Member Communications

Branding, Consistency and Social Media

Define How to Communicate Value and Offerings

Various Types of Communications

- Educate and enhance professional development
- Inform & build awareness
- Showcase member benefits. Retain and grow membership.
- Foster engagement & interaction
- Spark conversation and interaction
- Drive a call-to-action
- Welcome & member orientation

How can communication help provide members what they want?

Leverage Communication Channels

text events face-to social eml emoji board zoom call handouts enews pinterest phone conversation eblast facebook linkedin webex chat media website twitter blog instagram newsletter discussion tiktok face image graphic

- Push communication *(eblast, newsletter)*
- Interactive communication *(networking events, discussion boards, EMLs)*
- Maintain consistency across various channels
- Integrate communications
- Stay organized and be adaptable
- "Meet" people where they are, not where you want them to be

Customization and Target Messaging

Membership Type	Geography	Practice Area	Career Experience
Previous Participation	New Members vs Loyal/ Long-Standing Members	Performance Indicator Needs	Credential or Degree

Think about the priorities for each target audience.
Segment messages to capture engagement.

Pros and Cons of Communication Channels

Frequency
(Daily, Weekly, Quarterly)

Time/ Ease to Create

Impact and Reach

View
(Mobile, Website, Print)

Interactive vs Static

How You Say It

- Communicate "benefits" not "features"
- Personability
  - Message from the president
  - Testimonials and story telling
- Realistic length of written communications
- Use of video
- Images, colors and graphics
- Articulate the impact to the reader
- Number of clicks

Establish and Maintain a Committee or Team

Assess scope of work
- Newsletter team or editor/chair
- Eblast Coordinator
- Social/Media Coordinator
- Website Coordinator
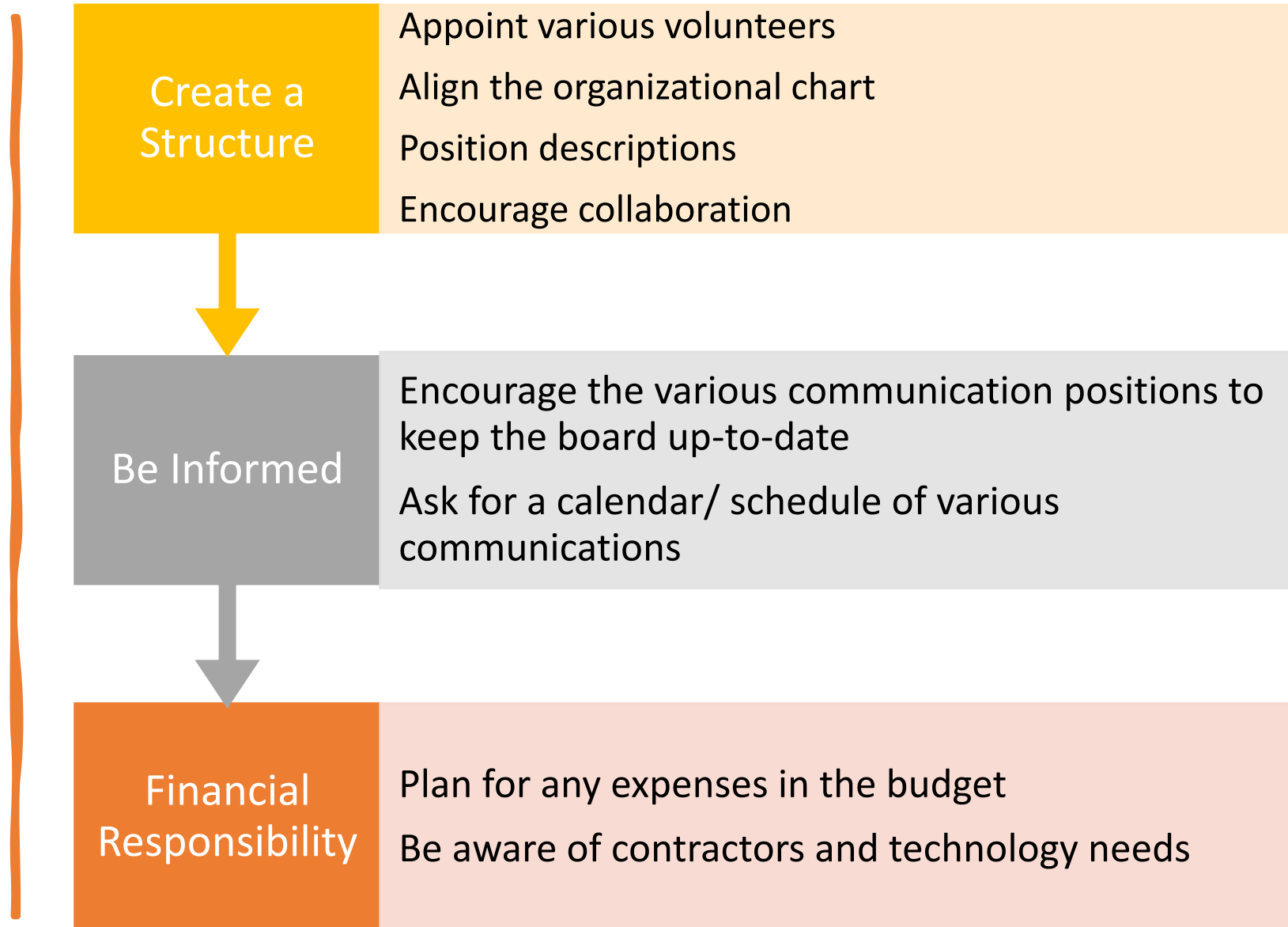- Additional channels – *podcast, discussion board, networking events, etc.*

Consider a communications committee
- Consistent messaging
- Shared schedule/ calendar
- Share graphics, images, videos and artwork

Empower the Communications Committee(s)

Create a Structure
- Appoint various volunteers
- Align the organizational chart
- Position descriptions
- Encourage collaboration

Be Informed
- Encourage the various communication positions to keep the board up-to-date
- Ask for a calendar/ schedule of various communications

Financial Responsibility
- Plan for any expenses in the budget
- Be aware of contractors and technology needs

Resource Allocation

- Recruitment of authors - new or existing?
- Digital or print?
- Technology needs?
  - Flipbook, eblast, video platform, etc.
  - Project tool to stay organized
- Will a communication be published infrequently enough to allow you to work on one issue at a time?
  - Or, will the scheduled be staggered to work on different stages of multiple issues simultaneously?
- Will authors receive compensation/honorarium?

Authorship

Authors of an article should be clearly identified either at the beginning or end of the article.
- Include authors' names, credentials, affiliations, and how they may be contacted for additional information.

Author Agreements
- Confirmation of authorship and author responsibilities
- Funding disclosures
- Conflict of Interest Disclosures
- Honorariums/Compensation
- Passing of copyright and permission of use.

| Conflict of Interest	Disclosure	Editor's Role
• A conflict of interest may exist when an author (or the author's institution/ employer) has financial or personal relationships or affiliations that could influence (or bias) the author's decisions, work, or article. • Authors should disclose all potential conflicts of interest. • Authors should err on the side of full disclosure.	• Employment/affiliation • Grants or funding • Consultancies • Honoraria • Speakers' bureaus • Stock ownership or options • Expert testimony • Royalties • Patents filed, received, pending, or in preparation	• Ensure author guidelines clearly define what constitutes a conflict of interest. • If you discover potential conflict of interest AFTER publication, contact the author(s) for their response to the new information. • If there is an undisclosed conflict that is relevant, a correction will need to be published in a future issue to inform readers that the conflict of interest exists.
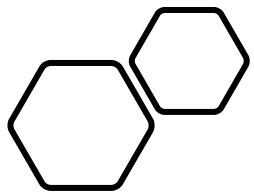
Website Management

Define	Identify	Manage	Create
Define the need and role for managing the website.	Identify updates • Annual changes – board roster, goals, prospectus, etc. • Align with member updates – webinars, newsletters, toolkits • Year-round calendar – award winners, member spotlights	Manage member questions • Login/PW • "Contact Us"	Create a calendar/schedule for editing and updating.

Social Media

Advertising and Sponsorship

- Share pertinent product and services
- Inform and advance the profession
- Addition revenue stream
- Determine guidelines for incorporating sponsorship into communication
  - Ensure letter of agreements/contracts are captured
  - Review procedures

Branding & Consistency

Pick a style and stick with it!

- Identify colors and layout
- Be consistent with the affiliate organizational logo
- Identify artwork and style for various programs
- Brand events (i.e. recognition of FNCE®)
- Brand individual benefits with a name
  - Name the newsletter or scheduled eblast communication
- Consider writing brand standards.
- You don't own your brand – your members do
  - How the affiliate is perceived is what your brand is.

Review and Approval of Content

EDITORIAL REVIEW

PEER REVIEW

BOARD OR COMMITTEE REVIEW

Checklist

- Advertisements
- Inserts
- Logos
- Pictures/Graphics
- Reprint permission
- Copyright
- References
- Citation

- Charts and Tables
- Accurate EC Information
- Sponsorship Recognition/Commitments
- Internal Reviews
- Clarity/Grammar
- Branding
- Credentials
- Accuracy

Addressing Conflict

Be prepared for it

- Don't delete/ remove posts *(unless offensive/inappropriate)*

Determine the Affiliate "tone" and approach

Proactively create guidelines

- Member-to-member interactions
- Alignment with external organizations (both advertising and promotion of products/programs)

Defined steps for addressing conflict

- Make contact with the offender. Clearly articulate issue.
- Allow time for correction. Offer a solution.
- Further address if behavior is repeated
- Temporary block or removal

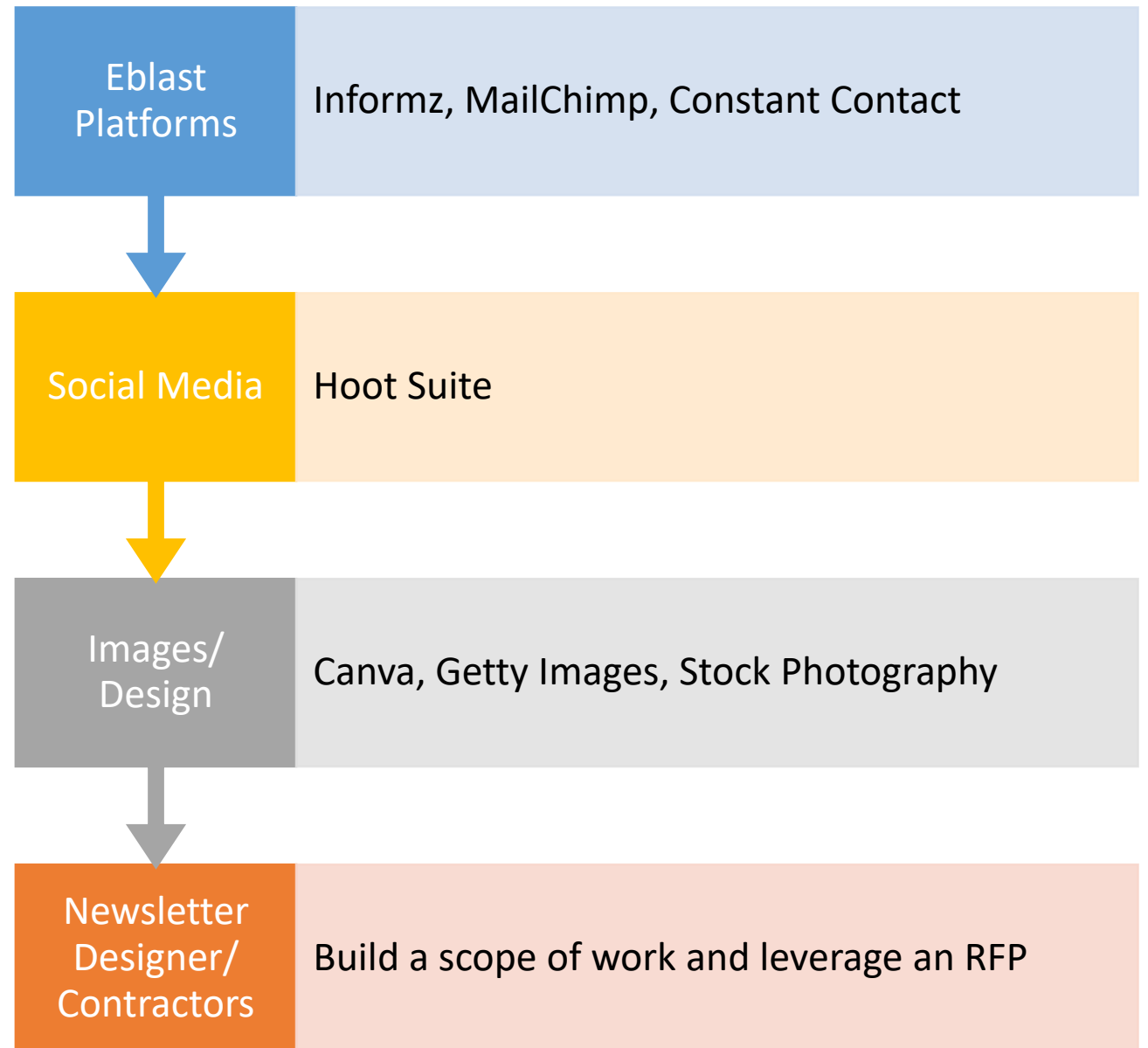Monitor channels of communication.

Examples of Member Guidelines

1. All participants must conduct themselves within the bounds of professionalism, courtesy and respect. While disagreements and differences of opinion are encouraged, no one may engage in personal attacks or criticism that has the effect of disparaging or insulting any individual. Inflammatory comments, taunting, and baiting are prohibited.

2. The following topics and subject matter are unacceptable, must not appear in messages on the lists, and may in some instances constitute violations of the Academy's Code of Ethics:

    a. Discussions of price, fees, or reimbursement amounts (which, may create the risk of antitrust exposure to the Academy and to participants);

    b. Abusive, threatening, defamatory or libelous comments;

    c. Pornographic, obscene or sexual materials or references;

    d. Inappropriate comments or references with respect to race, gender, religion, sexual orientation or ethnic background;

    e. Religious solicitations;

    f. Profanity;

    g. Illegal or unethical practices; or

    h. Advertising, promotions, or endorsements of commercial products or services.

3. A participant should refrain from sending jokes/chain letters/junk mail, religious messages, or spam, as well as e-mail attachments that might contain viruses or virus warnings.

Additional template verbiage is available.

Tools and Platforms

Eblast Platforms	Informz, MailChimp, Constant Contact
Social Media	Hoot Suite
Images/ Design	Canva, Getty Images, Stock Photography
Newsletter Designer/ Contractors	Build a scope of work and leverage an RFP

Track Communication Success and Challenges

Wrap - Up

Does the affiliate, offer the right member benefits and value?

"No" or "We don't know."

Time to revisit goals and strategy.

"Yes"

Does the affiliate, have the right member benefits. but you find members are not using them?

No, members are happy and using benefits to cull capacity.

Great, keep up the good work!

Yes, we are offering what people say they want but engagement is low.

1) Collect input from members as to why.
2) You may have an awareness issue. Work on a communication plan!

Questions?