

# Communications/Web/Editors Peer-to-Peer Teleconference

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July 14, 2015

*The items posted in this section are notes from conversations that are not reviewed or approved by the attendees. The information in these notes is not intended to override guidelines, policies and procedures listed elsewhere in the LMSC Guide to Operations or elsewhere on [usms.org](http://usms.org) or in the USMS rule book.*

Facilitator: Sally Guthrie, LMSC Development Committee

Attendees: Kenny Brisbin – Southern Pacific, Sheila Carpenter-vanDijk – Florida, Karlene Denby & Bruce Rollins – Gulf, Jerry Clark & Sonny Nguyen – North Carolina, Karen Gernert – Indiana, Michael Moore – Pacific, Tracy Lord – Illinois, Mindy Seidler & Jeanne Seidler – Wisconsin, Paige Buehler – Inland Northwest, Skip Thompson – Michigan, Betsy Durrant – Virginia, Kelly Davis - Colorado

## Current Practices in LMSCs

Colorado – website, newsletter monthly electronically (no paper), Facebook not too active but what's on there is pretty clean info, minimal email blasts

Southern Pacific – e-newsletter, Facebook page, emails

Gulf – e-newsletter, website, Facebook (not used much)

Indiana – MailChimp newsletter monthly, Facebook, email

- ) Content ideas: Nominate lanemates for most encouraging swimmer
- ) MailChimp – registrar sends most current list in Excel and editor imports that into MailChimp which sifts out duplicate email addresses

Pacific – bi-weekly email re: meets, Facebook, Twitter (not used much)

Illinois – website, email blasts via reg, Facebook and Twitter both not very active

Wisconsin – Facebook regularly used, newsletter published 6x/yr sent via email, website

Inland NW – Website, email blasts, newsletter with paper to requesters (using LMSC-specific question when registering for USMS)

Michigan – Website, newsletter (were electronic for 4-5 years and now sending paper again 4 pgs color), email blasts

Virginia – monthly newsletter (8 pgs), website is regularly updated and email blasts usu limited to 1x/mo, Facebook not too active

## Best Practices

Paper newsletters can be an effective recruiting tool. Take to meets outside LMSC, leave at pools for non-members to find, send to club/workout group reps for them to post, etc.

Allow members to opt in to getting paper newsletter using USMS registration LMSC-specific question

Get people used to seeing their picture in LMSC media which helps inspire them in swimming and in submitting articles. Takes time but is worth it.

Keep email blasts short by linking longer articles to a page on LMSC website and then use web metric tools to track number of views/click-throughs; can help with knowing what piques members' interest.

Electronic copies are color. But paper copies are black & white.

Targeting communication to those who participate in meets: Using ClubAssistant meet entries from previous participants to notify them about upcoming meets within the LMSC. Plus their email tools can sort more specifically by state, gender, etc.

## Issues

Who is monitoring communications? Especially Facebook! While very collaborative it can also be a way that misinformation gets published if no one is watching. Examples: "Advertising" for non-USMS events, charities, pharmaceuticals, and other items that wouldn't get put onto the LMSC website.

## Sponsors or advertising in newsletters?

- ) Find a volunteer owner to accept the role of filtering what advertising is appropriate.
- ) Develop policies on sponsorship levels for website, newsletter, emails. This is needed to avoid favoritism and charity bloat.

## Targeting non-competitive swimmers...ideas?

- ) Swimmer of the month nominated by coach. Certificate goes to coach for presentation then take photo of swimmer with it and publish in newsletter.
- ) Florida Tampa Metro Masters – just fitness swimmers show up at a practice to show that Masters swimmers are beyond competitive speed-demons.
- ) Publishing Go The Distance info at year end for swimmers in the LMSC to highlight that fitness event

Nominating for the USMS June Krauser Communications award – think creatively as to people in your LMSC or neighboring LMSCs who are doing a good job with communications. Only 1 nomination received for 2015. Nominations are due each year on July 1.