



His Majesty's
Tenth Regiment of Foot
in America, Inc.

Major Dylan Potter, Adjutant

24 Smith Corner Rd • Plaistow, NH 03865 • adjutant@redcoat.org
<http://www.redcoat.org>

Command Staff Meeting Agenda

Wednesday, July 16, 2025, 8:15 PM

Location: Kennedy Hall, Church of Saint Brigid, Lexington, MA

Meeting Started: 8:20 PM

- I. Opening Remarks: None
- II. Meeting minutes, June 3, 2025: APPROVED
- III. Social Media Committee Update: See attachments
- IV. OSV
 - a. Preparations
 - i. Remember to pay for your meals and to help with the kitchen
 - b. 2026 date change
 - i. OSV looking into another weekend in August
 - ii. We will not be the host unit and our attendance will depend on the vote in January
- V. St. Jean
 - a. Preparations
 - i. Make sure your passport is up-to-date
 - ii. Important instructions for crossing will be relayed in the Orders
 - b. Transporting kitchen items
 - i. We will not be bringing the trailer
 - ii. Request volunteers to pack a few kitchen items in each vehicle
 - c. How much powder to bring?
 - i. Need numbers to determine how many rounds to bring per musket
- VI. Film Opportunity
 - a. August 3-4 people 23, 26, 27
 - b. Gloucester, MA
 - c. \$100/person/day
- VII. Other items
 - a. See attached recruiting flyers
- VIII. Next Meeting: Tuesday, August 5th

Meeting Adjourned: 9:00 PM

Major Dylan Potter, Adjutant

His Majesty's 10th Regiment of Foot in America

An IRS recognized 501(c)3 public charity formed for educational purposes and incorporated under the laws of the Commonwealth of Massachusetts.

Federal EIN 04-2653303 - Massachusetts AG # 057095 - New Hampshire AG # 15346

10th Regiment Social Media Committee Plan of Action 2025

Cpl Isaac Zaslow - Light Infantry Co'y

Current Situation

Existing Accounts

Facebook

10th Facebook Page - Official

Owner: Paul

10th Grenadiers Facebook Page

Owner: Justin

10th Light Infantry Facebook Page

Owner Isaac

10th Battalion Facebook Page

Owner: Winston

Instagram

10th Regiment Instagram

Owners: Dylan, Jon

Youtube

10th Regiment Youtube

Owner: Isaac

Tiktok

10th Regiment TikTok

Owners: Huxley, Cole

Goals

Short-Term Goal:

The immediate objective of the Social Media Committee is to consolidate the regiment's social media presence into a smaller number of high-quality, cohesive accounts. This includes clearly defining the mission set for each platform to differentiate their roles to ensure each medium effectively reaches a distinct segment of our audience.

Long-Term Goal:

The long-term goal is to implement the defined objectives for each platform and steadily build an engaged online following through **consistent** content and **dedicated member involvement**. The primary aim is to **measurably** enhance our recruiting efforts, while the secondary goal is to broaden awareness of the 10th Regiment's name, vision, and mission across a wider audience.

- Platform leaders should collaborate to define mission sets and ensure each platform serves a distinct purpose.
-

Long-Term Objectives

1. Ensuring Consistency

Facebook

- Minimum of one post per week.
- If each company posts once a month, this will exceed the goal.
- Post after every event during the reenactment season.

Instagram

- Bi-weekly posts during the season.
- Monthly posts in the off-season.

YouTube

- Monthly video premieres.

TikTok

- Bi-weekly uploads.

2. Dedicated Membership

- Content creation should remain enjoyable and collaborative, not burdensome.
- If anyone feels overwhelmed, they should feel comfortable stepping back, we can always bring on new administrators to help divide workload
- Encourage a team mentality where contributors can rotate and support one another.

3. Track and Evaluate Social Media Impact

- Conduct polls with current members to assess social media effectiveness and what brought them to join.
 - During entrance interviews, ask new recruits which platform influenced their decision to join.
 - Solicit feedback from both current members and new recruits on how to improve our online presence.
-

Arouse *Britons* for the Honor and Glory of *Old England* !

Now is the moment for all Noble-minded Countrymen ; now is the crisis of our
Country's Fate ; fly to the Standard of our Sovereign !

ALL NOBLE VOLUNTEERS

Whose Hearts are filled with loyalty for the best of Kings, and Love for the Noblest of
Constitutions, and who are willing to maintain the honor of *Old England* against the designs
of our NATURAL ENEMIES, who have deluded our Brethren in *America*, have now an
opportunity to obtain immortal Renown by reporting to the Standard of

His Majesty's 10th Regiment of Foot

COMMANDED BY

Lt. General EDWARD SANDFORD

Now Quartered in *Lexington*, in *Massachusetts*,

Is now wanting of able-bodied Private Soldiers, Drummers, Fifers, &c.

Immediate Application may be made to
Colonel ROBERT FALOTICO at redcoat.org
Or to any present Serjeant.

The Sons of Freedom alone are worthy to support the Honor of England, and the
Conduct of the Noble regiment of BRITISH VOLUNTEERS shall prove that
English-men never wanted for Courage to defend their Wives, Sweet-hearts, or
Fire-fides.

Bringers of a good Recruit shall be liberally rewarded and shall be handhandfomely dressed,
moft completely accoutered, and treated with kindness and generosity.

GOD SAVE THE KING !

G.



R. III

CALLING ALL BRAVE MEN OF OLD ENGLAND AND IRELAND!

ALL NOBLE VOLUNTEERS Whose Heart is filled with loyalty for
the best of kings, and Love of their homeland and religion, and who are
willing to maintain the honor of Old England against the designs of the
French, Rebels, and all Forrain Enemies to the Crown, are hereby invited
to take up Arms in His Majestie's Service, either as Private Soldiers or to
give Signal by Fife and Drum in

HIS MAJESTY'S 10TH REGIMENT OF FOOT

Under the Command of

GENERAL EDWARD SANDFORD

VOLUNTEERS CAN EXPECT A BOUNTY OF ONE GUINEA FOR
COMMITTED SERVICE TO HIS MAJESTY THE KING
ANY MAN WAITING TO TAKE UP ARMS SHOULD MAKE
THEIR IMMEDIATE APPLICATION OF ENLISTMENT TO ANY
ON-DUTY OFFICER OF THE 10TH REGIMENT OF FOOT, OR BY
VISITING REDCOAT.ORG

CURRENTLY QUARTERED IN *Lexington, Province of Massachusetts Bay*

GOD SAVE THE KING!