



IAAND Board of Directors/Leadership Team Orientation

Communicating with Members



This presentation answers!

Who is the Point of Contact for IAAND Communication Channels

- Monthly E-News or Passport
- Website
- E-Blasts
- Social Media

How do I submit items for newsletter or monthly E-News?

When do E-blasts, Newsletters and Social Media posts occur?

Where do I find information about how to write for IAAND?



Point of Contact

IAAND Communication Channels

- Monthly E-News or Passport – Newsletter Co-Editors
- Student Newsletter – Student Co-Chairs
- Website – Website Manager
- E-Blasts – Executive Director
- Social Media – Social Media Coordinator

Guidelines for submission from POC



All BOD/LT need to communicate with IAAND Members

Examples of information that you may want to share with IAAND Members:

-Member products or services available

- Marketing webinars, event registration, upcoming meetings
- Application deadlines for stipends, awards, volunteer positions

-Information of interest to members

- Changes in membership, results of member surveys, job announcements, other professional meetings, topics of interest

-Need for input

- New webinar topics, input into House of Delegates Dialogue

-Announcement of winners of elections, or awards



Determine what channel(s) are best

Monthly E-News or Quarterly Passport E-Newsletters

E-Blasts – usually sent no more than 3 times per month on weeks without E-News or Passport)

Social Media (Facebook, Twitter, or other to be developed)

Website

Message must be tailored to the channel selected (e.g. #words, # characters, tone, images)

Submit information via Communication Request Form (process being tested this year)



Frequency of Communication

Monthly E-News (emails & posted on website)

- News items usually submitted by 15th of the month
- E-News usually goes out at end of month

Passports are Quarterly (emailed & posted on web)

- Usually longer articles

E-Blasts

- Go out as needed, usually not more than one per week
- CRF with Items must be submitted by 0700 Chicago time on Monday morning

Student Newsletter are Quarterly (email and posted on web)

Social Media (at least once per week)



Communication Request Form

CRF to submit requests is a Google Document

<https://docs.google.com/forms/d/e/1FAIpQLSd-ID2eeP2ajt1jMbntWjITLwPHeFBS1nbm4APUQI431axeJg/viewform>

Due 7 a.m. CENTRAL time Monday before date of first posting

IAAND Communication Request Form (CRF)

Communications Request Forms (CRFs) are due by 7:00AM Central the Monday prior to the first posting, at minimum.

- Please submit CRFs for events and/or messages as soon as possible.
- Events/Messages that reoccur (e.g. Annual Meeting, Nominations, Elections, National Nutrition Month, etc.) should be submitted at least 4 weeks in advance.

If a posting is time sensitive:

- Email the the Strategic Communication Chair (strategiccomm@iaand.org) and the Executive Director (iaand.general@gmail.com) after you submit this form with "Rush CRF Submitted" in the subject line.
- A time sensitive post –
 - Needs to be posted within one to twenty-four hours due to one or all of the following reasons:



Communication Request Form

- Facebook
- Twitter
- Website
- Monthly eNews
- Passport
- Special Email (for time sensitive items only)

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Communication Request Form

- Post notice on IAAND Leadership Team Community on Portal in the Communication Request Form Discussion Thread that CRF was submitted.

The image shows two screenshots of the IAAND Leadership Team Portal. The left screenshot shows the main portal interface with a blue arrow pointing to the 'Leadership Team' dropdown menu. The right screenshot shows the 'COMMUNICATION REQUEST E-Blasts, Newsletter, Social Media' dropdown menu with a blue arrow pointing to the 'DISCUSSIONS' section. Below the discussions section, a table lists discussion topics, with the first row being 'ACADEMY UPDATE' by 'Ether Myers' on '01/26/18 01:25'. A blue arrow points from the 'ACADEMY UPDATE' row in the table to the right screenshot. A speaker icon is visible in the bottom right corner of the right screenshot.

Leadership Team

HOME Library Discussions Polls Calendar

Welcome to the Leadership Team Portal

New Topic

You can also send an email to LeadershipTeam@iaand.webauthor.com to start a discussion or reply to a message posted.

Drag a column here to group by that column

Page 1 of 1 | Records per page: 100 | Displaying to 27 of 27 items.

Topic	Started By	Last Post By	Last Update
1 ACADEMY UPDATE	Ether Myers	Ether Myers	01/26/18 01:25

COMMUNICATION REQUEST E-Blasts, Newsletter, Social Media

Home Library Discussions Polls Calendar

DISCUSSIONS

New Message Threaded View Chronological View Download Modify Topic

#10 - 05/16/2019 01:37PM

Who Monitors CRF?

- Executive Director
- Strategic Communication Chair
- Newsletter Co-Editors
- Social Media Chair
- Website Manager

Each person checks the form responses to see what applies to them
https://docs.google.com/spreadsheets/d/1psvVGDM_WBd-66pobT5gpiJ5Q1jma0ekONoKTKuGeaE/edit#gid=1370365597

Each person is responsible to edit and post information as requested or seek additional information from the person who submitted the request.



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