

# OnWrd&UpWrd

MARKETING AND COMMUNICATIONS

## MEMBER COMMUNICATIONS STRATEGY CHECKLIST:

TIP SHEET





## MEMBER COMMUNICATIONS STRATEGY CHECKLIST

Here are the 10 must-have items you should integrate into your member communications strategy to increase engagement, build stronger relationships with members, and provide value to the industry as a whole:

- Member Segmentation:** Segment members into groups based on interests, needs, and other criteria. This will allow for personalized communication and better engagement.
- Communications Calendar:** Create a communications calendar that outlines the frequency and types of communication that will be sent to members. This will help ensure that communication is consistent and relevant.
- Email Newsletter:** Send out a regular email newsletter that includes updates on industry news, events, and legislative developments.
- Social Media Presence:** Evaluate how you are using social media platforms such as LinkedIn, Twitter, and Facebook to reach your members. Create channel-specific plans to engage with members, share updates, and promote association initiatives.
- Online Forums:** Create online forums where members can connect with each other and discuss industry trends, best practices, and other topics.

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- Website:** Maintain an up-to-date website that provides members with easy access to resources, events, and other information. While not every association has a large budget for website redesigns, you should always think through the content you put on your site through the lens of how it will help your membership.
- Webinars and Events:** Constantly evaluate your webinars and events to provide members with top-notch educational opportunities and networking opportunities. Experiment with new efforts to continually provide new value.
- Advocacy Alerts:** Keep members informed about legislative developments that impact their business. Encourage members to take action and contact their elected officials to advocate for the industry.
- Member Directory:** Provide members with access to a searchable online directory to connect with each other and build relationships.
- Feedback Mechanism:** Establish a mechanism for members to provide feedback on the association's services and resources. Use this feedback to improve offerings and better meet members' needs.

