

# 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** 

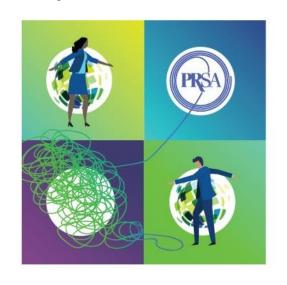
**August 31: Garland Stansell visit, Western North Carolina** 

**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



Heather Beck, APR 2021 Chair



Kim Marks Malone, APR Fellow PRSA Chair-elect



Andrea Lindsley Secretary



Mikey Mooney Treasurer



Brad Belote Past Chair



Meredith Libbey, MBA, APR Communications



Natasha Ashe-Suber At-Large (thru 21)



Reba Campbell At-Large (thru 21)



Karen Potter, APR At-Large (thru 22)



Anna-Marshall Wilson, APR At-Large (thru 22)



Leah Busler PRSSA Ambassador

#### **PRSA Southeast District Board 2021**

#### **Today's Topic**





Michael Molaro Manager, Member Services



#### **Poll #1: How Have Your Roles Changed?**

- *Slightly: 50%*
- Significantly: 28%
- Completely: 8%
- Not At All: 13%



#### **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.



#### 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%



#### **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.



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

• Yes: 39%

• No: 20%

Not Sure Yet: 41%



#### **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.



#### 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%



#### **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.





#### **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 Programing 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**



#### PRSA SOUTHEAST DISTRICT

Alabama | Georgia | North Carolina | South Carolina | Tennessee

RESOURCES

**PODCAST** 

BEST PRACTICE CALLS

#### prsasoutheast.org

#### **Best Practice Calls**

The Southeast District hosts a Best Practice call every month for Chapter leadership — as a way of sharing expertise and brilliant ideas.

If you miss a call, you can always catch up on YouTube or via our podcast.

January 2020 - PRSA Southeast District Nuts & Bolts

- Slides
- YouTube replay
- Audio-only replay

#### **RECENT EPISODES**

Diversity & Inclusion with Shanita Baraka Akintonde

Interview with Garland Stansell, APR, PRSA Chair

Best Practices in Sponsorships

Introduction to Best Practice Calls/Southeast District -

Best Practices in Engaging with PRSSA Student Chapters

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# Next Month: ICON Preview Diversity & Inclusion Strategic Plan and Toolkit

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