



Showcasing your Hub in the digital age

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Summit 2026





Welcome

Honor our History with
Tomorrow's Tools

Digital Front Door

Canva Exercise.



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Do not edit
How to change the design



Describe your Hub in One Word?

① The [Slido app](#) must be installed on every computer you're presenting from

slido



Modern Outreach: Search Everywhere (SEO)

- People don't just "Google" anymore—they ask AI.
- Is your Hub "AI-Ready"?
- Video is the new "Front Door."



 Claude

Gemini



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From Keywords to Legacy

Does your Hub use AI language?

- **The "AI-Ready" Strategy:** Ensure your Hub's website has a clear **FAQ section**. AI pulls from direct answers.
- **The Content:** Use phrases like *"Top-rated Honor Flight Hub for Veterans in [Your Region]."* When a daughter asks ChatGPT for help, your Hub should be the "Expert" source it cites.

Video's and Reels

- **The Strategy:** Post a 15-second clip of a "Welcome Home" ceremony or a Veteran seeing the Memorial for the first time.
- **The "Search" Factor:** When a user searches TikTok for *"Volunteer opportunities for Veterans,"* a raw, emotional video of your last flight is a much more powerful "Front Door" than a static website.

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The AI Safety Briefing (Security)



- Beware of "Deepfake" Phishing.
- The "Vault" Rule: No Private Data in Public AI.
- Human-in-the-Loop: AI drafts, Humans approve.
- Recent Summit AI Generated Photo (The information you share)

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People Follow People (The "Face" Rule)

- **Show real humans, not graphics.** (faces, hands, behind-the-scenes moments, and personal interactions always outperform logos or text-only posts.
- **Be relatable, not perfect.**
- **Feature volunteers, veterans, and community members.**



REAL
> PERFECT

STORIES
> STATS

HUMANS
> LOGOS

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The "Scroll-Stopper" (The 3-Second Rule)

- Start with action, not a slow intro.
- Use color, motion, or surprise in the very first second.
- Lead with a strong hook: “Look at this!” or “You won’t believe this...”
- Keep visuals bold, simple, and instantly understandable.
- Make the opening worth stopping for – fast thumbs = fast decisions.



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The Power of the Network

- Reposting builds visibility for every hub.
- Social proof spreads farther when more accounts share the same moment.
- Your followers love seeing real activity from across the network.
- Reposting strengthens relationships between hubs.



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Interactive Workshop – Open Canva

- Open your Canva App.
- Login if you have an account
- Click on Templates
- Type: "Welcome Home Flyer for Veterans or New Flight Season"
- Customizing with your Hub's Logo and colors
- Share with your neighbor.



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Q&A

Any Questions, and how can I help?

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