How to Look Bigger Than You Are

7 Budget-Friendly, Easy-to-Implement Solutions
Conduct a Communications Audit
Hows and Whys of a Communications Audit

• Understanding goal(s) of communications
  • Leadership vs. departmental goals
  • Balancing the three-legged stool (membership, conferences, and publishing)

• Objective, unbiased review
  • Platforms
  • Content
  • Design

• Timeframe (hours not weeks/months)
• Amplifying your efforts via findings
Messaging
Messaging

• Importance of building strong, foundational messaging
• Stay on message, stay on message, stay on message
• Write content that matters
• Using your messaging to claim your rightful space
ASCDS's Whole Child approach is an effort to transition from a focus on narrowly defined academic achievement to one that promotes the long-term development and success of all children. We help educators, families, community members, and policymakers move from a vision about educating the whole child to sustainable, collaborative action. Join us, and together well change the face of education policy and practice.

Healthy ▶ | Safe ▶ | Engaged ▶ | Supported ▶ | Challenged ▶

Join The ASCD Whole Child Network

Work in unison with you communities, and with other schools across the globe, in implementing and advancing a Whole Child approach to education.

Learn more ▶
Branding Guidelines
Branding Guidelines

• Why are guidelines important?
• Who needs guidelines? (Hint: EVERYONE)
• Guidelines tip sheet
  • Email signatures
  • Taglines
  • Branded colors and fonts
Branding Case Study

Advertising Production Manager
National Science Teachers Association

2019 National Conference

St. Louis, MO – April 11-14, 2019

8th Annual STEM Forum & Expo

San Francisco, CA – July 24-26, 2019
Website/SEO
Website/SEO

• Can your target audiences easily **find** you?
• Where do you **rank** in specific and generic searches?
• Why is **proper** key wording important?
• Are you **regularly** posting fresh, quality content?
Website/SEO Case Study

Website Before

Website After
Website/SEO Case Study

Generic Search

Specific Search
Writing Content that Matters
Writing Content That Matters

• Universal communications goal: Increasing your influence

• Start with creating strong content that can be repurposed
  • Write in bite/snack/meal approach
  • Save time by staying on message
[Your Org Name Here] members: Sign up NOW to attend the #NSTA 7th Annual STEM Forum & Expo, in Philadelphia, July 11–13, 2018. Early Bird Registration ends on Friday, May 11 (you get NSTA member discounted pricing!).

The Forum will offer six distinct programming strands: Lower Elementary/Early Childhood; Upper Elementary; Middle Level; High School; Partnerships; and Administrators.

This unique, focused professional development experience provides educators and organizations the resources they need about the latest in STEM education, curricula, outreach programs, and partnerships.

Learn more about the conference at http://www.nsta.org/conferences/stem.aspx.
Social Media
Social Media

• Measuring audience (size, engagement and influence)
  • Numbers alone mean nothing
  • Importance of analytics
• Don’t create monsters you cannot feed. But OK to let it go!
  • Why have Pinterest, for example, if you have no members using that site.
• Which channel(s) are right for you? Some organizations are more visual than others.
• Defining ROI (overall and campaign-specific goals)
Editorial Calendar
Editorial Calendar

• Do you have a plan for how you are going to populate all your communications channels?
• If not, you need an editorial calendar.