Communications - Peer-to-Peer Teleconference - Notes

AUGUST 1, 2017

Facilitator: Sally Dillon (PN)
Attending: Jim Clemmons (SR), Jerry Clark (NC), Dave Oplinger (IN), Kelly Davis (CO), Mary Schneider (WI), Michael Moore (PM), Lucianne Pugh (PN), Karlene Denby (GU), Skip Thompson (MI), Paige Buehler (IW), Fares Ksebati (MI), Carlos Rodriguez (NT), and Tracy Lord (IL). 19 total; some unidentified.

Michael noted that the meeting was being recorded and will be available online.

Question: There are many ways to communicate. How does an LMSC prioritize them in 2017?
Responses: Gulf's newsletter is distributed 4 times a year, and their Facebook page and website are updated regularly. Email blasts go out occasionally for meet reminders and important announcements. Three different people handle the responsibilities. Wisconsin newsletters are published every two months and posted to website, which is maintained by someone else. Email reminders are sent out by the Chair. Club Assistant is used for meets.

Question: How about social media – does everyone have this or is it still evolving in your LMSC?
Responses: GRIM, in Indiana, has FB and information is posted, but there isn't a lot of activity. Pacific NW's Social Media is being handled by the youngest person on the board. He was recruited for an At Large position but when he found out PNA needed help getting FB and Twitter launched, he volunteered to do both. He posts regularly and seeks out articles about meets, special events (like the recent FINA Worlds in Budapest), local swimmers doing amazing things, etc. Gulf posts photos and forms for meets and clinics on FB and their website. Their newsletter includes a nutrition column and meet recaps; the editor writes most of it, but not the nutrition column. Content can be hard to find. Information needs to be available on website for historical purposes. FB pages need to be protected to prevent unauthorized people to join the group. Typically, there are one or more administrators who control content on FB; approved members of the group can post comments.

Question: Are websites and FB pages used to advertise meets and events?
Responses: Newsletters, websites, and FB all should publicize these events. PN's newsletter includes meet information well in advance and stories about the meets once they have taken place. Meet hosts may place an ad or story to encourage attendance. Also included are stories about swimmers and/or coaches, calendar of events (including board meetings).

Sally encouraged LMSC editors to visit other LMSC websites and view their newsletters. It was suggested that editors share newsletters with all 52 LMSCs; possibly the National Office could share a mailing list for this. Noting that most volunteers would not want to receive 52 newsletters, Sally suggested that the Zone Chairs facilitate the sharing of newsletters within each zone by developing a list of editors for all to use. This would provide good information about events within the zone that other LMSCs could access. Karlene suggested the same could be done for webmasters. It might encourage those who are not very active.

MI has a mobile application on their website so it can be read on a phone. It is a WordPress site and $50 gets a template. Steamforest.com is also a good source. Both reformat so they can be viewed on the phone.

Question: **How can the newsletter editor, webmaster, and the Social Media coordinator be effective.**
Response: They can form a Communications subcommittee and develop policies that create a partnership on all three platforms. It's important for them to coordinate postings so that members will have a better opportunity to see the information.

Question: What are the key elements for an LMSC website?
Response: Keep it up to date! In no particular order include LMSC information, a list of officers, history of officers, newsletters, calendar, meet information, LMSC news, USMS news, awards, bylaws, policies, archive of meeting minutes, sanction details, club registration, swim meet and OW safety check lists, and places to swim. Also include links to USMS registration, records (zone & LMSC), other sites.