



## Branch social media: Centenary Pre-launch/ November 25

If you do not have social media channels, point people to the following national channels to learn of centenary updates:

<https://www.facebook.com/CanadianLegion>

<http://twitter.com/RoyalCdnLegion>

<https://www.instagram.com/royalcanadianlegion/>

If you do have social media channels, think of crafting messages such as:

### Facebook example

The Legion is about to celebrate its 100<sup>th</sup> anniversary in 2026 and **Branch XXX is** part of the celebration. We're proud to help launch our organization's new centenary branding and we have a lot of things planned over the next year. There will be a national sweepstakes to win a Ford F-150 STX, (any local contests or plans) and new anniversary items to purchase from **(branch store or Legion store)**. We also want to take this opportunity to thank all our members, volunteers, and friends for your support over many years. Please stay tuned to our online and social channels for updates on the Legion's centenary!

### Twitter example

The Legion's 100<sup>th</sup> anniversary is just around the corner and **Branch XXX in XXX** is part of the celebration! We're proud to reveal our new Branch centenary logo. Stay tuned for our exciting 2026 plans and thank you for all your support over the years!

### Instagram examples

Legion **Branch XXX in XXX** is proud to present our new Centenary logo as we look forward to celebrating the Legion's 100th. We've got a lot planned for 2026 so stay tuned!

These Legion 100 branded ballcaps are some of the great products now available in our **Branch # XXX** store, check them out today!