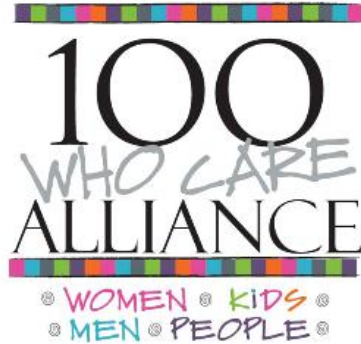


# Internal Communications



Jacqueline Destremps

ABOUT ME





## MY JOURNEY

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1998-2008

2008-2014

2014-2015

2015-

I started my first business while I was in college, Bride To Be in AZ. I created a website for local wedding vendors. After graduating from college, I worked for Big Brothers Big Sisters of Central Arizona, first in Programs, then in Marketing. I caught the marketing “bug” and worked in marketing and recruitment for non-profit and for-profit companies.

I started working in the foster care field recruiting new foster families and working in an alliance with other agencies to increase awareness throughout Maricopa County. I created their first website and Facebook Page and worked with local media to get coverage at recruitment events as well as advertising online and in local papers.

I started my current company, Another Hand Advantage. I also began volunteering for the Arizona Super Bowl Host Committee and met Kim Tarnopolski. We both volunteered at many of the same events and started to car pool. That’s when Kim mentioned 100 Women Who Care. She asked, I said “yes!”

We collected over \$12,000 at our first two meetings of [100+ Women Who Care Valley of the Sun!](#)

100+ Women Who Care Valley of the Sun

OUR CHAPTER





## A Simple Concept. A Big Impact.

---

**100+ Women Who Care Valley of the Sun**, was formed through the vision of four women. Through our various strengths and connections in the community, we were able to launch not one but TWO local groups under one Chapter.

- ✓ One Chapter, Two Groups – Ahwatukee and Scottsdale
- ✓ Worked on website for 2 months before making it “live” and set up Facebook, Twitter and LinkedIn accounts.
- ✓ Started with a Launch Event inviting personal connections and handed out info with website and social media accounts listed
- ✓ Gained 125 members before our first meetings took place in February 2015
- ✓ We now stand at 179 members between our two groups and collected \$12,150 for two local charities!

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# Overview

COMING UP





## OVERVIEW

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### Web Site

- Why Have A Website?
- Web Design Basics
- Helpful Elements
- Advanced Elements

### Social Media

- Why Use Social Media?
- Who Uses Social Media?
- Comparing Facebook and LinkedIn
- Basic Setup

### Email & Newsletters

- Managing Email Communications
- Standard Email vs Email Marketing Service
- Newsletter Setup

# Websites





## WEB DESIGN BASICS

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**Why should your Chapter have a website?** Think of your website as a brochure. It can be easily shared, is accessible from anywhere and you don't have to worry about keeping a box in your trunk. Put your web address on any and all information you hand out; business cards, flyers, your personal social media profiles, etc.

### KEEP IT SIMPLE

- Keep text short and sweet
- People skim web pages, especially the first page
- Before you put anything on your page, think about the value it adds
- Navigation should be clear and direct
- Put like information on like pages to avoid too many pages/menu options
- Use color appropriately

### HIGH QUALITY IMAGES

- Use high quality, clear images
- Be mindful of the size of your images and don't slow down load time
- Be careful where you get your images, pay if necessary, no stealing!
- Get permission from your members before posting photos on your site

### CALLS TO ACTION

- Have one clear call to action per page
- Make it obvious, don't keep users guessing
- Use buttons or call-outs and make links appropriate
- Clearly state where a link will take the user, rather than simply stating "Click Here"

### CONTACT INFO

- Have contact info on every page, preferably in the same place on each page
- If displaying an email address, keep it consistent.
- Let users know what will happen once they click "submit"

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## HELPFUL WEBSITE ELEMENTS

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### Upcoming Meetings

100 Who Care was designed for busy people, so make it easy to find dates/times of upcoming meetings. Want more people to RSVP? Make it easy for them to do so.

### FAQ

Even current members need to be reminded of the process and commitment sometimes. Make a clear and concise page that answers all of the most common questions.

### Forms

Make membership and nomination forms available online. It can be as simple as offering them for download or more advanced with the ability to submit online.

### Charities

Have a list of nominated charities for members to reference. Provide a link for each charity so that members can learn more and donate or volunteer if they feel compelled.

### Social Media

Post “follow” buttons for any social media networks you are using. Don’t feel like you have to include icons for every network. If you don’t actively use it, don’t include it.

### Shareable Content

Make content on your site easily shareable for your members. Add “Share” buttons for email and social media sites. Help them spread the word!



## ADVANCED ELEMENTS

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### Event Integration

- Embed a calendar populated with upcoming meetings
- Use an event program such as Eventbrite and integrate RSVP ability right on your site.
- Allow members to easily share your meeting dates in order to invite guests

### Multimedia

- Upload a shareable video
- Integrate social media updates to populate the site when ever there is a post by your Chapter
- Be mindful of excessive use of “bells and whistles” and ask yourself “is this adding value?”
- Host an online info session for new members

### Membership Directory

- Install a plugin or integrate membership software to allow members to join a directory once they join your chapter.
- Options for WordPress: Ultimate Member Plugin
- Software Option: WildApricot, GroupSpaces
- Can help for administrative purposes and some programs allow the member to update their own contact info

### Blog

- Provide a short recap of each meeting for those who were not in attendance. Provide the name of the charity that was chosen as well as due dates for checks.
- Can be made public or “member only”

# Social Media

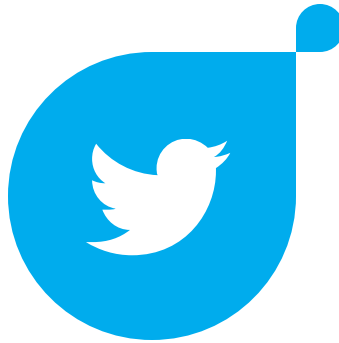
## SOCIAL NETWORKS

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**There are several hundred social networking sites, and more popping up each day.** Some are rather general, while others cater to a particular niche. Here are a few of the most common:



- Founded February 2004
- 1.44 billion monthly active users



- Founded March 2006
- 288 million monthly active users



- Founded May 2003
- 347 million users worldwide

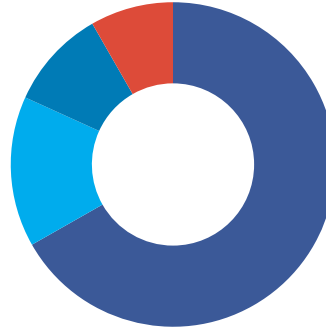


- Founded June 2011
- 540 million monthly active users\*



## HOW ARE YOU USING SOCIAL MEDIA?

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65%

Facebook

• 17% Not Using Facebook At All

15%

Twitter

• 77% Not Using Twitter At All

10%

LinkedIn

73% Not Using LinkedIn At All

8%

Google+

90% Not Using At All

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## WHY FACEBOOK?

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**How can your Chapter best utilize Facebook to communicate with members?** Facebook is the most popular social media platform with 71% of all adult internet users in the US using Facebook, 70% using it daily and 45% logging on multiple times a day.

### CONNECTION

- Having a Facebook Page allows you to provide timely updates to members
- Allows members to connect with you and other members between meetings
- Post meeting dates and/or set up meetings as Events

### AUTHORITY

- Shows that you are serious about what your Chapter is trying to accomplish
- Gives new members the confidence that you are a legitimate organization
- Shows potential members that you're meeting consistently and money is being given back to the community

### SHARING

- A quick and easy way to share photos from your meetings
- Allows the ability to tag the charities you've selected and gives them exposure, too
- If your meetings are set up as Events, members can easily invite their Facebook friends as guests

### GROUPS

- A quick and easy way to create a "Members Only" section
- Ability to share information you may not want all of your Page followers to see
- Create polls and gain valuable feedback from Members



## FACEBOOK BASICS

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### Set Up

- Sign in to your personal account and click “Create Page”
- Select “Company, Organization or Institution”
- Choose “Community Organization” from drop down
- Type in the full name of your Chapter “100 (Women, Men, Kids, People) Who Care....”.
- Upload your logo for Profile Picture (180px x 180px) and a Cover Photo (851px x 315px)
- Fill out About as completely as possible

### Share

- Let all of your members know you’re on Facebook in your next email contact or at your next meeting
- Ask them to “Share” your Page
- Include your Page url on business cards, flyers, press releases, etc
- Share content from your new Page on your personal account

### Integrate

- Tag your Chapter’s Facebook Page in your personal profile
- Include links/buttons to your Facebook Page on your website.
- Facebook provides several different ways to integrate Follow Buttons as well as your Status Updates directly on your website
- Create custom Tabs for your Newsletter or other social media accounts

### Post Updates

- Post updates to let everyone know what your Chapter is up to in the community
- Keep on top of RSVP and nomination due dates by scheduling posts ahead of time
- Ask questions, your current members are your best resource
- If you make any changes to your website, share the new info so everyone knows to go check it out

### Invite

- Invite any of your current Facebook Friends to “Like” your new Page, especially if they are already members
- You can select Page Roles for certain followers if you wish for your page to be run by more than one person. There are 5 different roles to choose from.

### Be Consistent

- Consistency is key to engaging your members and staying relevant in their News Feed
- Make a habit of posting meeting dates, charity nomination due dates and RSVP links
- Show the community you’re making a difference and post the amount collected after each meeting
- Don’t go too long between posts or you’ll lose engagement





## LINKEDIN GROUPS VS COMPANY PAGE

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**You have two options when using LinkedIn as an organization.** Your Chapter can be set up as a Company Page, Group or both. There are certain advantages and restrictions to both.

Group		Company Page	
PROS	CONS	PROS	CONS
There are far less restrictions to starting a Group.	Anyone can create a similar group	Your organization is recognized as a company and members can list it in their Volunteer and Causes section of their profile	You must have a personal profile ranked at Intermediate or All Star, a company email address, and the "Company" name listed in your profile to set up a Company Page
You have the option of making your group Open or Closed with the ability to approve members	If you make your group closed, information can not be shared across networks	Once your Chapter is listed as a Company, it can not be used by anyone else	Anyone can list your Chapter in their personal profile and posts can not be restricted to "members only"
You can choose who can make changes to the Group profile		You can choose who an make changes to the Company profile	

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## WHY LINKEDIN?

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**How can your Chapter best utilize LinkedIn to communicate with members?** LinkedIn continues to grow in popularity with 28% of all adult internet users in the US using LinkedIn, an increase from 22% in 2013 and 20% in 2012. The site continues to be popular among college graduates, those in higher-income households and those that are employed.

### CONNECTION

- Allows timely updates with your members
- Allows members to list your Chapter as a Cause they support on their profile (must be set up as a Company on LinkedIn)

### AUTHORITY

- Shows that you are serious about what your Chapter is trying to accomplish
- Gives new members the confidence that you are a legitimate organization
- Shows potential members that you're meeting consistently and money is being given back to the community

### SHARING

- A quick and easy way to share photos from your meetings
- Allows the ability to tag the charities you've selected (if they have a Company profile) and gives them exposure, too

### GROUPS

- A quick and easy way to create a "Members Only" area
- Ability to share information you may not want all of your Company followers to see

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## LINKEDIN BASICS

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### Set Up

- Sign in to your personal account and navigate to “Company” under the “Interests” tab
- Click “Create” in the “Create a Company”
- Type in the full name of your Chapter “100 (Women, Men, Kids, People) Who Care....”.
- Upload your logo for Profile Picture (100px x 60px) and a Cover Photo (646px x +220px)
- Fill out About as completely as possible

### Integrate

- List your Chapter’s Company Page in your personal profile
- Include links/buttons to your LinkedIn Company Page on your website.
- LinkedIn provides logos and “follow” buttons for placement on websites

### Invite

- Invite any of your current LinkedIn connections to “Follow” your new Page, especially if they are already members
- Ask members to list your Company Page in their “Volunteer and Causes” section
- You can select Admin Roles for certain followers if you wish for your page to be run by more than one person.

### Share

- Let all of your members know you’re on LinkedIn in your next email contact or at your next meeting
- Include your Page url on business cards, flyers, press releases, etc
- Share content from your new Company Page on your personal account

### Post Updates

- Post updates to let everyone know what your Chapter is up to in the community
- Keep on top of RSVP and nomination due dates by posting ahead of time
- Ask questions, your current members are your best resource
- If you make any changes to your website, share the new info so everyone knows to go check it out

### Be Consistent

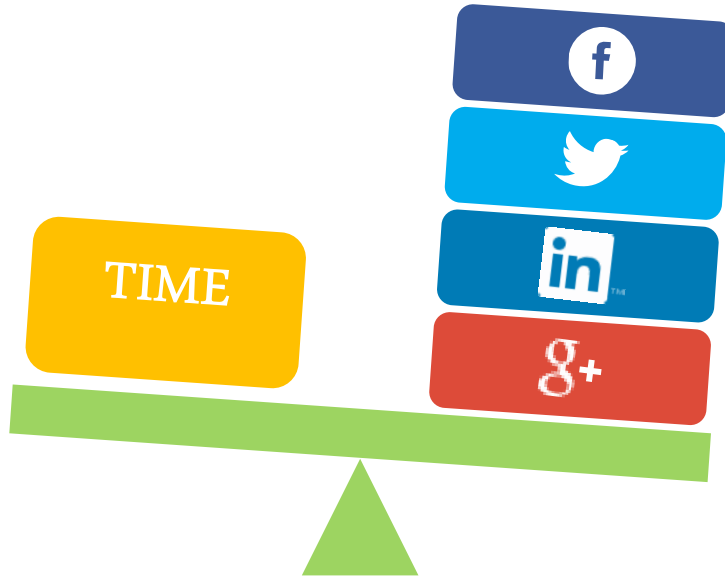
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- Make a habit of posting meeting dates, charity nomination due dates and RSVP links
- Show the community you’re making a difference and post the amount collected after each meeting
- Don’t go too long between posts or you’ll lose engagement



## MANAGING YOUR SOCIAL MEDIA

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**Are you using multiple social media accounts?** Save some time by posting to all of your accounts at once and scheduling common posts ahead of time.



- My Recommendation:  
Buffer
- Free for up to 4 accounts (1 Facebook , 1 Twitter, 1 LinkedIn, 1 Google+)

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# Email & Newsletters





## MANAGING EMAIL COMMUNICATIONS

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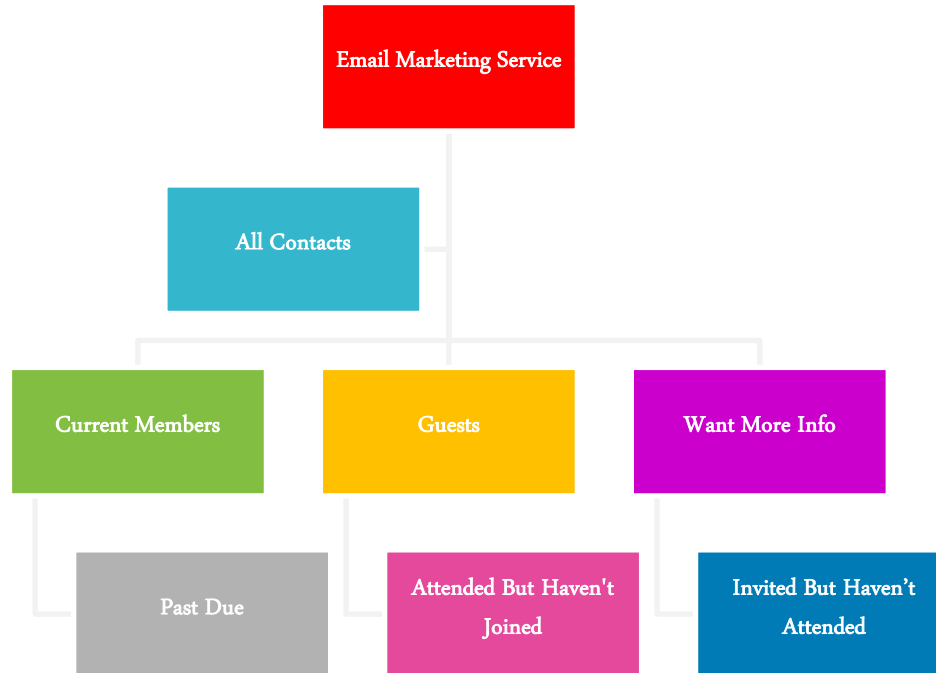
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### Standard Email vs Email Marketing

#### Service

Email marketing services cut down on bounced email, time spent sending emails in batches and offers tracking and reports. Two popular options: [MailChimp](#) (free for basic service) and [Constant Contact](#) (starts at \$17/month)

#### Creating Your List

Start by uploading list of current members. Look at remaining email addresses and put into categories. Create a list for each category.

#### Growing Your List

Integrate email sign up on your Facebook Page as well as your Website. Have all signups go to one list, then disseminate from there. Check lists periodically to keep updated.



## EMAIL NEWSLETTERS

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**How can your Chapter best utilize email to communicate with members?** Make sure your members are getting the information they need to stay engaged.

### CONTENT

- Choose a layout that's easy to read and mobile friendly
- Make your subject line short and to the point
- Include links to your website, social media accounts and RSVP
- Don't send the same email to every list
- Keep the layout consistent

### FREQUENCY

- Only send an email if it contains something of value
- Put together a content calendar to stay focused
- Send reminders several weeks in advance of deadlines
- Send a recap after each meeting
- Poll your members to find out how often they want updates

### REPORTING

- Check your reports to monitor bounces and keep your list in order
- See which members are not opening your emails and reach out to find out why
- Monitor if links are being clicked to know what content your readers view as important

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PUTTING IT ALL TOGETHER







## HOW DO YOU COMMUNICATE WITH YOUR MEMBERS?

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How can your Chapter best utilize your website and email to communicate with members?

### WEBSITE

- Does your Chapter have a website? Share it with your group!
- How do you use your website to connect with your members?
- What particular elements of your site have been most effective?

### SOCIAL MEDIA

- Do you currently use social media to communicate with your members?
- If not, what's been holding you back?
- Which social media platform has been most effective for you?

### EMAIL

- Do you currently use an email marketing service?
- If not, what has been holding you back?
- How often do you send emails to your members?
- Do you have separate lists that you send to on a regular basis?

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## CONTACT ME

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**Whew, that's a lot of info!** Connect with me and I'll be happy to answer any questions. Email me at [jacqueline@anotherhandadvantage.com](mailto:jacqueline@anotherhandadvantage.com) for a list of resources or [SIGN UP](#) for my newsletter for monthly marketing tips and tricks for small businesses and non-profits.



### WEBSITE

[www.anotherhandadvantage.com](http://www.anotherhandadvantage.com)

[www.100wvcvalleyofthesun.org](http://www.100wvcvalleyofthesun.org)

### EMAIL

[jacqueline@anotherhandadvantage.com](mailto:jacqueline@anotherhandadvantage.com)

### SOCIAL MEDIA



@AHAdvantage



AnotherHandAdvantage



Another Hand Advantage

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THANK YOU!

