



COMMUNICATIONS

Welcome: Jordan Nagel (IABC Houston) - SoReg VP Leadership Development

Introductions:

- **Jennie L. Lamb**
(Brazos Valley IABC)
SoReg VP Communications
(+ **Website** Director)
- **Allyson Ward Neal**
(IABC Houston)
SoReg **Social Media** Director
- **Kellie Davie**
(IABC Nashville)
SoReg **Email Marketing** Director





Big Ideas:

- 1) Communications is ***probably the heaviest lift*** on an IABC Chapter or Regional Board.
- 2) You should be “marketing” your chapter—***not just*** “communicating” about it!
- 3) Some thoughts on ***how to cope...***



Tips & Tricks:

- 1) Optimize your **social media**.
- 2) Optimize your **email marketing**.
- 3) Optimize your **website SEO & analytics**.



Asks from Us:

- 1) Please **promote our conference & awards** programs.
- 2) Please **know we are reaching out** to members lost in the ***Great IABC Data Snafu of 2019***.
- 3) Please **promote** the IABC **Pen Pals** initiative.
- 4) Please **tell us about your events**.
- 5) Please **put your events on the international calendar**.
- 6) Please **tap into The Hub**.
- 7) Please **tag us on social media (@IABCSouthern)**.



Discussion:

What's working for you?

What are your pain points?

How can we help?

Contact us anytime at

communications@iabcsouthern.com