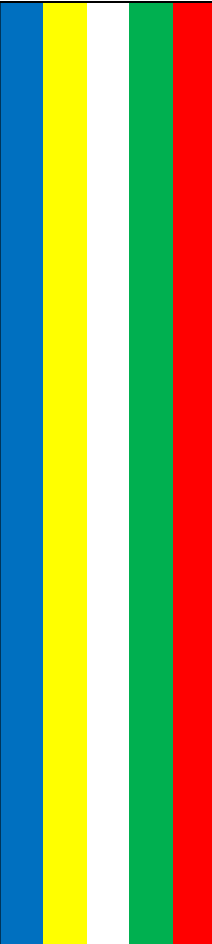




Order of the Eastern Star International Weekend
General Grand Chapter Membership Committee

COMMUNICATIONS

in the 21st Century



COMMUNICATIONS

We have many great traditions. Good communications isn't always one of them.

So ... how can we improve our communication

... and keep the Personal touch



DISCUSSION TOPICS

- Challenges today in communications
- Communications between
- Current technologies
- Considerations for using online and social media
- Communications for the non-electronic
- Examples and Lessons Learned in Connecticut
- Other Topics of Interest ...

COMMUNICATION CHALLENGES

- Creating communications for a membership across broad range of ages and use of email, internet and smartphones.
- Remember, not everyone has email and a smartphone
- Ensuring we don't just work to the least common denominator.
- Providing communications to current members, new members and generating publicity
- Involving members who may have skills in communications that we don't know about
- Maintaining privacy, especially in social media
- Other challenges



COMMUNICATION BETWEEN ...

- Grand chapter info
- Chapter events
- Recent news, time sensitive info
- Info about members – happy and sad
- Reminders



TECHNOLOGY

Email, Website, Phone Tree, Paper, Social

Electronic

- Website – Blogs, Newsletters, Calendars
 - > Have to visit to see what's new
 - > Open to public
- Email – Newsletters, Reminders
 - > Great for notifications
 - > Controlled distribution
- Social – Great for members to share
 - > Need to be careful what's shared
 - > Some control over distribution

Traditional

- Paper – Newsletters, Magazines, Notices.
 - > Can be included in dues letters to reduce expenses.
 - > Don't forget birthday, wellness cards.
- Phone – Phone trees or one-on-one for reminders, Check in, ... Time sensitive info

CONSIDERATIONS FOR ONLINE MEDIA

Email, Website, Social

Best Practices

- Continually reach out to members and chapters for new info and updates
- Find a balance in sending frequently, but not too often – this takes practice.
- Share info across channels – social, web and email.
- Don't be afraid to experiment – shared calendar

Be Careful

- Keep websites complete and current, or it won't be trusted and won't be used
- What you publish is public – protect members privacy. Only publish with permission.
- What you publish won't be read by everyone instantly.
- Remember to communicate key information with phone / paper to those who don't have email (signal fires may work)

CONSIDERATIONS FOR THE PAPER-CENTRIC

Paper - Phone

Best Practices

- Don't forget them – they may be active members
- Sending a note 5-6 times a year is less expensive than losing them as a member
- Print/mail copies of email newsletters to share
- ... take a collection ...

CLOSING THOUGHTS

- Technology is just a means - Don't lose sight of the individual and personal contact
- Remind our newer members and officers to communicate with all members (i.e. paper)
- Know your members – situations change and people may become available and interested. They need to know what's happening and that they're always welcome



THANK YOU

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TECHNOLOGY ADOPTION IS SPEEDING UP

