

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



**Strategic
Communications**
Navigating a World Disrupted
DISINFORMATION. PANDEMIC. SOCIAL INJUSTICE.

OCT. 26-29, 2020

Be there — no matter where you are in the world!



Leadership Assembly, Saturday, December 5

PRSA Southeast District Board 2021



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At-Large (thru 22)



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



Leah Busler
PRSA Ambassador

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 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?

Michael.Molaro@prsa.org

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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 – January 2020](#)

[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
