Creating a Positive Public Presence

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Faculty Disclosure

• Faculty Name: Michelle Coburn
• Conflicts of Interest: None
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• Sponsorship/Commercial Support: None
Objectives

• Effectively publicize to different audiences using diverse methods

• Learn how to establish an effective publicity committee
Strategic Plan

Communication

Community and Involvement

Pride & Publicity

Volunteer to Lead

Retention & Recruitment

Your Mission & Values

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Your Mission & Values
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

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
  o New/Transfer Members
  o Retired members
  o Students
    o Leaders, committee members, volunteers

• Inactive members

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

• We miss you, here is what you missed
Diverse Communication Methods
<table>
<thead>
<tr>
<th>Goal</th>
<th>Timeline</th>
<th>Audience</th>
<th>Message/Call to Action(s)</th>
<th>Delivery Method</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase renewal rate by 10%</td>
<td>2017 Fiscal Year</td>
<td>Active members</td>
<td>Commit to the future of our chapter – here’s how to get involved</td>
<td>Mail postcard for events; post at least one discussion on chapter website each month</td>
<td>Secretary; webmaster</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Inactive members</td>
<td>We miss you!</td>
<td>Email</td>
<td>Secretary</td>
</tr>
</tbody>
</table>
Deliver Relevant Member Benefits

Programs + Services + Benefits = Engagement and Involvement
Create Short-Term Opportunities for Involvement

• Committees - A group of people chosen or appointed to perform a specified service or function.
  o Example: Publicity Committee works with the chapter to create a buzz around the chapter experience.

• Task Force - A temporary grouping of individuals and resources for the accomplishment of a specific objective/task
  o 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
  o This gives them time to learn answers to frequently asked questions, and also to serve at the event
  o Greet new members, answer questions, make people feel welcome

• One-time commitments:
  o Post or reply to a discussion on the chapter’s forum
  o Decorate the room for induction
  o Welcome attendees of our virtual event
“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
Publicity

Deliberate attempt to manage the public’s perception of your chapter.

- Help with recruitment by generating awareness among nonmembers, and creating a buzz around the membership experience.
- Help with renewal because of the increase in 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, 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!*).
HOW?
Check for Organizational Brand Standards

• Check with your group’s national/international headquarters to see how you should be using the organizations:
  o Name
  o Logo
  o 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).
Where should we think about publicizing?

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

• Universities and Hospitals. Consider collaborating for:
  o NCLEX Study Sessions or Study Breaks for university students
  o A display table at a high school career day
  o Educational programming for staff and/or students

• Chapter Events with Non-members present
  o Induction Ceremonies
  o Community Service projects
Print Collateral

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

• Handout or display in high-traffic areas:
  o Doors of faculty members
  o Hallways and break rooms
CBS news helps us write a good press release!

- **Use the press release as a sales tool.** The idea is to communicate a message to prospects and add to the authority and credibility of the chapter.

- **Have a newsworthy story.** You need to convince the reporter/editor that your message is newsworthy and will appeal to the entire readership.

- **Provide some good quotes.** Ask the chapter president, member who is being featured, their boss, or someone tied to the story to provide a memorable statement.
• There are 1.6 billion people on Facebook.

• Almost 5 billion videos are watched on YouTube every single day.

• 83% of the world’s leaders are on Twitter.

• Katy Perry has the most followers on Twitter. Over 87 million!
Who, What, When?

• Who will be responsible for monitoring and posting content to social media?

• What platforms will be used, and what will be posted?

• When will they post? When will they check for questions?
Additional social media tips

• Use the “Help” section of the sites to get comfortable with using them on a professional level (instead of personal). They have videos, descriptive paragraphs and other tools to answer your questions!

• Research platforms that allow you to manage multiple accounts in one place:
  o Hootsuite
  o Bitly

• Delete accounts that are no longer sustainable and active. People will think your chapter is no longer around or completing activities.
Wishing the happiest of happy birthdays to our President, Cathy Catrambone!
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)
Publicity on a Budget

• Sidewalk chalk messages on campus
• 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
Additional Best Practices
Font and Color Usage

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

• Use color sparingly, for emphasis.
  o 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:
  o Celebrating member and chapter successes
  o Promoting the mission and values
  o 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 for logo and color usage, etc.
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.
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Questions?