Overview

- Local Section Communication Challenges
- Communication Strategies
- ACS Branding Guidelines & Logos
- Communication Tools & Resources
Getting Started

• Use a single word to define communications

Getting Started

• Describe the communication within your local section
Getting Started

• What is one communication challenge within your Local Section?

Communication Challenges

• Continuity of Leadership Roles
• Reaching Target Audience
• Member Engagement
  − Attracting Volunteers
  − Connecting with Disengaged Members
• Digital Presence
  − Website Maintenance
  − Archiving
Exercise

Brainstorm three tactics you could use to address your local section’s communication challenges.

Communication Strategies

Establish Leadership

• Continuity of Roles & Responsibilities
  − Who is doing what?
• Define your Strategy & Goals
  − Leadership Goals
  − Member Goals
• Inventory Existing Resources
Communication Strategies

Reaching Target Audience

- Identify Audiences within Local Section
  - Student vs. Professional vs. Retired
  - New Member vs. Established/Lifetime Member
- Segmented Messaging
- Personalized Content
  - Relatable Imagery
  - Values and Interests
  - Gather Stories/Feedback

Communication Strategies

Member Engagement

- Focus their attention on the value
- Consistent Engagement vs. Saturation
  - Strategic, tailored messaging
- Call to Action
  - Start Small and Build
  - Empower to Lead
**Exercise**

Select a piece of candy and briefly discuss with your table mates why you chose the candy.

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**Communication Strategies**

**Digital Presence**

- Website Management
  - Relevant, Fresh Content
  - Updated Regularly
  - Archiving
- Social Media
- Mass Email
Branding Guidelines & Logo

- Brand Uniformity
- Local Section Logos
- Registered Trademark
- Brand Guidelines
  - Familiarize & Enforce
Communications Resources

• Email Management

Email Management Service can:
• Establish rapport with members
• Keep your contacts organized
• Track Analytics
• Comply with CAN-SPAM Act (avoid having your emails get stuck in SPAM filters)
Communications Resources

- Website Management

![WordPress](https://via.placeholder.com/150)
![Wix](https://via.placeholder.com/150)
![StarChapter](https://via.placeholder.com/150)
![Squarespace](https://via.placeholder.com/150)

Communications Resources

Use your website to share:

- Origin story (where, when, why and how?)
- Local Section Officers
- Event Calendar
- Image Gallery
- Volunteer Opportunities
- Member Testimonials
- Job Board
Communications Resources

• Social Media Management

- LinkedIn
- YouTube
- Instagram
- Facebook
- Twitter

Communications Resources

• Virtual Meeting Management

- Zoom
- Slack
- Skype
- GoToMeeting
- Cisco Webex
Communications Resources

Virtual Meetings can:
• Provide alternative to in-person meetings
• Connect with broader audience
• Maintain/Expand Audience
• Increase Engagement
Renaissance Waverly Floorplan