

WOMEN
• FOR THE •
WORLD

VOLUNTEER LEADERSHIP CONFERENCE

TOGETHER for SMITH



GETTING THE WORD OUT

Smith College Volunteer Leadership Conference
November 6, 2016

Allison Ellis, Class of 1992
Holly Nydegger, Class of 1994
Smith College Club of Seattle

WHAT ARE WE TALKING ABOUT TODAY?

- Communications 101 (our philosophy)
- Who, What, When, Where Why? (what we do and how we do it)
- Rating the Click Bait (how to vie for air time when there's so much competition out there already)
- Looking Ahead: Communication strategies for next generation Smithies
- Comments Section (can we talk about this?)

COMMUNICATIONS PHILOSOPHY

- Know your audience
- Stay on message
- Think small – and reach wide
- Keep it simple
- Support Smith – and local Smithies
- Don't be annoying – less is always more.
- Make it fun!



CLUB BACKGROUND

The Seattle Smith Club has been around since 1960s

- Used to be the kind of club with a formal board, formal meetings, and fancy dinners
- All communications happened by mail or phone. Events required many volunteers.
- Club was going strong until mid 2000s and then officers moved, volunteers got burned out and *pffftttt*. Nothing.

What happened next?



CLUB BACKGROUND (Part 2)

In 2009, Holly & Allison got it back up and running.

- We took baby steps
- Now we run on shoestring budget and four part-time volunteers.

The club has grown exponentially, with most of the growth in the last four years.

We don't spend a dime on communications.



WHO WE ARE

- Allison Ellis '92, Club President
- Holly Nydegger '94, Co-President
- Cheryl Hammond '93 Admissions

Allison brings decades of experience in communications, marketing, journalism, and creative writing to the table (and page).

Holly rolls out the red carpet for alumnae who are new to Seattle, and ensures that all our events are welcoming and fun for all.

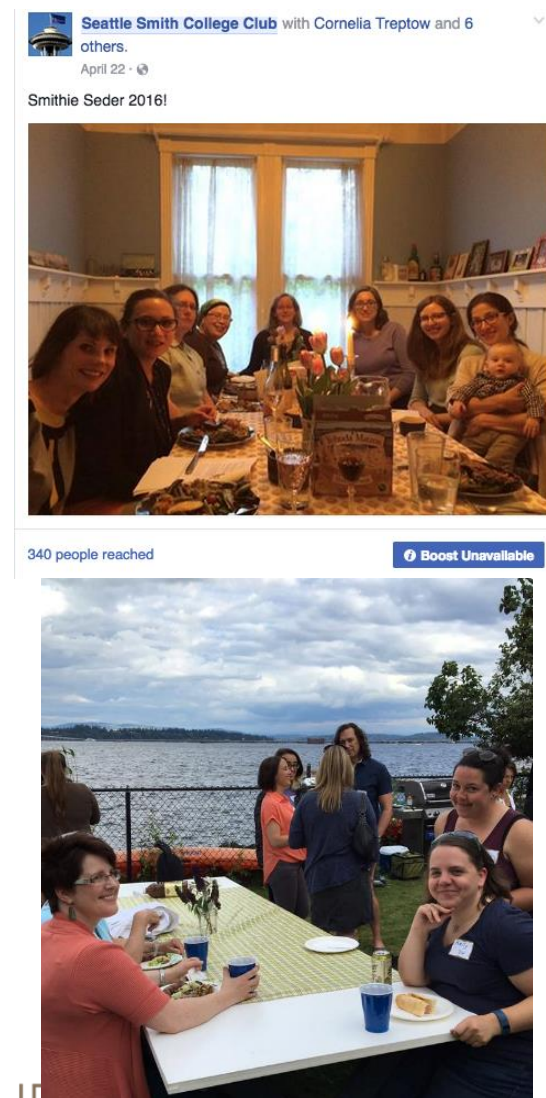
Cheryl keeps students pouring into Smith - and keeps those communication lines between alumnae, college and students always-connected.



OUR AUDIENCE

1200+ Smithies in Washington State

- Largest concentration is Seattle/Puget Sound area
- Most active alums are recent grads through classes of '80s & '90s.
- Mix of core members plus “samplers” who come to select events
- To appeal to diverse subgroups we strive to offer a little something of everything for everyone
- Seattleites are super casual, so most of our events are super casual!



TOGETHER for SMITH



CLUB GOALS

- Networking & engagement
- Inclusive & low cost
- All ages & stages
- For Smithies, by Smithies!

Events and groups include:

- Lectures & workshops
- Peer mentoring group
- Big sister/little sister program
- Admissions events
- Advocacy & politics
- Book Clubs
- Teas, happy hours & parties
- Private museum tours
- Women's sports

STAY ON BRAND: THIS IS ABOUT SMITH

Everything we do ties back into the Smith experience:

- Look to SC communications to set the tone
- Celebrate campus news
- “Smith angle” in any and all communications
- Speak to Smith experiences, promote inclusivity and highlight leadership and diversity
- Spark continued conversations
- Promote networking and mentorship
- Talk about all the great things that are happening at Smith!



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THINK SMALL – REACH WIDE

We're always thinking of that one Smithie who is on the receiving end of our communications:

- What is she doing right now?
(Timing)
- How much time does she have?
(Not much – keep it short)
- What else does she have going on? (Plenty – can we compete?)

This is why we **speak to her directly.**

It's through that personal, one-on-one connection that we build the larger audience.



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SO... WHAT WE DO WE ACTUALLY DO?

- Monthly newsletter
- Facebook
- E-mail
- Word of Mouth

What's involved?

Newsletter: 2x/month

Facebook: weekly

E-mail: daily

Word of mouth: hourly

If it feels like too much work, we'll lose the enthusiasm, it won't be fun for us - and it definitely won't be fun for them. SO MAKE IT FUN!



Seattle Smith College Club with Sara Spees Addicott and 3 others.

Published by Allison Ellis [?] · September 7 · 🌐

Serious Smithies meeting after hours!



THE NEWSLETTER

- Use Alumnae Relations Template
- Promote events 1 – 2 months in advance
- Work with Becca on text updates and timing (she is lovely to work with!)
- Send reminders and cross promote via Facebook pages - and word of mouth



Smith College Club of Seattle

Seattle Smith Club October Reminders & November Events

Now that October is in full swing, we wanted to remind you that we've got Octoberfest at Tin Dog Brewing on Saturday, October 15, Book Club on Wednesday October 19, the **Seattle** Queer Film Festival on Friday October 21, and a special Women & Politics event with Smithie and Mills College Associate Professor Martha Johnson '01 on **Sunday, November 13**. Also, be sure to check our Facebook Alums page at <https://www.facebook.com/groups/1421446651205576/> for more information about happy hours, fitness/exercise meetups, and other spontaneous gatherings this fall!

In the meantime, if you haven't done so already, please also take a quick moment to give us feedback on events you've attended so far, and help us plan for 2017. Thank you!
<https://www.surveymonkey.com/r/9YGBMJH>

And now for our upcoming events:

Octoberfest at Tin Dog Brewing, Saturday October 15, 2 – 4 p.m.

Back by popular demand! Smithie Lisa Rough's craft brewery will be serving up October themed beers and a Pumpkin Saison. Tin Dog is kid and dog friendly so bring the whole family!

When: Saturday, October 15, 2 – 4 p.m.

Where: Tin Dog Brewing, 309 S Cloverdale St Suite A2, **Seattle**, 98108 (South Park)

Contact: seattlesmithclub@gmail.com

Book Club: *A Tale for the Time Being* by Ruth Ozeki, Wednesday, October 19, 7 – 9 p.m.

Our alumnae book club reads a variety of contemporary fiction and nonfiction books, and all are welcome, whether you've finished the book or not. Also, we're moving to Wednesdays! This month we'll be discussing *A Tale for the Time Being* by Smithie Ruth Ozeki.

When: Wednesday, October 19, 7 – 9 p.m.

OUR FACEBOOK PAGES

Yes, we have two!

One for Push notifications
(**Seattle Smith College Club**)

- Public page anyone can “like”
- Use to share news and promote events

One for community building and group discussions (**Seattle Smith Alums**)

- Invitation-only (closed group)
- Great venue for spontaneous get-togethers & discussions

Seattle Smith College Club
@seattlesmithclub

Home
About
Photos
Likes
Events
Videos
Posts
Shop
Notes
Manage Tabs
Promote

Liked Message More

Seattle Smith College Club
Published by Allison Ellis [?] · October 19 at 1:22pm ·

Weekly reminders! Book Club tonight at Valerie's house on Queen Anne, the TWIST: Seattle Queer Film Festival on Friday (please see Sam Berliner if you'd like to volunteer!) and a pre-Halloween workout on Sunday 10/30 at Greenlake with Kelly KaPow.

90 people reached Boost Unavailable

Like Comment Share

Top Comments

Write a comment...

Courtney Ryan-Petterson Are there any other pregnant Smithies in Seattle? I'm 7 mos and could use a pregnancy buddy to chat with once in a while
Unlike · Reply · Message · 1 · October 19 at 3:51pm

Seattle Smith College Club Hi Courtney, make sure you post this over on our alums page as well! <https://www.facebook.com/groups/1421446651205576/?fref=nf>

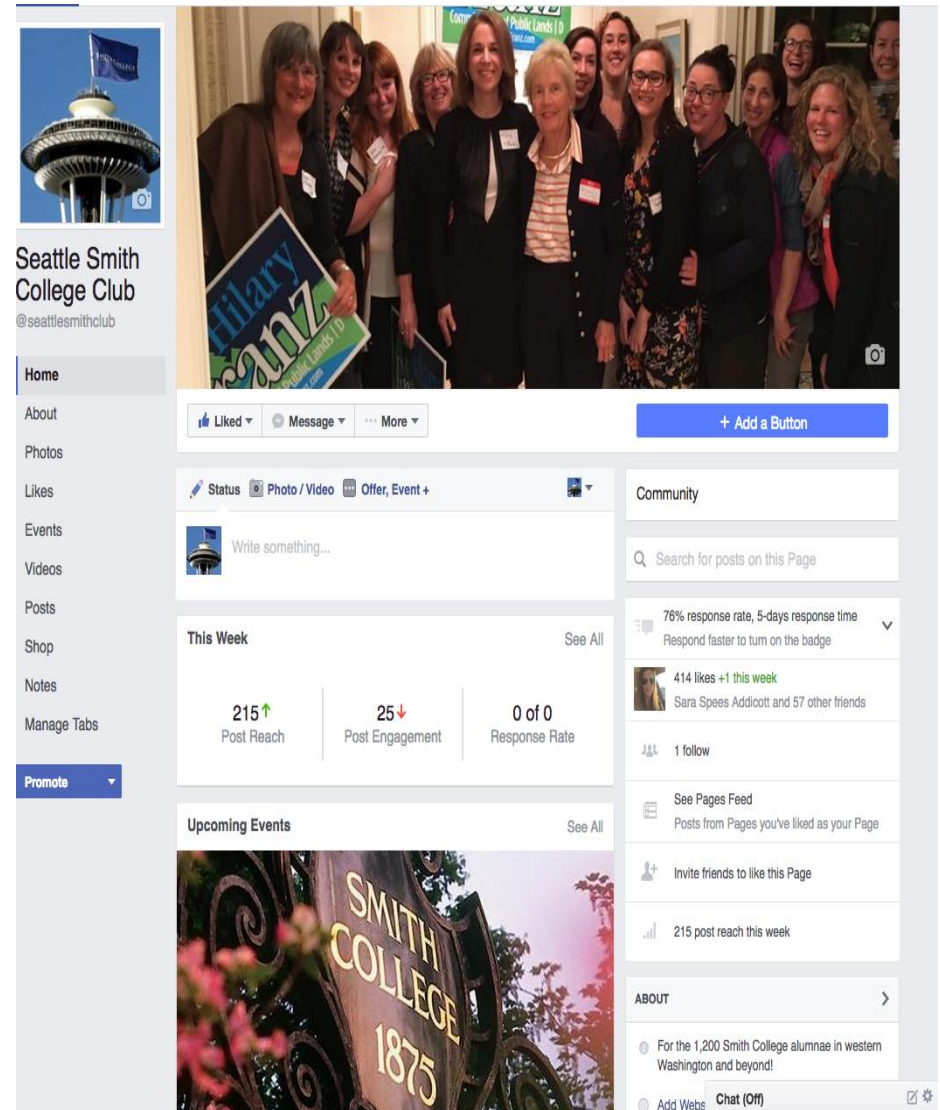
Seattle Smith College Alums
Closed Group
120 Members

Like · Reply · Remove Preview · Commented on by Allison Ellis [?] · October 19 at 4:04pm

OUR OFFICIAL FACEBOOK PAGE

Seattle Smith College Club

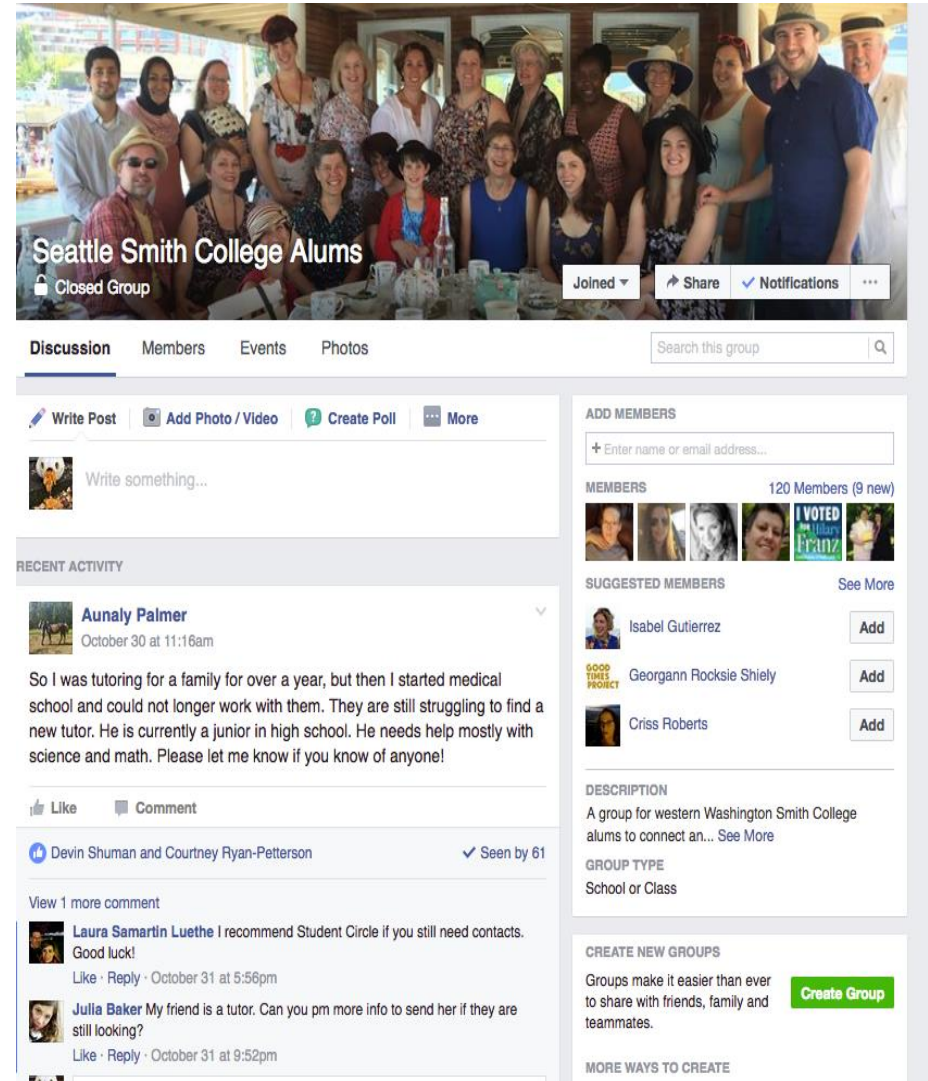
- Open group for prospective students, parents, alums
- Advertises upcoming events
- More generic
- Requests to share information requires approval
- Less interactive (by design)



OUR ALUMS PAGE

Seattle Smith College Alums

- Established 2016
- ~120 members
- A group for western Washington Smith College alums
- Reference back to the Seattle Smith College Club page
- Great for off topic questions and conversations
- CLOSED group. Location is flexible. Smith College alums only
- Inclusive and supportive space



USING FACEBOOK TO PROMOTE EVENTS

- Introduction to the event (who, what)
- Event specifics (date, time)
- Picture
- Link
- Why is it worth their time?
- Connection to Smith College?
- Reminder post
- Follow up post with pictures

OCTOBER



Let's walk around Green Lake!

Sun Oct 30 at Green Lake Park
Kelly KaPow invited you to an event for Seattle Smit...
with Kelly KaPow and 6 others

MAY 2017



25th Smith '92 Reunion!

May 25, 2017 - May 28, 2017
Smith College

Isabel Gutierrez shared this public event with you

✓ Going ▾

➦ Share ▾



Seattle Smith College Club shared their event.

19 mins · 🌐

Our Women & Politics event with Professor Johnson is coming up! Please RSVP if you haven't done so already.



NOV
13

Women in Politics Mills College Profes...
Sun 3 PM

★ Interested

USING FACEBOOK TO PROMOTE EVENTS

FOLLOW UP POSTS!

- Timely
- Which event?
- Who was there?
- Thank you to host
- Pictures!!!



USING SOCIAL MEDIA TO COLLECT DATA

- How many are following?
- Who is seeing events?
- Who is responding?
- Who is attending events?
- Online surveys
- What's the reaction – what are we doing well, and what needs to be improved?

Tell the Smith College Club of Seattle What You Think
Event Feedback

1. What is the most recent Smith College Club of Seattle event or activity you have participated in?

- ☐ Book Club Meeting
☐ Networking Club Meeting
☐ Weekly Happy Hour
☐ Admissions event
☐ Sept 22 Financial Fitness Workshop
☐ October 5 Hilary Franz Event
☐ Other (please specify)

Page Summary Last 7 days ▾

Export Data

Results from Oct 27, 2016 - Nov 02, 2016

■ Organic ■ Paid

Actions on Page

October 27 - November 2



We don't have data to show you this week.

Page Views

October 27 - November 2

18

Total Page Views ▲125%



Page Likes

October 27 - November 2



We don't have data to show you this week.

Reach

October 27 - November 2

367

People Reached ▲151%



Post Engagements

October 27 - November 2

202

Post Engagement ▲226%



Videos

October 27 - November 2

2

Total Video Views ▲100%



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OUR TWITTER, SNAPCHAT & INSTAGRAM PRESENCE (OR LACK THEREOF)

- Facebook is working relatively well for us so that's where we are centered
- We do have a Twitter handle @SeattleSmithies though not active (last Tweet in 2013)
- SnapChat and Instagram... perhaps someday?
- Need to prove relevance for core audience before we pursue



PROBLEM: “GRRR. I’M NOT GETTING THE NEWSLETTER.”

Solution: This is when those PR-friendly skills come in handy.

- “Is your information up-to-date in the alumnae database?”
- “Because we want to reach everyone in our area, this is the best way for us to maintain everyone’s contact info.”
- “Have you checked your spam or promotions folders? Also make sure the Clubs box is checked.”
- “We’re really looking forward to seeing you at an upcoming event!”

PROBLEM: “UM, I DON’T REALLY USE E-MAIL OR FACEBOOK.”

Solution: Get them on board.

- “Setting up an account is free and easy. Here’s how.”
- “Here are some of the many benefits of our club...”
- “Because we want to reach everyone in our area, this is the best way for us to communicate at this time.”
- “How do you and your Smith friends communicate with each other? Is there something we should try?”
- “We’d love to see you at an upcoming event. Here is our most recent newsletter so you can see all the exciting things we have going on!”

PROBLEM: HOW DO WE COMMUNICATE IN A WORLD OF OVERSHARING?

Solution: Be the local Smith voice that stands apart from the crowd

- Train community where to look for you... in just a few places
- Make communications clear, concise and consistent
- Organized, smart Smithies know how to mark things down in a calendar and RSVP. They don't need that many reminders.
- If there are events, outings or spontaneous gatherings that the community wants to do, make it really easy for them to do that on their own
- Share club-specific events (stay on brand)
- Provide plenty of cross-promotion and support

QUESTIONS?

THANK YOU!

We've discussed:

- Our history
- Our philosophy
- What's working for us

Our next steps are to expand what is working, stay relevant, and keep getting the word out about Smith!

