



Sigma Theta Tau International
Honor Society of Nursing®

2017

44TH BIENNIAL CONVENTION

28 OCTOBER — 1 NOVEMBER | INDIANAPOLIS, INDIANA, USA

Communication Considerations: 45 Tips in 45 Minutes



Faculty Disclosure

Faculty Name: Katherine Rogers

Conflicts of Interest: None

Employer: Sigma Theta Tau International

Sponsorship/Commercial Support: None



#1 – Communicate often

Members base their decision to renew on how frequently they hear from you!



#2 – Develop a communication committee

- Secretary
- Publicity Chair
- Newsletter Editor
- Webmaster
- Social media facilitator

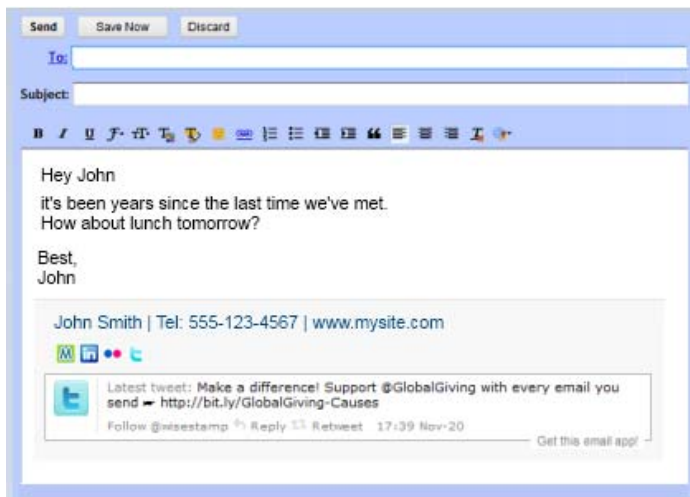


#3 – Provide detailed job descriptions for communication-related leader positions.

“The publicity chair should have excellent written and verbal skills to help articulate the value of our chapter to members of the community.”



#4 – Mix and Match Communication Methods





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**Chapter and Regional Identity
Guidelines and Style Manual for
Print and Electronic
Communication**

2016 Edition

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#5 – Use organizational branding



#6 – Each phase of the membership life cycle will need a different message.



#7 – Make communications and their timelines part of every chapter leader discussion.

- When can we tell members about this?
- What methods will we be using?
- Who is responsible for sending that?



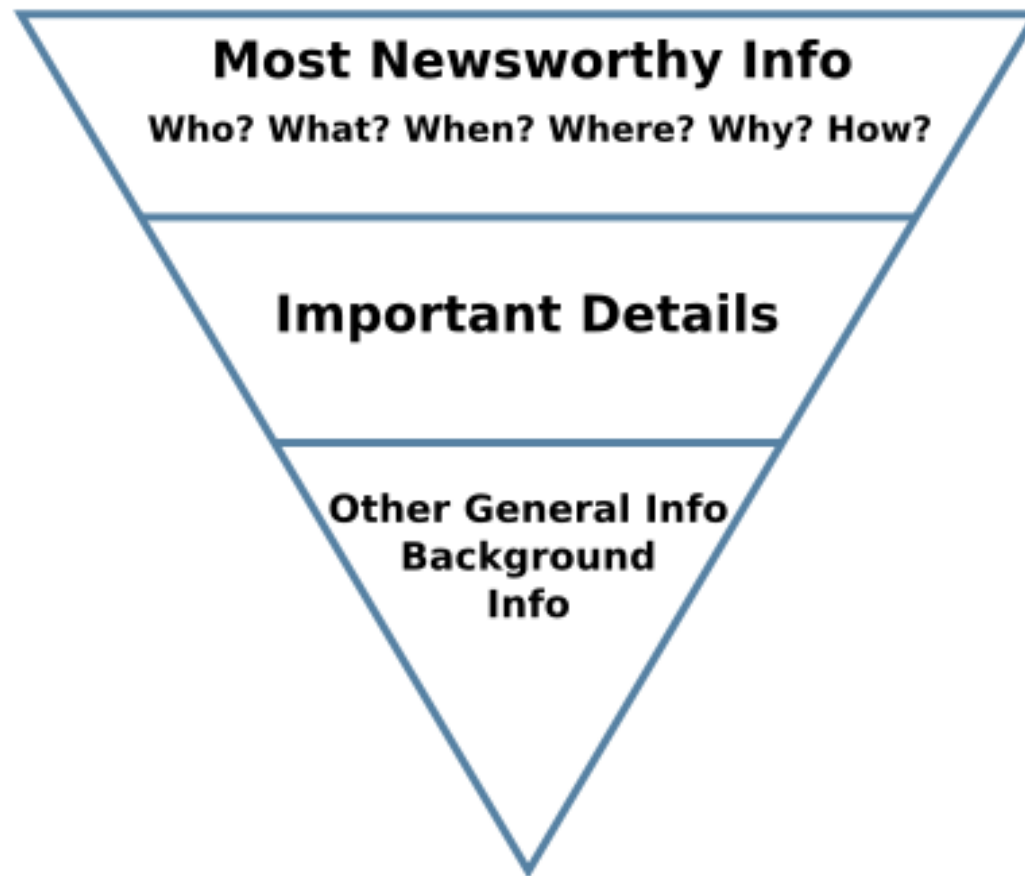
#8 – Different platforms need different text (Don't copy and paste text into every location)

- Print pieces are tactile and prettier and can better communicate value and emotional appeal
- Emails can be shorter than print communications, but longer than social media posts.
- Social media platforms should contain a social element.



#9 – Use the Inverted Pyramid to build your message.





#10 – Have ONE call to action



#11 – Make sure the call to action is about the reader, not the chapter.

Instead of saying “Register for our meeting,”
say something like “Don’t miss this chapter
milestone!”



#12 – Have a lot to say? Update everything in one place, like your chapter website, and then your call to action can be about all the exciting new things you’ve posted!



#13 – Segment lists and tailor the message for that group. (Even if it's the same topic)

- New members: We want to make sure you know how fun and valuable this event is, and hope you'll attend for the first time ...
- Members celebrating a milestone anniversary: Thank you for 10 years as a member! Let's celebrate by ...
- Inactive members: We miss you! Come see what we've been up to.



#14 – Be wary of the Curse of Knowledge.



#15 – Let your budget guide your mailing decisions.



Can't afford to mail to the entire membership?
Try sending to a specific segment, such as
members in the zip code where your event is
taking place.



#16 – Don't forget about your members who don't have an email address.



#17 – Use an email service that provides the option to unsubscribe to stay compliant with spam laws.

- Your chapter website in The Circle (for active members)
- Affordable email services such as MailChimp, Constant Contact, iContact, or SendGrid




#18 – Avoid sending mass emails from your university inbox.

- The university can limit the number of people you send to at once.
- All replies will come to your personal inbox, even if you ask them to email someone else.



#19 – If you have to use a university inbox, make sure it is to a small list (less than 100) and that everyone is in the blind carbon copy (bcc) field

 Send	To...	
	Cc...	
	Bcc...	
	Subject	



#20 – Avoid words that trigger spam filters (Especially in subject lines!)

- Acceptance
- Click here
- Member
- What are you waiting for?
- Congratulations
- Urgent



#21 – Ask questions to engage members in an online conversation.

- What is your most memorable moment as a nurse?
- What professional goals have you achieved this year that you'd like to celebrate?
- What volunteer opportunities would you like to see the chapter offer?



#22 – Provide links to your website, social media accounts, etc. in every communication.

Beta Chapter Members,

Here is all the important information that you need to know.

Date
Time
Location
Dress Code
Guests

We can't wait to celebrate!

Beta Chapter Leaders

Honor Society of Nursing

Sigma Theta Tau International

Online: [Chapter Website](#), [Facebook](#), [Twitter](#), [LinkedIn](#)



**#23 – Focus on social media platforms that
your members spend time on.
(This might need to be a survey question!)**



#24 – Have a chapter password that chapter leaders are privy to.



#25 – If you can't keep a social media site updated regularly, ask the administrator to shut it down.



#26 – Use templates for printed pieces.



**#27 – See if journalism or IT students
would be interested in helping the chapter
to build their resume.**



#28 – Keep it simple.

- Short sentences.
- Small number of paragraphs.



#29 – Have 1 font for print, 1 for online

- Times New Roman is popular for printed pieces. The serifs (“feet”) make it easier for your eyes to read in print.
- Arial is common online. It is a sans-serif (no “feet”) and easier to read on a screen.



#30 – Watch your images.

- Use them periodically. (70% text; 30% images)
- Make sure they are the appropriate size for the channel being used. (i.e., High resolution for print).



#31 – Use bolding and bulleted lists occasionally to draw attention to important details.



zeta Subject Hello members! Do you think you could make time to come to our next chapter meeting of the Zeta Beta chapter of Sigma?

Okay, sorry for the late notice but as you all are aware spring term is rapidly coming to a close and we need to meet to discuss the plans for inducting new members into our chapter before graduation rolls around. I know its only march but before you know it we will blink and hten it will be final exams time and then it will be too late and none of us will have the time to do any planning for the induction meeting.

I'd like to get the chapter together in the SON building next wed or thur so we can talk about evayrhting to do with this meeting. We need to find and iron the table banner, make arrangements with campus catering for punch and cookies plus schedule a room and date and time for the actual event so we can reserve the space. I need someone to be in charge of cups plates & napkins and another person to be in charge of cutting the purple ribbons for the pins. Last year I think someone ordered honor cords but im not sure who did this or how they paid for the cords. Where do we go for honor cords?

Anyway, I have to get back to business her in a minute, but I wanted to check to see if any of you would be availab.e Would you all please email me with a couple of dates and times that work for your schedule so we can pick the best option. I can make sure we have a pot of coffee but if you want snacks youll have to bring your own.

Have a good rest of your week, everyone.

zeta Subject Zeta Beta Chapter meeting Thursday, March 13

Hello!

It's that time of year again when we need to plan for the upcoming induction of new members into our chapter. If your schedules allow, please plan to join us at the next chapter meeting

Thursday, March 13, 2017
6:00 p.m.
Henderson Hall, Room 122
[Map](#)
[Parking](#)
Refreshments will be served

Kindly respond to this email invitation to let me know if you will attend. I'll send a reminder next Wednesday.

I hope to see you there!

Michelle Coburn
Constituent Engagement and Training Specialist
Honor Society of Nursing



#32 – Use color sparingly, for emphasis.



[MY FAVORITE
LINKS](#)

[RECENT LEGAL
LOSSES](#)

[FEES](#)

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[OUR SOFTBALL
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#33 – Don't overlook the power of video.

- Snippets or sessions during events.
- Welcome message from the president.
- Testimonials from new members who were just inducted.



#34 – Use shapes to create an impact!



#35 – Remember the Rule of 7



#36 – Ask a friend to proofread your messages before they are delivered.



**#37 – Host
calling
campaigns
periodically.**



#38 – At events, have something that members can take a picture of/with and ask them to share photos online and tag the chapter.



#39 – Press releases aren't dead!

- Rule 1: Use it as a sales tool. Your main audience is non-members; you're adding to your chapter's authority and credibility.
- Rule 2: Have a newsworthy story. What is special about this event or induction or award that would appeal to the average reader?
- Rule 3: Provide some good quotes. This could be from your president, the dean at the school of nursing, etc.



#40 – Set up one-time volunteer opportunities around your communication needs.

- Setting up a social media account
- Determining chapter-related hashtags
- Posting a new discussion on the chapter website
- Responding to a social media or chapter website post
- Writing a message in sidewalk chalk at the next event
- Developing a press release





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Delta Xi Chapter

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Welcome to the Delta Xi Chapter
Kent State University College of Nursing

Chapter Giving Club Member

2016-17

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Settings

Settings for Delta Xi Chapter

Administration

[Settings](#)[Members](#)[Reports](#)[Email Community Members](#)[Moderation \(0\)](#)

Events

[Manage Events](#)[Event Payment Providers](#)

Volunteer

[Manage Opportunities](#)

Status

You are currently not a member

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#41 – Don't manage your own membership contact list.



#42 – Use free resources from STTI

- ▼  Samples and Templates
 -  Technology
 -  Survey Samples
 -  Mentoring Programs
 -  Membership Involvement
 -  Leadership Succession
 -  Induction Resources: see "Counselor" folder
- ▶  Events
-  Newsletters
-  See "SPARK" folder for additional items
-  Research Grant applications
- ▶  Notifications and Letters
-  Scholarships
-  Policies and Procedures
-  Volunteer Recognition
- ▶  Renewal reminders





STTIconnect Chapter Newsletter Editor

Share important chapter news through **STTIconnect**. The monthly e-newsletter is delivered to all active STTI members. Announce chapter meetings, activities, awards, and solicit feedback! Enter your chapter news below.

Highlights/Sign up for a live tour of the STTI benefits

Don't Miss it -- 22nd Odyssey Conference: *Scholarship, Leadership, Service*, Oct. 5 and 6, 2017 at the Doubletree by Hilton in Ontario, CA

Founders Day -- October 5, 2017 Share how you participated by posting a message in Discussions on our website: <http://gammatau.nursingsociety.org>

Look for our next edition of *Gamma Taulk* which will be published in early December

As a member of STTI, there are a lot of opportunities for you to get involved and make the most of your STTI membership. This session will take you on a tour of STTI's virtual platforms and show you how to design your membership experience.

4 October at 1:00 p.m. Eastern Time
<https://attendee.gotowebinar.com/register/6220963507113353473>

9 October at 3:00 p.m. Eastern Time
<https://attendee.gotowebinar.com/register/2072756824165690369>

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Welcome to the Delta Xi Chapter

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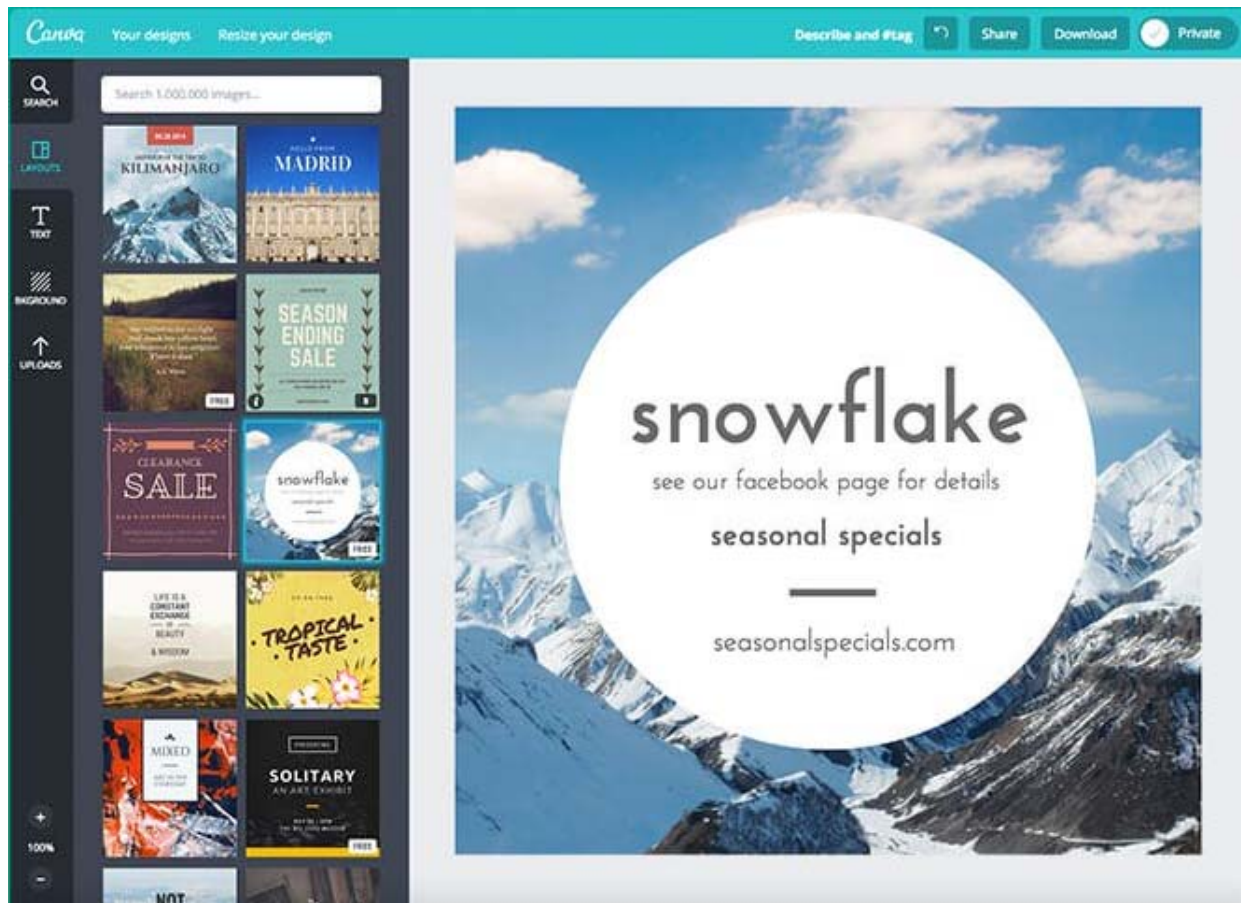
Events

Manage Events

Event Payment Providers

Volunteer

Manage Opportunities



#43 – Use free Web resources



#44 – Ask communication-related questions in your annual membership survey.

- Do you think you hear from the chapter frequently enough?
- How else would you like to hear from us?



#45 – Develop a communication plan that is part of your chapter's overall strategic plan.



Goal	Timeline	Message/Call to Action	Audience or Segment	Delivery Method(s)	Responsible Party



Questions?

