

Communications Report:
Accomplishments and Future Objectives

Key Recommendations from Consultant Reports and Accomplishments

- Raise awareness for organization brand and advocacy work
 - Added topics to Bulletin to address four major areas of AAUW focus: education and training, economic security, leadership, and public policy
 - Posted to Facebook consistent with these areas
- Develop communications strategies appropriate for younger generation
 - Worked on enhancing Facebook posting; implemented “internet-friendly” Bulletin via MailChimp
- Focus on OUT-REACH
 - Inform those outside organization about activities performed by AAUW of Colorado
 - Continued effort to include more branch activities on Facebook
 - Reflect on work of strategic partners working to advance position of women in Colorado
 - No work done on this topic
- Website
 - Include digital photos of meetings and events
 - Expanded home page to focus more on upcoming events and incorporated more event photos via convention slide show
- Facebook
 - Create and share more original content such as event photos and State/Branch information
 - Started effort to include more branch activities on Facebook
 - Convention slide show posted to Facebook
 - Added Hootsuite to incorporate national content
 - Have branches post to state site and branch sites to drive more engagement
 - Had great success with Grand Junction and Annessa Bryant’s posts to their page re NCCWSL conference which we then shared to state page
 - Minor success in posting and sharing branch information—need more help from branches in this arena
 - Incorporate content buckets aligned with strategic plan
 - Posted to Facebook to address four major areas of AAUW focus: education and training, economic security, leadership, and public policy; also included focus on branch activities
 - Learned that it was difficult to post this way
 - Developed hashtag topics as means of tagging strategic plan areas: #AAUWCOLeadership, #AAUWCOEconSec, #AAUWCOEdTrg
 - Use Facebook events for upcoming events
 - Continued to use Facebook calendar for documenting upcoming state function; did not use for any branch events

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Key Recommendations from Consultant Reports and Accomplishments (Con't)

- YouTube
 - Continue to use and add to library
 - No work done on this topic
- Twitter
 - Strongly recommend use of Twitter
 - No work done on this topic; use for organization not clear at this time
- Newsletter
 - Keep articles short and to the point; use links to address more detailed information
 - Focused primarily on streamlining article of upcoming state event
 - Incorporated many of recommendations made for other social media
 - More photos of events
 - Expanded use of AAUW brand colors
 - Added articles aligned by content buckets
 - Migrate to delivery platform like MailChimp
 - Completed Spring and Fall Bulletin in MailChimp
- Strategic Partners
 - Create alliances with like-minded groups
 - Consider cross-posting information to partner websites
 - No work done on these item
- Tracking Efficacy
 - Track monthly website visits
 - Compared January 1, 2018 – mid-October 2018 to January 1, 2019 – mid-October 2019: users down 12.48%, new users down 13.4%
 - Hugh spike several weeks prior to 2019 convention, large spike several weeks prior to 2018 Fall Leadership Conference
 - Track Facebook engagement including “likes, follows, and shares”
 - As of August 7-9, 2019: likes = 1,434 (down from 1,502 in August), followers = 1,491 (down from 1,558 in August)
 - Track number of newsletters opened (for Fall Bulletin)
 - # subscribers = 1,409
 - # opened = 37% open rate
 - Click rate = 5.3%

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Focus for Upcoming Year

- Raise awareness for organization advocacy work; inform those outside organization about work performed by AAUW of Colorado
 - Work with branches to post to Facebook—try for one post a month
 - Share to State Facebook Page
 - Incorporate information on website
 - Incorporate information in the Bulletin
 - Review metrics from Facebook, website, and Bulletin on quarterly basis
 - Work on consistent information from the branches in terms of status reports and calendar data—branches highlight accomplishments and provide photos consistent with strategic plan content buckets
 - When posting articles to Facebook addressing content buckets, consider ways to highlight the specific strategic plan accomplishments; currently using hashtags—will assess how this is working
- Develop 2-3 strategic partnerships and start process of sharing social media information with them
 - Assign leads from the board/membership to cultivate these partnerships
 - Communications to start process of social media interaction