**Member Communications – Branding, Consistency, and Social Media**

Q: What do you feel your affiliate does well with your communication?

* Website updates
* Eblasts
* Social Media
* Branding

Q: What would you like to improve about your communication strategy?

* Website updates
* Eblasts
* Social Media
* Branding

Q: What social media platforms does your affiliate use? How do you use each platform?

* Facebook
* Twitter
* Instagram
* LinkedIn
* TickTok
* Other

Q: What is the audience breakdown of each platform?

* How many are RDs/DTRs?
* How many are members/non-members?
* How many are students?
* How many are the general public?

Q: Does your affiliate craft messaging for the different types of audience members?

* If yes, what are your strategies and how to you decide timing?
* If no, what are some strategies you can put in place?

Q: How does your affiliate determine what will be posted and when?

* A schedule is planned ahead of time by the communications team
* Volunteers submit items from their committee to the communications team
* Communications team uses Academy’s quarterly social media toolkit to plan posts

Q: What are some other strategies for improving communication you can bring back to your affiliate?

* Consistent branding standards across platforms
* Specific messaging for specific platforms and audiences
* More support and tools for the communication team
* Expanding the communications team
* Centralizing content solicitation from other committees