



Wayfinder Festival is Here!

Welcome to the Coosa Lodge Wayfinder Booth! Here in the Coosa Lodge we're proud of our communications work and would love to share our practices with everyone.

We have 2 main publications outside of our social media accounts. Our weekly-ish newsletter, This Week in Coosa Lodge. And our paper publication, The Red Feather Herald. For TWiCL we have smaller updates and items that require as many people as possible to see. (Bring your Medform to the event. Stuff like that.) On top of going out as an email, a link to it also gets shared on our Facebook and Twitter. We do our newsletter 4 times a year. Spring Induction Weekend, Heartland Gathering (Conclave), Summer Induction Weekend, and Fall Fellowship. For most of the issues, we print on 11x17 paper. That lets us do either 4-page or 8-page issues. For March we did a 4-page issue. Since we hosted Conclave this year, I felt the need to do an 8 page.

As far as social media is concerned, we have a lodge Facebook, Twitter, and Instagram. Our lodge also has a Shows committee that uploads their photos and videos to Flickr and YouTube respectively.

Our Facebook and Twitter pages are for sharing quick updates and registration links that don't really warrant a full email blast. Recently we've started using our Instagram page more often. After smaller events like Banquet or Induction Weekends, we'll post 3-4 photos from the event to Instagram. I'm an admin on our Facebook page so when I post something to the Instagram account, it'll also post it to Facebook. I've also linked our Instagram and Twitter accounts using IFTTT so that it'll natively tweet the photos and caption instead of linking to the Instagram post. What we do at our bigger events like Conclave and Fall Fellowship is post pictures several times throughout the event as well as using Instagram Stories as more "laid back" or not as formal posts.



In the Coosa Lodge we run a “Shows” committee to provide A/V support for all of our lodge events. The Coosa Shows committee has members that specialize in a range of areas. In the production side of things we have many skilled photographers and videographers. At each of our major events we try to produce 2-3 videos to show at our closing show. Typically these will end up being a funny type video and a montage video showcasing highlights from the weekend. All of our photographer and videographers provide their own equipment for use. Over the course of one day, we’ll shoot and edit these videos. On the arena side of things we do video projection, audio, and lighting. At the bottom of this page, you will find a link to our YouTube channel. Please, check it out and see what Coosa Shows has to offer.



Coosa Lodge at Summer Camp: A Recap

This summer, Coosa Lodge was hard at work providing service to our two council summer camps, Camp Comer and Camp Sequoyah. We had youth arrowmen serving on staff at both camps ranging from veteran area directors to first year staffers, the CITs. Whilst also serving in their roles at camp, these Arrowmen provided OA specific support by the way of Unit Elections, Brotherhood Ceremonies, and Call-Out Ceremonies. Between the two camps, we called out 143 new candidates and Inducted 25 new Brotherhood members.



Coosa Lodge, WWW



@coosalodge



@coosalodge



coosa50.org



youtube.com/user/coosashows

Got Brotherhood?



All dues paid Ordeal members are eligible for the Brotherhood after 10 months of membership. Brotherhood counseling is offered at Ordeals and some fellowships. Contact the Vice Chief of Inductions for more information regarding Brotherhood membership or the different honors of the order, or visit jumpstart.aa-bsa.org.