

I attended three of the Focus on Societies sessions. What struck me the most is how ahead of the game we are in many areas. Most of the sessions I attended were pretty basic, but I picked up a few tips here and there, which is what I expect.

Website and Social Media Communication and Content Strategies for Societies

- Discussed the difference between websites and social media and the advantages to each. We have this well in hand.
- Formulating a communication plan - good overview of communication strategies including knowing your mission and what you want to communicate, identifying your audiences and keep them in focus, use a multi-faceted approach to reach everyone, use a content calendar (a strategy we're not using).
- Have social media policy (we do - but needs revision)
- Use analytics to track communication progress (I still need to learn Google Analytics for our website, I do look at Facebook analytics).
- Crafting a message - some good strategies highlighted, many of which we use.
- Branding - keep consistent logo and colors across platforms - we have started this using the website logo as the anchor. In process of redesigning brochure and business cards to match.
- Use a call to action, "Register now!"
- Website content recommendations - we have most covered, many also work for eNews. Some ideas we can expand on and use more, how-to - resources and/or methodology, stories (not reports) about society activities, reviews of books (great idea), use of a blog - would need a volunteer to run it.
- Social Media Strategies - I picked up some resources regarding researching strategies, but those highlighted were ones I regularly use.
 - Note, would be nice to recruit some help here, especially Twitter and Pinterest. I can handle Facebook & Instagram as they are integrated now.
- Highlighted the differences between the main social media platforms, nothing really new other than some websites for managing social media accounts like Buffer, Tweetdeck (I am familiar with), and Hootsuite.

Grow Your Society with Quality Events

If I had never run an event or conference before, this would have been helpful. As Katie said, Andrea does a great job for us. The speaker talked about the steps in organizing an event, timelines, organization using an Excel spreadsheet, etc.

Digital Marketing for Modern Society

Again, some basic information for societies evaluating their marketing tools. The speaker went over "4 Steps to Digital Success."

1. Assess Digital Platforms, e.g., website, social media, etc.
2. Select 1-3 tasks
3. Develop a prioritized plan
4. Implement the plan

The speaker then provided questions and strategies for evaluating digital marketing tools including website, social media, and email marketing. We fare very well in all three categories. I did pick up a new tool that I have been aware but have not explored. It's a website for creating graphic images for marketing called Canva. I have been using it as well as one called PiZap recently. I just signed up for my own personal limited free account, but I plan on signing RVGS up for the FREE FULL subscription to be able to access all of their templates.