



Communicating with your Local Section Members

ACS Leadership Institute • Atlanta, GA

January 26, 2024

Michael Kenney, LSAC

Monica Marie Arroyo, LSAC

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



zoom



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





