UTILIZING MARKETING AND MEMBERSHIP TOOLS

Tuesday, November 5th at 2:00 pm EST

This presentation has been prepared for the National Association of Women in Construction and will be recorded and utilized for training purposes. By remaining on this conference call you are giving consent to recording this session.
MARKETING TOOLS
• Online Social Media and Social Networking Service
• Facebook Page vs. Facebook Group
  • Why Should You Have Both
    • Chapter Level
    • Regional Level
• Facebook Insights
  • Schedule, Set a Reminder
• Facebook Post Scheduling
• Hashtags - #NAWIC
  • Chapter Level
  • Regional Level
INSTAGRAM

- Online Photo-Sharing App
  - Photos and Short Videos
- Find, Follow and Interact
- Instagram Insights
- Create Content that Appeals to Your Target Audience
- Use High Quality Photos
- Fill Out Your Bio Strategically
- Use Hashtags
LINKEDIN

• An American Business and Employment-Orientated Service that Operates via Websites and Mobile Apps to Aid in Professional Networking, Including Employers Posting Jobs and Job Seekers Posting Their Curriculum Vitae

• Create Your Personal Linkedin Page
• Create a Linkedin Company Page
• Have Your Members and Their Companies Join Your Page
• Define Your Audience and Goals
• Publish Engaging Professional Content
• Include Rich Media to Increase Engagement
• Linkedin Company Page Analytics
OTHER TOOLS

• Newsletter
  • Web based Newsletters
  • Office suite created newsletters (Bluebeam, publisher, power point)

• Handouts
  • Career fairs
  • WIC week
  • Events participation

• Swag
NAWIC VIDEO CONTEST

WHAT:
Show us how NAWIC Powers You, Your Chapter and Your Community in a 1-3 minute video.
This contest is to encourage all chapters to use videos as membership and marketing tools.

HOW:
Create a video with the guidelines below,
1. Video must be 1-3 minutes long.
2. Video must have pictures or videos.
3. Video must have sound or music.

WHEN:
Submit your video to your Regional Marketing & Membership Committee
Regional Chairs submit your 1st place winners to the National M&M Committee

2 awards will be recognized and showcased at Annual Conference 2020 and
on the National website:
• Marketing - Award for creativity and design.
• Membership – Award for shares on your social media post

Post your video on facebook or Instagram using
NAWICVIDEOCONTEST

Videos DO NOT have to be professionally made and can be made using free applications on iPhone/Android

NAWIC MARKETING & MEMBERSHIP CONTEST
VIDEO TIPS

- If Using a Different Application Than Suggested, Please Be Aware Of Copyright Material.
- If Copyrighted Material Used, Video Disqualified
MARKETING CONTESTS

• Website
  • Create and Maintain a Website for Your Chapter
    • Websites Judged Using the Following Criteria
      • User Friendly
      • Originality
      • Content
      • Contact Information

• Social Media
  • Share Your Social Media Insights and URLs
    • Social Media is Judged Using the Following Criteria
      • Growth
      • Engagement
      • Content of Page
• Personal Touch
  • Face to Face
  • Send a Note

• New Member Packet
  • Board Member Profiles
  • Application
  • Event Listings
  • NEF Brochure
  • What is NAWIC “Your Chapter”? Flier
  • The Value of NAWIC
MEETINGS AND SOCIALS

- New Member Orientation
  - Include a New Member Questionnaire
- Designate a Greeter
- Personal Touch
- Follow Up
MEMBERSHIP CONTESTS

• Member Recruitment
  • Chapters That Recruit the Most Members Between July 1, 2019 and June 30, 2020
    • Special Consideration Will Be Made for Chapters Making Their 100% National Membership Goal by March 1, 2020
  • Two Awards
    • Chapter Size 1-25 Members
    • Chapter Size 25+ Members

• Member Retention
  • Chapters That Have the Most Member Retention July 1, 2019 to June 30, 2020
    • Special Consideration Will Be Made for Chapters Making their 85% Retention Goal by March 1, 2020
  • Two Awards
    • Chapter Size 1-25 Members
    • Chapter Size 25+ Members
REGIONAL MEMBERSHIP CONTEST

• The Region That Recruits and Retains The Most Members Between July 1, 2019 and June 30, 2020
  • Winner Determined by Percentages of Growth and Retention
QUESTIONS ?