

Unit 446 Publicity Chair & Committee

Purpose

The Publicity Committee, headed by the Publicity Chair, is chartered to publicize unit tournament activities and increase public awareness of ACBL and its charitable and educational activities.

Responsibilities

The Publicity Chair is an appointed position on the unit board who will coordinate publicity activities with other board members, committee members, the ACBL, and external media when applicable. As Chair, she may recruit volunteers for the committee to serve in any of the suggested roles below or in new roles as needed. If any role/task listed below is not delegated to a committee member, the Publicity Chair is responsible for that role/task. (Ultimately, the Publicity Chair is accountable to the board for the tasks, whether they are delegated or not.)

These are the minimum responsibilities assigned to Publicity as of this document's creation:

- Create and distribute newsletter to the unit in both electronic and print form (6 issues per year)
- Coordinate with the board and Tournament Chair to create and distribute publicity related to Sectionals and other Unit events, including but not limited to flyers
- Maintain the online presence of the Unit, including but not limited to the website and Facebook
- Maintain email and other contact lists as needed for Unit communications
- Manage any Cooperative Advertising Program (CAP) requests from the unit with the ACBL
- Be the primary point of contact for media and other public entities
- Ensure any media usage by the Unit is compliant with ACBL standards, including rights for images and logos

Committee Members (optional)

- Newsletter Editor
- Designer(s) and/or Author(s) (for flyers, PR, etc.)
- Social Media Liaison
- Website Lead
- Photographer

Publicity Upcoming Tasks (for review)

Completed Recently

- ✓ Flyers for Sweetheart Sectional distributed to clubs
- ✓ Brought Facebook page up to ACBL online standards, including logo, title, and images
- ✓ Added Sweetheart Sectional event to Facebook
- ✓ Kicked off test campaign to publicize the Sweetheart Sectional with Facebook ads (free to unit)
- ✓ Updated website, including events page and unit contacts
- ✓ Created aliases for unit446-board@bridgeinseattle.org, unit446-pubs@bridgeinseattle.org, and unit446-web@bridgeinseattle.org (Having aliases/contacts that use our domain are free and avoid our members having to learn new addresses if/when our email providers or board members change. It also promotes our website as a point of contact.)

Near Term (next 30 days)

- Send out press releases to local media regarding the Sweetheart Sectional and add it to local event calendars (Stranger, SeattleMet, etc.)
- Finalize tournament schedules (KO and I/N for Apr/May minimally) with the board to unblock flyer creation and postings on the ACBL and Unit websites
- Find out if the ACBL will have a solution in next 2-3 months for unit-level email list management and distributions. If not, get unit set up on MailChimp (free for an org our size, best option of those I vetted). This will allow us to maintain our newsletter and other email publicity lists against the ACBL's lists while letting members unsubscribe or maintain email preferences (newsletter only vs. all announcements, for example). We can also do multi-variate testing and track metrics.
- Get Facebook page active and create Facebook events for all Unit activities. Publicize Facebook page within the Unit.
- Create aliases for other key roles on board that the membership might want to contact (suggestions welcome!)
- Take photos at the sectional and local club games for use in social media and/or future publicity
- Create Twitter handle and start pushing news and updates to that channel
- Calendar software – vet options so we have a good and automated way to handle events through our website (including promoting our local clubs and other nearby events from other units/regions on our calendar)

Longer Term (next 6 months)

- Re-design website
- Look into newsletter software alternatives that would allow easy (and potentially cheaper) print and online distribution and provide proposal to board if found
- Ongoing: sectional PR, newsletter PR, Facebook postings, flyers, etc.