Get Engaged
Communications Framework

OBJECTIVES

• Bring awareness to the Get Engaged program on the local level
• Drive participation among members and the community

TARGET AUDIENCES

• Youth (middle and high school students)
• Parents (middle and high school students)
• Local community organizations
• Local media outlets: print, TV, radio, bloggers

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Make your goals S.M.A.R.T.

• The smarter your goals, the easier to measure progress

SMART stands for:

• **Specific:** Answers the question, “What exactly are we going to do and for whom?” This identifies what will change in concrete terms, by identifying the particular population (audience) and/or setting (tools), and the specific actions that come as a result. It is advisable to indicate how the change will be implemented.

  □ Good verbs to use: provide, train, publish, increase, decrease, schedule, purchase, etc.

• **Measurable:** Objectives should be quantifiable and easy to measure as a means for evaluation. It should include the specific **metrics** you will be collecting.

• **Attainable:** Objectives should be feasibly achieved within a proposed time frame with the resources and support available. Don’t make them unrealistic.

• **Relevant:** Your objective, strategy, and overall organizational vision and mission should align. Ask: does this objective have an effect on the desired goal?

• **Timely:** Good objectives have deadlines. Ask: When will this be accomplished? A specific and reasonable time frame should be included within an objective statement.

Source: http://greenlining.org/

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Create an integrated marketing program

- Community access TV
- PSAs
- Local talk shows
- Local news programs

- Daily & weekly newspapers
- Local magazines
- Newsletters
- Church bulletins

- Community centers
- Hair salons/barber shops
- Schools
- Coffee shops

- Chapter website landing page
- Social media

- Local talk shows
- PSAs

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Social media

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Encourage members to expand their social footprint

% Of Sorors Participating on the Social Network

Facebook: 89%
LinkedIn: 61%
Google+: 46%
Twitter: 45%
Instagram: 41%
Pinterest: 39%

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Why use Facebook

• Most widely used social media platform; integrated into people’s daily lives

• Ability to post dynamic content, like photos, videos, polls/questions, links and text

• Facebook Events tool enables any individual to invite friends to attend
  – Includes link to tickets, ability to add cover photo; private messages
  – When updates are posted to wall, all invitees or attendees receive notification (unless manually turned off)
Why use Twitter

• A site where more than 54 million users engage in conversations about a variety of topics and current events around the world

• One of the most diverse social media platforms globally

• Ability to directly access anyone with public profile, including journalists, thought leaders, celebrities, politicians, etc.

• Posts, or “tweets,” can be conversational and in real-time

• Hashtags are the single most powerful tool on Twitter that allow you to follow and join conversations surrounding a topic, event, keyword, news, campaign, or popular culture

Source: Overview of Social Platforms | Pacific New Media Course Taught By Wahine Media
Why use Instagram

• Allows you to tell your story through photos and video
• Designed to share real-time experiences
• Easily accessible on your smartphone or tablet
• Integrates hashtags and geo-tags to share your location
• Ability to post directly from Instagram to Twitter and Facebook
Select the best platform(s) aligned to your goals

- News: *I am thirsty.*
- Updates: *I drank a glass of water.*
- Location: *This is where I drank a glass of water.*
- Photo: *Let me show you the glass of water.*
- Video: *Look at me drink a glass of water!*
- Self-promotion: *I’m good at drinking water.*
- Group sharing: *Let’s all drink a glass of water together.*

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Start small to ensure sustainability

http://mashable.com/guidebook/twitter/

http://mashable.com/guidebook/facebook/


http://mashable.com/2012/05/29/instagram-for-beginners/

http://mashable.com/2013/10/05/youtube-beginner-guide/

http://mashable.com/2012/05/23/linkedin-beginners/

http://mashable.com/2013/10/27/google-plus-beginners-guide/

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Share the official sorority graphics

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Real time event coverage

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Live stream your events on Google Hangouts on Air

Live streaming
• Live stream your event on YouTube, Google+, and your website using Google Hangouts On Air.

• How? Schedule broadcasts and go live in HD on Google+, YouTube, and your website. It will be recorded and automatically saved on your YouTube channel.

Live conversations
• Host interactive conversations with people around the world. Take questions in advance from the community and answer the most popular ones live.

For more information
• https://www.google.com/+/learnmore/hangouts/onair.html
Share updates in real time via Twitter “tweet chats”

5 Easy Ways to Hold a Tweet Chat
1. Promote #ZetasGetEngaged and the time of the chat to allow people to follow your event in real-time on Twitter
2. Assign a moderator to welcome participants, provide updates during the event, ask questions and keep the discussion
3. Share tweets from within the chat with your network by re-tweeting or with comments
4. Always use #ZetasGetEngaged so people can follow along
5. Re-tweet the posts of another user in the chat to support statements from followers and share them with your own networks
6. Ask questions or respond to someone in the chat, using the #ZetasGetEngaged so everyone can participate

Read more: http://janetfouts.com/how-to-participate-in-a-tweet-chat
Use LiveTweetApp to share tweets during your event

A BETTER EXPERIENCE FOR YOUR ATTENDEES

1. AGGREGATE
   Aggregate tweets using hashtags and mentions
   • Update a wide audience on your event in real time using #ZetasGetEngaged

2. MODERATE
   Control what you wish to broadcast
   • Choose the mentions and users you would like to watch.
   • LiveTweetApp grabs new available tweets for you.

3. DISPLAY
   Project your Live tweet and promote interaction
   • Display during your event as a slideshow or poster/wall

For more information: Https://www.livetweetapp.com/en/features

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Event management

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Manage your program with Eventbrite

For more information: https://www.eventbrite.com/how-it-works/

Send invitations, emails, updates

Promote event to social media channels

Track interest and rsvps

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ALWAYS BE FINER

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Wear royal blue and white

• Please wear business attire: pants (no jeans), sweaters, blazers and button-up shirts

• Pairing royal blue with black or grey as an alternate is acceptable, but white is preferred

• Pearls are always appropriate
Don’t forget: 5 quick makeup tips

1. Apply a moisturizer (Primer) with SPF
   - The world’s best kept secret weapon for a younger and smoother look. Primer seals in moisture and helps your foundation go on more easily.

2. Apply foundation (powder or crème) depending on your skin type and texture
   - Pick a foundation that’s perfectly matched to your skin tone. Use with the foundation blending brush for a smooth even natural look.
   - Tips: use a powder if you have any skin problems or cream for smooth skin.

3. Dress up your eyes
   - Apply mascara to your top lashes and a little to your bottom lashes and dark brown liner along the bottom lash line to maximize your eye contour and size

4. Sweep color on your cheeks
   - Smile while applying to your cheekbone to show structure and blend your blush downward and outward.

5. Apply a lip stick or lip gloss
   - Tip: In a professional setting choose a nude color. To turn your day look into a night look, “Go Bold but classy” with your colors.

*Extra Tip: Finish your quick look with a finishing spray to preserve your long lasting look. This should help your look to survive an entire day.

Source: Soror Ashley Herriott
Be finer in social media

Use a professional headshot

Select a sensible user name

Acknowledge Zeta* 

*Only if you do not have offensive language or images on your social media page

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Always act finer

Be Kind
What you do on the internet is a reflection of you and Zeta.
Be positive and encouraging.
No one wants to be associated with a negative individual.

Be Patient
Assume people are naive before you assume they are malicious.
Don’t be quick to react. Try to get to know people before you judge who or what they are.

Be Respectful
Show deference for Zeta and its leaders.
If you have a question or complaint take Zeta business offline.
Send an email, direct or inbox message for a private conversation.

Source: LinkedStrategies.com

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