PRSA Southeast District
Best Practices Call

August 12, 2020

Audio Dial-In: 929 436 2866

Meeting ID: 548 070 178
Upcoming Chapter Events

August 20: Them. Us. And why the conversation has to change, North Carolina
August 31: Garland Stansell visit, Western North Carolina
September 15: Taking a Stand for Ethics, Alabama
Important Dates

Leadership Rally, Friday, September 25, 12pm – 5pm EDT

ICON, October 26 – 29

Leadership Assembly, Saturday, December 5
PRSA Southeast District Board
2021
Today’s Topic

Michael Molaro
Manager, Member Services
Findings from “Post COVID-19 Communications” Webinar

Poll #1: How Have Your Roles Changed?

- Slightly: 50%
- Significantly: 28%
- Completely: 8%
- Not At All: 13%
Findings from April 29 “Post COVID-19 Communications” Webinar

**Changing Roles**

- Need to show the value of communications internally to leadership.
- Opportunity to be trusted advisors.
- Pull together other disciplines within our company.
- Our roles depend upon the situation (company, client, etc.).
- More monitoring of mis-information.
- Need to value crisis management.
Findings from April 29 “Post COVID-19 Communications” Webinar

Poll #2: What Are You Spending The Most Time On?

- Internal/Employee Communications: 34%
- External Communications: 48%
- Social Media: 25%
- Brand Messaging: 5%
- Crisis Planning: 13%
- Other: 20%
Findings from April 29 “Post COVID-19 Communications” Webinar

Spending Most Of Your Time

• Using entire communications toolbox.
• Digital media and video being used more frequently.
• Corporate responsibilities—being a good “corporate citizen.”
• Re-writing social media content based on the current situation.
Findings from April 29 “Post COVID-19 Communications” Webinar

Poll #3: Do You Think The Mix Will Stay The Same?

- Yes: 39%
- No: 20%
- Not Sure Yet: 41%
Findings from April 29 “Post COVID-19 Communications” Webinar

**Mix of Roles and Time**

- Mix has likely changed forever. We may never go back to a “normal.”
- Need to see how much working remotely will change things.
- Internal communications will be a focus.
- Need to realign our priorities from a month ago and will need to do this moving forward.
Findings from April 29 “Post COVID-19 Communications” Webinar

Poll #4: What Skills Will Be The Most Important In A Post COVID-19 World?

• Writing/Brand Journalism: 40%
• Video: 46%
• Audio: 0%
• Graphic Design: 0%
• Media Relations: 2%
• Measurement: 12%
Findings from April 29 “Post COVID-19 Communications” Webinar

Most Important Skills Moving Forward

• How to run and get the most out of virtual meetings.
• Being flexible, keeping focused on the big picture, and thinking broadly.
• Remaining strategic and not getting bogged down on the tactics.
• Personalized communications—What platforms can we use to assure our messages are received?
• Clear writing that resonates.
Findings from April 29 “Post COVID-19 Communications” Webinar

**Lessons Learned**

- Focus on measurement tools as we are more dependent on new platforms.
- A bit more empathetic—focus on wording.
- Collaborate with HR on messaging.
- Listening is key to crafting a strong message.
- Have communications professionals in the room when C-Suite are making decisions.
- Can be nimble and still clearly communicate.
Innovative Chapter MR+R Initiatives

• Appreciation Reception for Volunteers

• Offering Free Chapter for a Year for Renewing Members

• Sharing Chapter Programming with Other Chapters via MyPRSA, etc. (Fee for Non-Chapter Members)

• Member-Get-A-Member
Innovative Chapter MR+R Initiatives

• Benefits vs. Features (It’s All About the Value)

• Celebrate Member Milestones (Years at Current Position, Promotion, Years as a Member, etc.)

• Providing Targeted Resources to Specific Membership Segments (Newer Members, Younger Members, Core Members, etc.)

• Make Onboarding a Priority
Innovative Chapter MR+R Initiatives

• Testimonials (The Lifeblood of an Organization)

• Make Sure Your Members Know They’re Not Alone (Especially in This Current Environment)

• Use Your Core Members as Ambassadors

• Peer Mentoring Program
Engaged Members

• Have a 10%-to-12% Higher Retention Rate.

• Are Your Chapter’s Best Cheerleaders (Create Referrals).

• Spend 22%-to-25% more than non-engaged members.
2020 Southeast District Call

Questions?

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Never miss a Best Practice Call

prsasoutheast.org
Next Month:
ICON Preview
Diversity & Inclusion Strategic Plan and Toolkit

Wed. September 9, 2020 2pm ET/1pm CT