Spread the Word: Effective Publicity Tactics

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Faculty Disclosure

• Faculty Name: Sabrina Collins-Christie
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Objectives

• Discover the difference between communication and publicity
• Effectively publicize to different audiences using diverse methods
• Learn how to establish an effective publicity committee
Strategic Plan

Your Mission & Values

Communication

Community and Involvement

Pride & Publicity

Volunteer to Lead

Retention & Recruitment

Your Mission & Values

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Your Mission and Values

• Foundation of every organization and all board work

• Tells you why you exist

• Gives you a baseline of what to strive toward as a group, and as an individual leader

• For example: The mission of the Honor Society of Nursing, Sigma Theta Tau International is advancing world health and celebrating nursing excellence in scholarship, leadership, and service. The values are love, courage, and honor.
“Failing to plan is planning to fail.”

~ Alan Lakein
Prepare

Brainstorm

Create

Implement

Review

Gather your team, distribute and analyze a membership survey, discuss budget

SOAR activity, goal development

Put your plan on paper and have the board approve it

Were goals achieved?
What needs to be changed for next time?

Assign action items and timelines and begin implementing them
Sample Survey Questions

• Would you recommend membership to a friend? Why or why not?
• What is your biggest professional concern right now?
• What type of event or program would you be most likely to attend?
• Would you be interested in volunteering at the chapter level? If yes, what are your talents? (Technology, communication, social media, event planning, etc.)
• How do you like to be rewarded? (Recognition, gifts, etc.)
• How frequently do you like to hear from the chapter? (Monthly, quarterly, etc.)
• Do you enjoy using social media to connect on a professional level?
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Why is Member Communication Important?

• Communication promotes motivation by informing your membership and clarifying the importance of the role they play in your mission, values, and plans.

• Communication also plays a crucial role in altering individual’s attitudes toward your organization, i.e., a well informed individual will have better attitude (pride) than a less-informed individual.
Who are you Talking to?

• Active members. Within this segment, there may also be sub-segments:
  ➢ New/Transfer Members
  ➢ Retired members
  ➢ Students
  ➢ Leaders, committee members, volunteers

• Inactive members
What are you Saying?

- **Active members**
  - New/Transfer Members
  - Retired members
  - Students
  - Leaders, committee members, volunteers

- **Inactive members**

- **Participate, participate, participate!**
  - Welcome
  - What programs would you like to see for retired members/students? Are you willing to lead them?
  - THANK YOU for your time and energy!

- We miss you, here is what you missed
Diverse Communication Methods
Develop a Communication Plan

• Schedule of timely and consistent messaging

• Includes:
  - Communication goals established during strategic planning
  - A calendar/timeline of communication, including a list of messages and calls to action
  - Audience for each message
  - Method of communication
  - Who is responsible to deliver
<table>
<thead>
<tr>
<th>Goal</th>
<th>Timeline</th>
<th>Message/ Call to Action(s)</th>
<th>Audience</th>
<th>Delivery Method</th>
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Your Mission & Values
Deliver Relevant Member Benefits

Programs
An activity (or set of activities) with a specific goal

Services
A helpful act; Not always unique to the chapter

Benefits
A payment or given by a benefit society. Unique to the chapter

Engagement and Involvement

SIGMA THETA TAU INTERNATIONAL
LEADERSHIP CONNECTION
Create Short-Term Opportunities for Involvement

• Committees - A group of people chosen or appointed to perform a specified service or function.
  ➢ Example: Community Service Community works with the chapter to plan this year’s community service project(s).

• Task Force - A temporary grouping of individuals and resources for the accomplishment of a specific objective/task
  ➢ Example: Induction Ceremony Task Force will complete the necessary tasks for just the ceremony of an upcoming induction (find a venue or caterer, set up audio/visual, etc.)
Create Short-Term Opportunities for Involvement

• Be the Welcoming Team for the next big chapter event
  ➢ This gives them time to learn answers to frequently asked questions, and also to serve at the event
  ➢ Greet new members, answer questions, make people feel welcome

• One-time commitments:
  ➢ Post or reply to a discussion on the chapter’s forum
  ➢ Create a flier for an upcoming event
  ➢ Hand out gifts/food at a local hospital during Nurses’ Week
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“Pride is intangible ... It is a combination of pleasure, positive feeling, self-esteem, personal warmth, commitment and involvement one has towards the organization and its values.”
—Venka Reddy at www.academia.edu
Why is Pride Important?

"A happy customer tells a friend; an unhappy customer tells the world"
An Exercise in Pride

• What words do you think an average member would use to describe your chapter?

• What words do you want them to use?
Building Pride

• Make building pride a component of all chapter leader activities
• Make meetings and events FUN!
• Ensure that every member complaint is addressed quickly
• Reward and recognize members
• Celebrate successes as a group
• Create a welcoming environment
What is Publicity?

Intentional publicity is the deliberate attempt to manage the public’s perception of your chapter.

- Generate awareness among nonmembers
- Increase current members’ pride by telling everyone how wonderful you are (and therefore, they are, for being a member)
Perception is Reality

• If you don’t manage your brand through positive publicity and member pride, your audience will do it for you. This could turn out negatively if:
  – You only talk about one topic (not relevant! Boring!)
  – You have outdated information posted online (Is the chapter closed?)
  – You completely cut yourself off from contact with nonmembers (snobbish!)
Develop an Elevator Speech
Check for Organizational Brand Standards

• Check with your group’s national/international headquarters to see how you should be using the organizations:
  - Name
  - Logo
  - Colors

• For example, chapters of the Honor Society of Nursing, Sigma Theta Tau International (STTI) are only permitted to use the STTI logo when the chapter name also appears. The logo must also be black and white (no other colors permitted).
Tools for Publicity
Print Collateral

• Create items that will create visual awareness of who you are and why you are important:
  ➢ Brochures
  ➢ Fliers
  ➢ Posters
  ➢ Giveaways (pens, luggage tags, etc.)

• Handout or display in high-traffic areas:
  • Doors of faculty members
  • Hallways and break rooms
Press Releases

• Also called a News Release, a Press Release is a statement prepared and distributed to the press to share interesting news with the local community.

• You never know who will pick up your news. Send the release to all media outlets – newspapers, magazines, online platforms.

• Your chapter could send out press releases on a wide-variety of topics. Remember to include who you are, and why you are unique and valuable:
  - **New members joining** – Congratulating them on this wonderful achievement. You could even make the press release available to them to send to their hometown paper.
  - **Chapter anniversaries** – Why is it so great that your chapter is in the community? What have you done in the last x# of years?
  - **Chapter wins an award** – Why is it such an honor to receive this distinction?
1.15 BILLION +: FACEBOOK
500 MILLION +: TWITTER
238 MILLION +: LINKEDIN
130M +: INSTAGRAM

4.2 billion people use a media device to access social media sites.

More than 23% of marketers are investing in blogging and social media.

Women check out a brand’s social page more often than men.

Social media generates almost double the marketing leads of trade shows, telemarketing, or daily mail.

60% of consumers say the integration of social media makes them more likely to share products and services.

Around 46% of Web users turn to social media for making purchases.
Your Website

- Your Chapter Name
- Affiliated groups/universities
- Your mission, vision, values
- When you became a chapter
- What it means to be a member of your chapter
- Upcoming Recruitment Events (events open to non-members)
Additional Best Practices
Where Should Our Chapter be Publicized?

• Members’ workplaces
  ➢ Ask members to wear your chapter/organizational apparel
  ➢ Are there bulletin boards or common space where you can post fliers/posters?

• Universities and Hospitals. Consider collaborating for:
  ➢ Study breaks for university students
  ➢ A display table at a high school career day
  ➢ A community Nurses Week celebration
  ➢ Educational programming for staff and/or students

• Chapter Events with Non-members present
  ➢ Induction Ceremonies
  ➢ Community Service projects
Publicity on a Budget

• Sidewalk chalk messages
• Commercials on public service or university radio stations
• Bookmarks for the library
• Unique postings on a community bulletin board. If everyone else is 8.5x11 fliers, do a circle flier!
• CompliMINTS of Chapter Name Chapter
• Sending welcome packages to new CNOs/Deans
• “Congratulations” notes for graduating a new class of nurses, achieving Magnet status, etc
• Have quarterly chapter days – Encourage members to wear chapter apparel on a given day of the month and post it on Facebook/Twitter using a specific hashtag. Raffle off a prize for those who participated
Font and Color Usage

• Use one font for the majority of text
  – In print: STTI uses Gill Sans for headlines and Times New Roman for the remainder
  – Online: STTI uses Arial

• Use color sparingly, for emphasis.
  – Changing your color often creates confusion, is messy and is very difficult to read, especially on a computer screen.
The way a team plays as a whole determines its success. You may have the greatest bunch of individual stars in the world, but if they don't play together, the club won't be worth a dime.
~Babe Ruth
Publicity Committee

• Takes information from chapter leaders and works to create a buzz around your chapter and the membership experience.

• Buzzworthy activities can include:
  ➢ Celebrating member and chapter successes
  ➢ Promoting the mission and values
  ➢ Continually educating the public sector about the chapter’s goals and achievements
What Qualities Should They Have?

• They are good communicators who can clearly articulate and convey the value of your chapter to nonmembers and non-nurses.

• They are familiar with and interested in more about social networking sites such as Facebook, LinkedIn, or Twitter.

• They are willing to learn and adhere to organizational brand standards.
How Can They be Recruited?

• Ask Leadership Succession Committee for recommendations based on those who did not make it on the ballot or who have indicated an interest in leadership development

• Have sign-ups available at every chapter event

• Look at who is interacting with you on social sites, but isn’t already an established leader

• Talk with members one-on-one and make recommendations to the board and Leadership Succession Committee
Questions?