Michigan Council of Chapters Communications Committee

Virtual Meeting

Friday, October 24, 2025

MOAA® MICHIGAN COUNCIL OF CHAPTERS

Agenda

- Intros (name, chapter, role)
- Newsletter & email: frequency, deliverability, content calendars
- Websites: updates, analytics, hosting/Weebly tips
- Social media: simple playbook, scheduling, cross-posting
- Media & public affairs: press notes, event promos, photo/video basics
- Shared resources: logos/brand, templates, image libraries
- Next steps: Future meeting schedule

Newsletter & Email Communications

- Frequency: Monthly newsletters; weekly event digests; as-needed alerts
- Deliverability Best Practices:
  - Use compliant tools (e.g., MailChimp, Constant Contact); Clean lists regularly; Avoid spam triggers
    - Key benefit
  - Use bcc: for mass emails
  - Content Calendars: Plan quarterly; Include themes, deadlines, contributors; Align with chapter events/seasons

Newsletter Content Calendars

- Plan Quarterly
- Include Themes
  - Goals (e.g., membership, community outreach, etc.)
  - Seasonal (Winter, Spring, Summer, Fall)
  - Broader Topics (Leadership Spotlights, members stories, educational topics
- Content
  - Monthly MOAA “White Label Template”
  - Cross-chapter collaboration to share workload and ideas
- Deadlines

Website Management

- Content: Regular content refresh (at least monthly); SEO basics for visibility
- Analytics: Track via Google Analytics; Monitor traffic, bounce rates, popular pages
- Hosting/Weebly Tips: Ensure mobile responsiveness; Secure with HTTPS

Realtime overview

View user snapshot

ACTIVE USERS IN LAST 30 MINUTES
1

ACTIVE USERS IN LAST 5 MINUTES
0

ACTIVE USERS PER MINUTE

GOOGLE ANALYTICS

Active users by First user source

#1 -

No data available

FIRST USER SOURCE	ACTIVE USERS
No data available	

Active users by Audience

#1 All Users
1
100%

AUDIENCE	ACTIVE USERS
All Users	1

1 – 1 of 1

Views by Page title and screen name

#1 SOUTHEASTERN MICHIGAN CHAPTER,...
3
75%

PAGE TITLE AND SCREEN ...	VIEWS
SOUTHEASTERN MICHIGAN...	3
Meetings & Events - SOUTH...	1

1 – 2 of 2

Event count by Event name

#1 page_view
4
30.77%

EVENT NAME	EVENT COUNT
page_view	4
first_visit	3
session_start	3
form_start	1
form_submit	1
user_engagement	1

1 – 6 of 6

Key events by Event name

#1 -

No data available

Active users by User property

#1 -

No data available

Social Media Strategies

- Simple Playbook: Post consistently; Engage audiences; Use hashtags (#MichiganChapters)
- Scheduling: Tools like Buffer; Plan posts in advance
- Cross-Posting: Share across platforms (X, Facebook, LinkedIn); Tailor content to each audience

Media & Public Affairs

- **Press Notes**
  - Craft concise releases: Include who, what, when, where, why in 300–500 words.
  - Distribute to local media (e.g., newspapers, radio) via email or platforms like PRWeb.
  - Use a consistent contact (e.g., chapter PR lead) for media inquiries.
- **Event Promos**
  - Create flyers/emails with clear visuals, event details, and call-to-action (e.g., “Register Now”).
  - Leverage local outlets: Community boards, church bulletins, and social media groups.
  - Cross-promote via X and Facebook using event-specific hashtags (e.g., #MIChapterCleanup2026).
- **Photo/Video Basics**
  - Capture high-res images (min. 1080p) with good lighting; use smartphones or DSLR.
  - Obtain photo/video consent forms for participants, especially for public posts.
  - Edit with free tools: Canva for graphics, iMovie/Clipchamp for videos; keep videos <1 min.

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Resources

- The MOAA Brand Book
- Templates
- Photo Usage Guidelines