Communication, Connectivity and Community:
A Chapter’s Experience with a Profile Updating Contest
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Purpose
The purpose of this presentation is to offer an innovative strategy to other chapters struggling with member involvement and member retention. Members who utilize the STTI website and social media feel more connected to the chapter community.

Background
One challenge that “at-Large” chapters face can be a wide geographic area. One method to overcome this challenge is the utilization of online resources. Informing the membership of the resources can still be a challenge. To raise awareness of the Circle’s interactive capabilities, a contest was created.

Methods
1. Begin to use “The Circle”
   - Create Discussion Posts
   - Personalize Home Page
   - List Chapter Events
   - Fill In Profiles - Lead the Way
2. Drive Traffic to the Website
   - Create Facebook Page & Group
   - Friend Request New Members
   - Advertise on Social Media
     ○ share links in chapter emails
     ○ post at inductions and events
3. Initiate the Profile Contest
   “Personalize Your Profile!”
   ● Advertise Contest
     ○ email and social media
   ● Set Deadline to Motivate Action
   ● Reach Many w/ Frequent Updates
   ● Create Excitement in Posts
4. Announce the Winner Online!
   ● Video Drawing - Share Online!

Discussion
Lessons learned from this project:
More advertising and increased frequency of reminders may increase participation. (First two posts on FB were 8 days apart).
Pre-purchase gift card and mailing materials for faster delivery.
Contest can be repeated to continue to grow traffic on Chapter Website.
More hits obtained on video results post if winner’s name is not revealed in text.
FB posts with pictures or enticing info get more views than text-only posts.

Results
Time frame of contest: 2 weeks
# of members who entered: 18
# of total contest post views: 586
FB Post with highest views: 267

Total Costs:
$25 gift card, $4 postage (~$30 total)
1-2 hrs - time to create, post FB updates
$0 - Youtube acct for video results post

Delta Beta at-Large Chapter
(Tampa, Florida - USA)