

Title:

CHAPTER LEADER SESSION: Communication Considerations: 45 Tips in 45 Minutes

Type:

Oral

Presenter:

Katherine Rogers, BA

Keywords:

chapter best practices, chapter communications and email privacy rules

Summary:

This session discusses the communications your chapter should deliver to members, email-service providers, privacy laws, and many other tips and considerations for your member communications.

Abstract Text:

Relationships are the cornerstone of your STTI chapter — communication is the foundation on which they're built.

Nothing is more central to building a vibrant community of engaged and active members than strategically managed communications. Communication builds relationships, empowers members, and improves program participation rates.

Unfortunately, one of the greatest battles you will face as you communicate with members is the shortening human attention span.

According to research on hubspot.com, our attention span has markedly decreased in just 15 years. In 2000, the average attention span was about 12 seconds. Now, we are down to almost 8 seconds. And guess what the average attention span of a goldfish is? 9 seconds. So, you can hold the attention of a goldfish easier than you can your members. And even though we live in a digital world, that doesn't mean that people stick around on websites. On the average web page, users will read at most 28% of the words on an average visit.

The average page visit is less than one minute, and users often leave the page in just 10-20 seconds.

On top of that, we're easily distracted. An office worker, on average, will check their email inbox 30 times every hour. The average user picks up their phone more than 1,500 times a week, which takes an average of more than 3 hours out of their time each week.

Do not worry - your chapter **can** overcome these obstacles! This session will share tips to ensure your chapter understands how to be clear, use diverse methods, segment your audience, understand privacy and spam laws, make messages look and sound appealing, understand how to update your website, and so much more!

Final Number:

B 20

Slot:

B 20: Saturday, 28 October 2017: 3:15 PM-4:00 PM

References:

How to Market to Goldfish: What Decreasing Attention Spans Mean for Marketers [Infographic]. 2016. Available at <http://blog.hubspot.com/marketing/human-attention-span-decreased#sm.001sbdbyu1c39evzyrp2lhftmwam>.

Wood, John. [2011]. The Best Fonts to Use in Print, Online, and Email [Online]. Available at <http://www.awaionline.com/2011/10/the-best-fonts-to-use-in-print-online-and-email/>.

CAN-SPAM Act: A Compliance Guide for Business [Online]. Available at <https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business>

Learning Activity:

LEARNING OBJECTIVES	EXPANDED CONTENT OUTLINE
Discuss the types of communications your chapter should deliver to members, as well as the frequency	PowerPoint presentation
Understand privacy rules and best practices when communicating with members	PowerPoint presentation