



Video Tip Sheet

Follow AFA on Facebook,
Twitter, LinkedIn, & Instagram!



Videos available: (1) :30 second PSA
(1) Full-length, 1 min 45 sec video

**Please download these to your computer by visiting www.afa.org/membershipvideo2 and click "download"*

How video should be used:

Play at Chapter events
Post on Chapter and Member social media pages
Include in e-mail blasts
Other venues and channels available

Purpose: Increase AFA awareness and grow membership by highlighting AFA as the premier association dedicated to supporting the United States Air Force and its people.

Target Audiences:

Total Force Airmen (Active Duty, Guard, Reserve, Civilians, Civil Air Patrol, etc)
Family members of Airmen (Spouse, dependent, supporters)
Air Power Advocates
General Public

Sample Social Media Post

"The Air Force Association (TAG) has been the Force behind our United States Air Force since 1946. We invite you to take a look at our latest video highlighting our mission, and welcome you to join our Association. Please contact your local (Insert Chapter Name) to learn more about AFA's many programs and membership opportunities.
#WeAreAFA"

#WeAreAFA

The #WeAreAFA initiative was created to tell the AFA story on social media by highlighting members, chapters, staff, and supporters. It has since grown into a means of referencing our pride as AFA members and staff. Please consider using the hashtag #WeAreAFA when posting about AFA on social media, in emails and on chapter documents.

*Follow AFA on our social media channels and keep the conversation going! Please feel free to share our posts, tag us in your photos, and recommend your friends to "like" and follow us!

Questions? Please contact us by emailing membership@afa.org or by calling 703-247-5800.