**Guide to Communications and Social Media**

Here are two worksheets to help you determine your media goals and advice for going online

They are part of a larger document (link: <http://www.cfuw.ca/Portals/0/Media%20Workbook.pdf>)

Which includes more detailed information on:

Media Advisory

Press Release

Letters to the Editor

Understanding Community News

Facebook

Twitter

Blogs

Last Thoughts on Media

**Worksheet #1: Setting Media Goals**

To get serious about media, you need a plan developed in consultation with your club. Schedule an informal brainstorming session to help determine priorities and tactics. Get everyone thinking in terms of creative media outreach, both to traditional media and online.

Some questions to help guide your discussion could include:

 We have been in this community for several years but are still a “best kept secret.” What can we do to get people talking about us?

 We are interested in attracting new members from a diversity of backgrounds. What is the best way to reach them?

 Our annual fundraising dinner has been the same five years running. What new community event can we try out this year to expand our circle?

 We would like to increase the number of stories about our organization in the local media. Which media would be friendliest to our ideas?

Crazy ideas are fine, and even encouraged; allow everyone to talk, but ensure that time isn’t spent analyzing or criticizing other’s ideas. The point here is just to get as much energy and thought out as possible; you’ll sort through it later.

After the meeting, look over the list of ideas that were generated. Think about who your audience is (potential members, politicians, community leaders?) and what it is you wish to convey. Then, take some of the best ideas and talk about them with people outside CFUW, or with CFUW members who weren’t able to make it to the brainstorming session. Be as open-minded as possible, and ask how each idea sounds and what challenges you might face if you pursue it. Note down responses that seem pertinent to you, and assemble these to bring to your next club meeting.

You now have the beginning of your very own media strategy: you’ve defined some goals, you know who you’re talking to (your audience) and you’ve thought about some ways to reach those goals. The following worksheet may provide a helpful way to visualize the progress you’ve made so far.

**Worksheet #2: The Path to Going Online**

These questions will help you determine what barriers may exist for your club to pursue an online or social media presence, and how you can overcome them.

1) Technology Infrastructure

Do you have access to a computer that is able to access the Internet?

Does somebody in your club have access to a digital camera to take pictures?

2) Volunteer Resources

In what way is your club currently participating online? Is there a web presence that already exists that you can build on?

Does anyone at the club WANT to do it? Are they interested and eager and willing to take on that responsibly?

What kinds of support or training can you access to improve your online skills? Are there friends or family who could help you get the basics down?

What barriers do you regularly encounter that keep you from participating online? How can you overcome them?

3) Goals

What might our club do better? What strategies or tools might help with this? Are those online tools?

How would you finish this statement, "What this club really needs is ..."

What "next steps" are available for relationships forged online? How will they help you meet your club’s goals? For example, can you hold a “meetup” for your online readers?

Do you have clear goals for your foray into the web?

4) Audience

Are your prospective members already engaged online? Where are they? What information or communication re-quest/wish do you most often hear from members?

How will these new online tools help fulfill that request?