

UPDATED MAY 2021 Communications Group

Communications Director – Appointed by VPs on Board

This is an appointed position on the Board and attending Board meetings. The responsibility of the Communication Director is to provide oversight of the Communication Committee of team members who perform internal and external communication tasks. Internal communication keeps branch members informed through the newsletter, email and website. External communication raises the branch's visibility in the community through media releases, website and other social media sites. Team members do not have to attend Board meetings.

Team members and tasks of the Communication Committee include

- Internal Publications
 - Focus Newsletter Editor(s)
 - Focus Calendar Editor
 - Member Directory Editor
 - Face Pages Editor
- External Media
 - Publicity Manager
 - Webmistress
 - Branch Email manager
 - Facebook
- Photographer(s)
- Branch Co-Presidents may attend Committee meetings

The responsibilities of the Communications Director are:

- 1) Oversee the Committee members monthly and periodic media output and report communication activities to Board. Oversight includes procedures to provide efficiencies among the staff to keep down time required and cross-pollination of products.
- 2) Provide support in establishing standards and content review policy for both internal and external communications and media releases. This will include the standard to always be factually accurate and provide useful information for members and the public.
- 3) Ensure the Branch is accessing appropriate media outlets and changing over time to accommodate changing technologies. Media include:
 - Internal membership communications via Constant Contact - news, surveys, emails
 - Web site <https://pt-wa.aauw.net/> (running through national AAUW server) including sponsor page and private section that holds year books, Face pages, etc. Members-only private section password protected
 - Facebook - <https://www.facebook.com/AAUW-Port-Townsend-1977024232594334/>
 - Webmail system for branch functions: @aauwpt.org (that is not our website address) - account <https://login.ionos.com/>
 - YouTube for occasional videos - Google account = president@aauwpt.org

- Newspapers - Leader and Peninsula Daily and Port Ludlow Voice (others as needed for wide audience events such as Home & Kitchen Tour)
 - PT Guide online events - <https://ptguide.com/search?searchword=aauw&searchphrase=all>
Also we want to be in the PT Guide under Community organizations - <https://ptguide.com/community-a-government/community-groups>
- 4) Oversee the Committee to assure implementation of AAUW Style Guides and Logos in all
 - a) Use AAUW approved Style Guides: www.aauw.org/member_center/tools/upload/AAUW-Basics.pdf
 - b) Use AAUW approved Logos and Graphics: www.aauw.org/member_center/tools/graphics.cfm

INTERNAL COMMUNICATION TEAMS

Focus Newsletter Editor(s)

- 1) Using content template development site, draft newsletter. This task includes inserting submitted calendar into the newsletter. Copy/edit articles submitted to include in the newsletter. Select digital photos to include and edit if needed
- 2) Submit draft to editors and reviewers and follow up with any changes and suggestions.
- 3) Publish newsletter
- 4) Format and publish Presidents' Note mid-month

Focus Calendar Editor

- 1) Generally, one person does the calendar each month, but co-producers may want to work together while learning the process.
- 2) The Interest Group Coordinator will provide an updated list when it is compiled and continue to update the producers about changes throughout the year.
- 3) Compile calendar in chronological order. Make sure branch meeting is included. Check draft for accuracy, spelling and formatting, and make necessary changes.
- 4) Submit draft calendar to interest group leaders for review. Make any revisions requested and submit final calendar to FOCUS by the Monday after the branch meeting.

Annual Handbook/Directory

Publish October. Solicit updated information from branch and UWF leaders and prepare copy in print-ready format.

Annual Member Directory Listing

Publish October. Update January. Prepare the Directory from the membership database. Format the document to be printed as an insert in the annual handbook.

Annual Face Pages

- Face Pages should be published in the Fall, after the Membership Directory and before the holiday gathering.
- If a significant number of new members join after the Face Pages are published, and if the additional photos are available, publish a supplement in March or April (after the half-year dues take effect).

EXTERNAL COMMUNICATION TEAMS

Publicity Manager

Ensure visibility for AAUW Port Townsend/UWF mission and programs by utilizing public relations resources and media outlets.

- 1) Create and edit news releases, including obtaining photography.
- 2) Communicate branch information (calendar items, news releases/articles, and photos) to the PDN and LEADER and PORT LUDLOW VOICE
- 3) Provide calendar announcements for online calendars (PT Guide, Leader, PDN, KPTZ).
- 4) Provide archive copies/links of newspaper publications (excluding brief calendar notices) to appropriate Chair(s), Co-Presidents AAUW, President UWF, Historian, and Webmaster.

Webmistress

- 1) Maintain and update the branch website content using Wordpress template maintained by AAUW National. Local branch site editor does NOT have full authority over the website and can ONLY publish content. Contact national for admin help: site-resources@aauw.org Site Resources manager
- 2) Synchronize news and publicity between web pages and Focus newsletter, including cross-links; for example, see UWF web page for more details...
- 3) Maintain aauwpt.org web contract and email system - <https://login.ionos.com>

Branch Webmail Manager

- 1) Maintain and update email system: Domain aauwpt.org – held by 1and1.com. account <https://login.ionos.com/> - Customer ID: 259806801. Monthly charges through AAUWPT bank and AAUW Treasurer
- 2) Provide access log in and assistance for members who have been approved by the Board.
- 3) Update email system for auto reply and forwarding.

Facebook Manager

1. Publish periodic newsy items, input EVENTS, monitor and accept new friends.
2. As needed and approved BOOST and spend \$\$ on EVENT so that it increases ticket sales and donations.

Photographer/Image Manager

- 1) Establish and manage the various image repositories for branch including:
 - a) Constant Contact image library
 - b) Online image library (moving over to Google drive 2019/20)
 - c) Website image library
 - d) Youtube videos
- 2) Respond to requests for images; for example, for newspaper publication.
- 3) Arrange for photography to ensure photos are made during branch events, which may include taking photos oneself.