

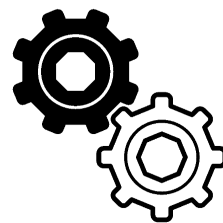


# MNWT Marketing Comm Chair

## Christine Sibilleau

### 2020-2021 Plan of Action

GET IN  
GEAR



*Technology / Social Media / Marketing*

## Goals & Implementation

### 1. Encourage our organization to embrace new technology and Social Media

- a. Present at least one (1) webinar and one (1) convention forum/training session
  - i. Explain the usage for the different SM platforms
    1. Demonstrate how to schedule and share FB posts
    2. Encourage the use of hashtags and virtual event creation on Social Media platforms
  - ii. Promote Google Drive for storage and archiving (chapter, district, and state)
- b. Promote [Great Nonprofits](#) to solicit member stories and boost our presence
- c. Encourage members to post "What's Your Why?" for the [Testimonials webpage](#)
- d. Create an online interface that will allow chapters to post events to [www.mnwt.org](http://www.mnwt.org)

### 2. Work on the Marketing portion of the 2020 Strategic Plan

- a. Strategic Plan 2020: Develop Statewide MNWT Branding
  - i. Create and approve a Women of Today Brand
  - ii. Create and implement a plan for chapters to use this new Brand
  - iii. Examine our current MNWT logo and create a timeline to update the logo
- b. Strategic Plan 2020: Streamline MNWT Marketing
  - i. Create a Marketing Strategic Plan for chapters
    1. Train chapters/members to use Marketing effectively
    2. Create and/or update a PR Kit for member use: done! go to <http://www.mnwt.org/fellowship/news.php>
    3. Work with chapters to set up (or improve) Facebook pages, and chapter WT Google Sites
    4. Set up Google Site template for chapter usage
  - ii. Create a Marketing Strategic Plan for the state organization
    1. Develop a MNWT App
    2. Produce Non-Member Webinars / Videos / Podcasts
    3. implement the [MNWT Publications Standardizations](#)
    4. Increase Membership by having MMC & Marketing work together to develop ideas

### 3. Continue to support programs developed in prior years by the Marketing Committee

- a. Utilize MailChimp to set up an eBlast program (CMH, NEWSLET, DD letters)
- b. Promote and encourage the Social Media Team's endeavors
- c. Encourage publishing press releases PRIOR to MNWT conventions