Communicating with your Local Section Members

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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 and Social Media 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.
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
Communications Resources

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
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

- Virtual Meeting Management

- Google Meet
- 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
Communications Resources

• Social Media Management