???

Final Thoughts on Social Media

- When to leave people behind and move into the future???

The right answer is NEVER!

Final Thoughts on Social Media

- Getting people internet active
  - Have IT training (say before / after meetings)
  - Be setup to walk them through it
  - Adults learn better by seeing and doing.

- Inform people by any means that their membership is important

- Being aware that what we do is a ticket to a future active member
  - Sooner or later, we're going to do something that interest them!

3rd Pillar of IT Responsibility: Hardware and Infrastructure

IT: A Vehicle to Achieve TAL Goals.

- Like all trustworthy and dependable vehicle's, it will eventually need maintenance.

- If your IT Solution is mis-managed, Costs to repair (in dollars and hours) are going to be much larger than periodic maintenance. In the Navy we called this approach 3M: Maintenance Material Management.

- Whatever you call it, make sure it exists.

Up on the Maintenance Rack:

- Equipment Maintenance
  - Cleaning (Hardware and Software)
  - Software Updates
  - Keeping the equipment ready for use

Maintenance Tips

- Hardware Upgrades
  - If you usually have extra parts when you finish working on something, perhaps this isn't the job for you!
  - This is a voice of experience thing.

- For desktops, once a year it's a good idea to:
  - Unplug!
  - Remove the cover and vacuum it out around the fan
  - Keep the unit's openings and vents clear.

Maintenance Tips

- Batteries
  - Charge up Batteries before you need them. Our Shotgun Microphone is really great because you don't have to have it halfway down your throat to get volume, but it has a built-in battery.

  - For long term storage, (Months) It's better for modern batteries to be stored at 80% capacity.

Physical Security

- Laptops, Printers, Modems, etc.

- WIFI Signal needs protection too.

- Modern Access Points
  - Many benefits over your ISP's equipment
  - May lower cost
  - Creates a private network for each connection!
  - Uses 2.4 and 5GHz in tandem

Password Tips

- You should have a different password for each site or application you log into.

- You should definitely have different passwords for Legion Business and your Personal business

- Passwords don't have to be an unrecognizable crazy jumble of characters

- A good password can be pretty easy to remember, and maybe even useful...

Easy to Remember Passwords

- Now is the time for all good legionnaires to come to the aid of veterans.

- I prescribe to the swinging leg method of management, baby!

How about the answer to a question...

- Are you a turtle?

- Nitt4agl2ctt@oV

- 1p2tSLmom13!

- YbysAia!

Compromised Credentials

- Sooner or later some crook is going to crack a weak password.

- DO NOT PANIC

- If you Panic, you will make the situation worse.

- As soon as you notice a problem:
  - Start researching how to fix it properly.
  - Write down a Plan
  - Review the Plan
  - Follow the plan.

Device Security – Best Practices

➢ Choose different strong, complex passwords for ALL of your accounts and change them regularly.

➢ Don't download or install software from anyone you don't know.

➢ Don't follow links in emails unless they are from a source you know.

➢ Don't give access to your computer as a matter of course. If you must, create a separate account.

Device Security

- "Borrowing" Policy
  - I really could use that expensive camera at my Daughters wedding
  - Not saying either way, but you may want to address this with policy, before it becomes an issue.

Recognizing Scams

- As IT Professionals,
  - You have to get the word out to members that you are trying to get internet active.
  - Part of a training plan for them

- Two things
  - Too good to be true IS too good to be true.
  - If you didn't ask for it, it's unlikely you need it

Mobile Security

- Do you have a PIN on your phone? Is it 1111?

- Be careful about Apps that request PII

- Update Operating System and Apps Regularly

- Wireless Transmissions are not always private

- Take the time to learn about your equipment's privacy settings.

Handling PII

- Personal Identifying Information

- Huge responsibility because of Identity Theft

- I can't think of a reason the Post would need to ask for someone's SSAN

- Do not store them at the Post! LIABILITY!

- If you must keep personal documents, completely black out the SSAN, better yet, make the member do it.

Backups

- Backup your electronic information
- Backup your electronic information
- Seriously, do backups.
- If your Post has a Microsoft Office Subscription, make use of the cloud Storage they call Onedrive
- You should still do backups and keep them in the Post Safe, Monthly or even Quarterly

Where to Get Help

Fundamentals of IT for Posts

TALMA

- The American Legion Media Alliance was established to provide resources, tips and other materials to promote the American Legion Family, post events, programs and more.

- It is intended for members who handle media including but not limited to public relations, website, social media, newsletters, etc.

- https://www.facebook.com/groups/292926491744803

- https://www.legion.org/talma

TALMA (2)

- Monthly classes: Can watch at your leisure.

- Mostly the "Content" side of IT but they have some very smart people willing to help.

- Membership may be required, but you don't have to be a member to join FaceBook group

- Membership is $20 per year.

- Includes a Press Pass

- Tips and Tricks Pamphlet is a Great Intro

Help Around Town

- The Public Library
  - "Where the smart people go."
  - Free online courses
  - Public user groups
  - WPLC Online has amazing resources
  - The folks at the help desk are very knowledgeable about where to go for help

- Meetup Groups
  - More of a social gathering of likeminded people.
  - Can be Very useful, but sometimes organized by salespeople.

Questions

- Did I miss a topic?

This Presentation, including this artwork will be available.

Thanks to the following:

- Kenosha, Paul Herrick, Post 21 By-Laws Committee:
  - Commander Thomas J. Visintainer Sr.
  - 2nd Vice Commander/Service Officer Phillip Morris
  - Brad Cramlet, Donny Diehl, Andrew Sabin, Matt Christiansen and Tommy Nielsen

Extra Credit (i.e. I talked to much)

- I'll stick around in here and go over a couple of other things if you want

Extra Credit (i.e. I talked too fast)
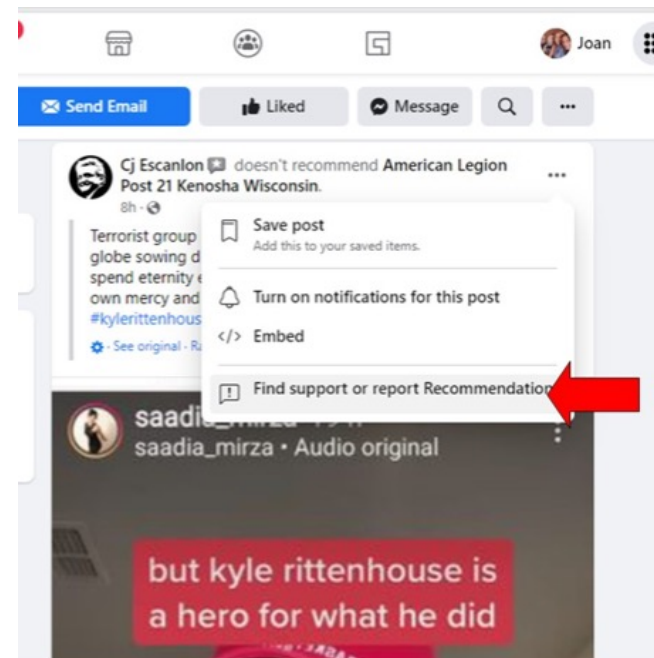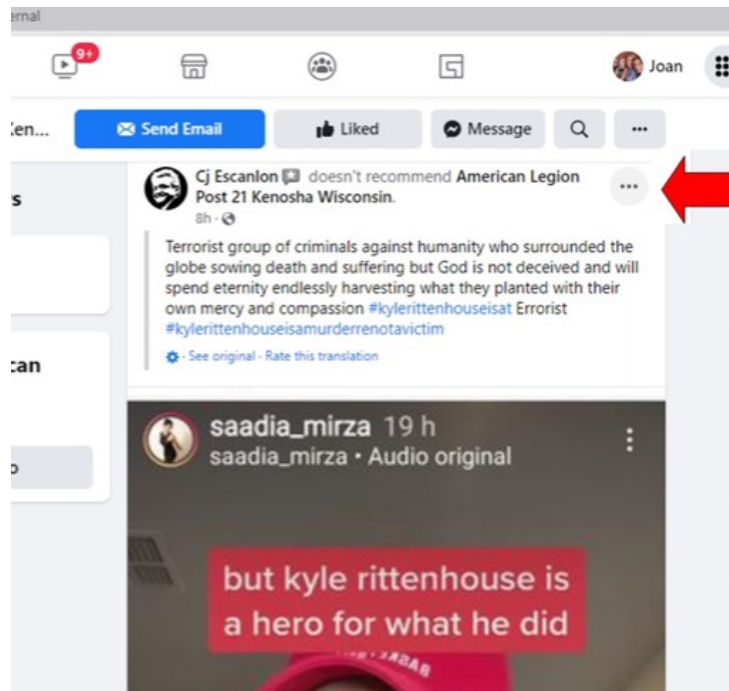
Social Media - Handling Bad Reviews

- We found this Gem of a review on our Facebook page recently

> Cj Escanlon doesn't recommend **American Legion Post 21 Kenosha Wisconsin.**
> 8h ·
>
> Terrorist group of criminals against humanity who surrounded the globe sowing death and suffering but God is not deceived and will spend eternity endlessly harvesting what they planted with their own mercy and compassion #kylerittenhouseisat Errorist #kylerittenhouseisamurderrenotavictim
>
> · See original · Rate this translation

I asked Joan for Help and she responded with the following Job Aid…
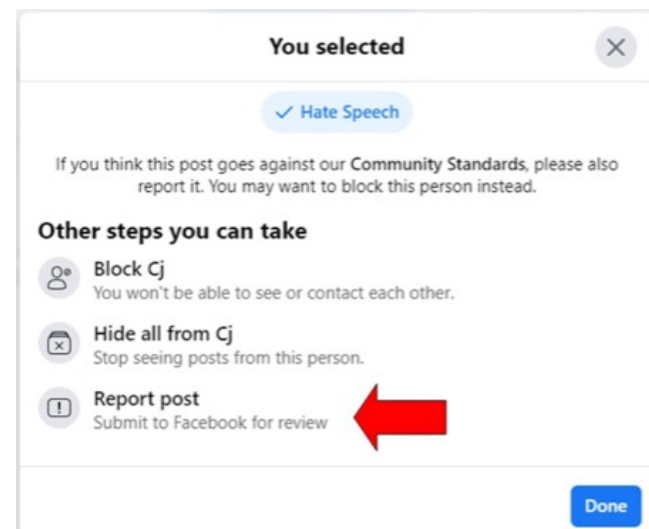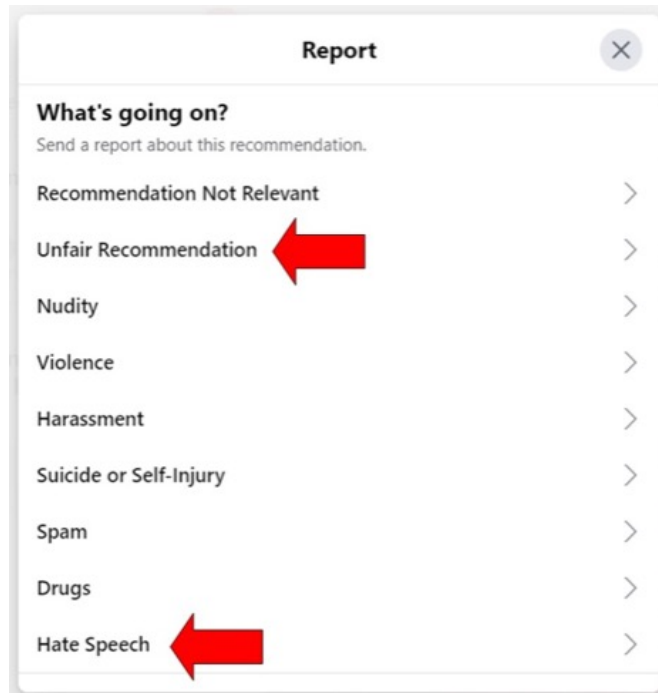
Handling Bad FB Reviews (2)

Handling Bad FB Reviews (3)

Building a Raspberry Pi Slideshow

- I'll have a Job aid posted…