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CARRYING OUR MISSION FORWARD IN A DIGITAL AGE

Brothers,

I am proud to announce that the National Special Committee on Social Media Management will soon begin offering social media training sessions for our Camps and Departments through Microsoft Teams and Zoom. These sessions are intended to equip Brothers with the knowledge and confidence needed to use modern platforms effectively—whether to establish or manage accounts, tell our story, or strengthen the public presence of our Order. A list of currently available classes appears below, with additional offerings to follow.

For more than three decades, social media platforms have come and gone—from MySpace to Reddit and countless others along the way. While the platforms themselves may change, their purpose has remained the same: **connection**. Today, social media allows us to bridge distances instantly—linking Brothers across the country, engaging historians and educators, and connecting with descendants and supporters in ways that were unimaginable just a generation ago. These tools give us the ability to ensure that our shared mission, values, and history remain visible and relevant.

Our Order was founded to preserve memory, honor sacrifice, and educate future generations. To continue that work effectively, we must be willing to meet people where they are. Social media provides us with powerful tools to share our activities, commemorate events, and keep Brothers informed and engaged. Platforms such as Facebook allow us to promote meetings and events widely and efficiently, placing information directly into the hands of community members, partner organizations, and especially younger audiences. Platforms like Instagram and Reddit give us opportunities to inspire interest among younger generations of American Civil War enthusiasts and descendants—individuals who represent the future leadership and stewardship of our Order. This responsibility cannot be overstated, for the survival and vitality of our Order depend upon it.

As leaders in both civic and professional life continue to grow younger, social media has become an essential measure of visibility, credibility, and legitimacy. Outside organizations increasingly review online presence when considering partnerships, collaboration, or grant opportunities. An active and well-managed social media presence can open doors; an absent or dormant one can quietly close them. Embracing these tools is not about abandoning tradition—it is about carrying our traditions forward and ensuring that our voice is heard in the modern public square.

I strongly encourage every Camp Signals Officer, Department Signals Officer, and interested Brother to reach out to the Signal Corps at signalscorps@suvcw.org to enroll in these courses.

Your participation strengthens not only your Camp or Department, but the Order as a whole. If there are specific Social Media topics you would like addressed, please share them with the Committee so appropriate training can be scheduled or recommended.

Additional classes will be announced to Department Secretaries and Department Signals Officers, and I have also asked the Signal Corps to work with Memorial University to ensure that best-practice training materials are available for continued learning.

Together, by honoring our past while embracing the tools of the present, we can ensure that the mission of our Order endures for generations yet to come.

All Classes to start at 6PM Eastern Time.

- Facebook Courses:
 - 21 February
 - 14 March
 - 28 March
- Instagram Courses:
 - 28 February
 - 21 March
- LinkedIn, X, Reddit
 - To Be Announced

I hope that every Camp and Department will take advantage of these opportunities to learn about Social Media and how they can use it to grow the ranks of our Order and further our mission of keeping green the memory of the Boys in Blue.

In Fraternity, Charity, and Loyalty,



Kevin P. Tucker
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