

Media & Public Relations Committee
Strategies for the Changing World
Presenter: Juergen Steinmetz

PR MEDIA STRATEGIES FOR THE CHANGING WORLD

The communications committee has focused this year in strengthening the exposure of our SKÅL brand and identifying strategies and actions that will enhance interaction among members and clubs – **the goal is to elevate engagement among members and share information with more users –**

Social Media and tourism are a match made in heaven – The 3 channels: Facebook, Twitter and Instagram are increasing engagement in an industry fighting to regain its place.

Social Media Branding Standard = Increased engagement among users

- Increased social media channel postings and tagging important to larger audience
- Establishing branding guidelines for Facebook pages to generate complete listing of SKÅL pages and increase activity by sharing posts- **tutorial was sent to all administrators or implementation**
- Facilitating the search for pages with brand identity to increase Club page visibility and generate interaction –
- **Currently working on LinkedIn tutorial to assist in maximizing exposure of page and establishing a page for those who currently don't have one**

Communication Channels redesign

- Updating layout and “look and feel” of our official communication monthly channels: Newsletter and E-Magazine is also an undertaking with the help of our agency –
- Ongoing work is being done to make content more robust and easier for the reader to identify and engage
- We have added to our quarterly E-magazine a section with an **interview of an industry leader** with updates on the industry - This has generated increased interaction from users inside and outside SKÅL who follow these leaders in the social media pages –
- We are working on increasing educational webinars while trying to work on a system that includes at least two time zones in order to reach a bigger audience –
- Press releases continues to be within the communication strategy as we look for a bigger audience and have the SKÅL name reach a wider range of industry players –

- We have established a “SKÅL Minute” segment available to all members at no cost in media channel ETN to share country, club or area information via interview format -

WE ENCOURAGE THE INCREASE OF ACTIVITY IN YOUR SOCIAL MEDIA CHANNELS AND THE USE OF A VARIETY OF POSTS WHICH CAN INCLUDE DESTINATION INFORMATION, INDUSTRY TRENDS THAT, WHILE USING THE PROPER ‘TAGS’ WILL INCREASE YOUR EXPOSURE –

By interacting with consumers in a fun, helpful, and interesting manner, social media can help build a successful brand, in two main ways: By allowing the firm to develop deeper relationships with customers. By generating positive word-of-mouth communication about the brand across social networks.

Social media branding is one of the most effective. Social media helps a company promote its vision, display its value, engage employees, and develop emotional connections with customers. The numbers prove it. Globally, 57.6% of people use social media.

If we translate the above branding statements into positive engagement we are also helping the increase in membership as the will recognize the organization as an active relevant player –