

# Tweet or Traditional

## *Strategies for member communications*

### 1. The Elements of Strategic Communications

#### Goals:

- The change you want to bring about
- The answer to “why Facebook” has to reside here

Awareness → Motivation → Instruction → Action → Relationship

#### Audiences:

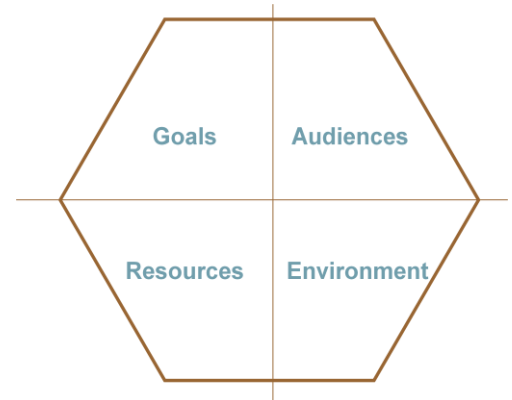
- Who are they? Where are they?
- Do they understand the channel? Do they get it?
- Do they prefer one channel over another?
- Does it fit with their expectations?

#### Resources:

- Needed: Time, People, Goodwill, Internal Cohesion, Stories
- Less so: Money, Vehicles, Strategic Intelligence

#### Environment:

- Social media channels are an important technological opportunity, promising groundswell
- They have also brought about social and cultural change – rising expectations of dialogue, input and collaboration
- There is a strong but declining demographic bias in certain channels
- Your competitors are turning to social media
- The news media can't get enough



### 2. Some Questions to Consider

- Do social media channels (e.g. Facebook, YouTube, Twitter, LinkedIn) fit with the communications goals of the association? In what way?
- Are you using social media channels to engage your board and committees? Your members? The public?
- Where are your audiences when it comes to social media channels? How do you find out? Are they there for pleasure, business or both?
- Does your association have the right mix of resources to implement social media campaigns?
- Are rising expectations an opportunity or a threat for your association?
- What are the unique challenges of social media programs in the association environment?
- What has contributed most to social media success in your organization?