Chapter Communication Strategy

Statement of Purpose

This communication strategy shows how the **Florida chapter of the Society for Technical Communication** advances the statewide spread and application of technical communication. We use diverse media channels by demonstrating the business value professional practitioners offer with their core skills and their mastery of emerging communication technologies. This communication strategy responds to the needs to engage a statewide membership.

Introduction

We are a chapter of the [Society for Technical Communication](), a professional organization that advances the theory and practice of technical communication across all user abilities and media so that both businesses and customers benefit from safe, appropriate, and effective use of products, information, and services.

Since the Orlando Central Florida chapter merged with the Suncoast and Space Tech Chapters, the STC Board of Directors approved our chapter's evolution into the **STC Florida Chapter**. There are currently many technical writers and professionals in related functions across Florida. Often, these individuals work in isolation from other communicators, missing opportunities to learn from each other and grow. We have invested in technology to share our programs and resources with these technical communicators throughout Florida to allow professional communicators to grow wherever they live.

The Florida Chapter provides an outlet for networking, fellowship, and sharing of information among passionate technical communicators throughout the state of Florida. Here in Florida, we provide valuable and interesting programs to:

- Provide educational resources
- Promote best practices
- Facilitate networking

Communication Objectives

Successful communication is rooted in our core goals, values, and communication methods. Our goal is to develop the practice of technical communication in Florida by exploring and implementing emerging technologies while stressing critical core skills— and in the process creating and sustaining a cohesive statewide technical communication community. The Florida STC Chapter, as well as the former Orlando Central Florida/Orlando and Suncoast chapters that form its nucleus, operates upon six shared core values: caring for each other and for others, a passion for education, a commitment to excellence, the vision to build for tomorrow, and the teamwork and volunteerism to achieve things today.

With our communication strategy delivering on these values, we strive to:

- Demonstrate membership value
- Foster a holistic view of technical communication

- Raise Funds
- Engage volunteers

The STC Florida communication activities are in harmony with our **Policies and Procedures**.

Audiences

The STC Florida chapter seeks to provide educational resources, both within our chapter and the wider spheres of business and education in the state of Florida. Engaging the appropriate target audiences ensures that we meet our communication objectives. Beyond the active members on the STC Florida expanded Administrative Council (AdCo), our target audiences include the following:

- STC Florida chapter members
- STC members in Florida with no chapter affiliation
- Technical communicators in Florida who are not STC members
- Students and professors in Florida with an interest in technical communication
- Businesses in Florida who employ technical communicators
- STC members and chapters beyond Florida

Digital Strategy

We take advantage of multiple channels and tools, paying particular attention to social media and mobile-friendly methods.

Tools

We employ multimedia tools to disseminate information in a cost-effective and efficient manner.

Email

We use Mailchimp to house our chapter's email distribution lists and to run our email campaigns. We take advantage of Mailchimp's automation to create and schedule emails. We also use the advanced analytics the site provides to inform our email content and cadence. Our email list in Mailchimp is segmented to allow us to target different audiences for our emails.

Social Media

We are engaging technical communicators currently through Twitter, Facebook, and LinkedIn. Each social media tool allows us to engage our members and other technical communicators in Florida and to manage our social presence.

Event Management

We are using Meetup to promote our upcoming meetings. Meetup provides a venue to engage technical communicators who are not already familiar with STC and invite them to face-to-face meetings. We use Meetup also to track our attendees for our monthly meetings.

Conference Calling

We have started using Google Hangouts to share our meetings with remote attendees and Free Conference Call for audio conferencing during our Administrative Council meetings.

WordPress

We use WordPress for our STC Florida chapter website. Here we share the following:

- Chapter information
- Meeting schedule
- Memo to Members
- Membership information
- Educational resources
- Employment information

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Messages and Methods

STC Florida's messages are based on our key objectives and vary from informative to aspirational, seeking to address common information gaps and misperceptions that may act as obstacles, and informational, that keep our stakeholders up-to-date on crucial details.

Communication Name	Description What do we want to tell them?	Audience Whom do we want to inform?	Timeframe By when does this need to happen?	Channel How are we going to tell them?	Responsible Who is responsible for doing it?
Meeting announcements	Details on the program and location of the next chapter meeting	General distribution list	One-Two months prior to meeting One reminder two weeks before One reminder one week before	Email	Communications committee
				Meetup account	Vice President
				Chapter website	Webmaster
				Social media accounts	Social media manager
***Memo to Members** (MtM)*	Monthly publication with articles on programs, events, and other news	Site users	One week prior to chapter meeting	Published to chapter website	Communications committee
***MtM** distributions (internal)*	URL link to *MtM* with chapter members	General distribution list	One week prior to chapter meeting	Email	Communications committee
				Social media accounts	Social media manager
MtM distributions (external)	URL link to *MtM* with STC members beyond our chapter	STC chapters distribution list	One week prior to chapter meeting	Email	Communications committee
				Social media accounts	Social media manager
Job announcements	Details and contact information for job opportunities	Chapter member distribution list	As needed	Email	Employment chair

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Society-level announcements	Society-level communications including elections	General distribution list (best judgment)	As needed	Email	Communications chair
				Social media accounts	Social media manager
Membership renewals	Reminder for members to renew prior to membership expiration	Chapter member distribution list	Autumn	Email	Membership chair
Mentoring program recruitment	Recruitment for mentors and mentees for the program	General distribution list	Beginning of the academic year	Email	Mentoring chair
Leadership Development Program recruitment	Recruitment for coaches and rising stars for the program	Chapter member distribution list	Beginning of the academic year	Email	Education chair
Chapter election notices	Official notice of election date/time/location, candidates, ballot, and mail-in address for those who cannot attend the election meeting	Chapter member distribution list	Spring	Email	Nominations chair
Membership surveys	Input request for opinions on chapter operations and meeting topics	General distribution list	Summer	Email	Vice President

Evaluating Success

We continuously re-evaluate our communication strategy and make changes based on the following:

- Have we achieved our objectives?
- Did we use the right tools?
- Did we come in on budget?
- Did we reach the right audience?
- Did we communicate our message effectively?
- Did our audience take the desired actions as a result?

We periodically evaluate the success of our communication strategy based on meeting the following Key Performance Indicators.

Key Performance Indicator	Target	Frequency
Percentage of Email Opens	20%	By campaign
Number of social media engagements	30 impressions	By tweet
Number of meeting attendees	20 attendees	Monthly
Increase in membership	Increase membership by 5%	Annually

Appendix

Definitions

Communication Strategy

A holistic plan used to approach engaging our audience to ensure effective communication.

Media

Space used to communication our messaging.

Channels

The possible routes our communications might take to reach our audience.

Multimedia

The use of more than one channel to reach our audience.