



Communications Hodgepodge Hopscotch



*Patsy Quick, VP for Communications
July 27, 2019
AAUW VA Summer Leadership Meeting*

Communications is all about conveying a message...



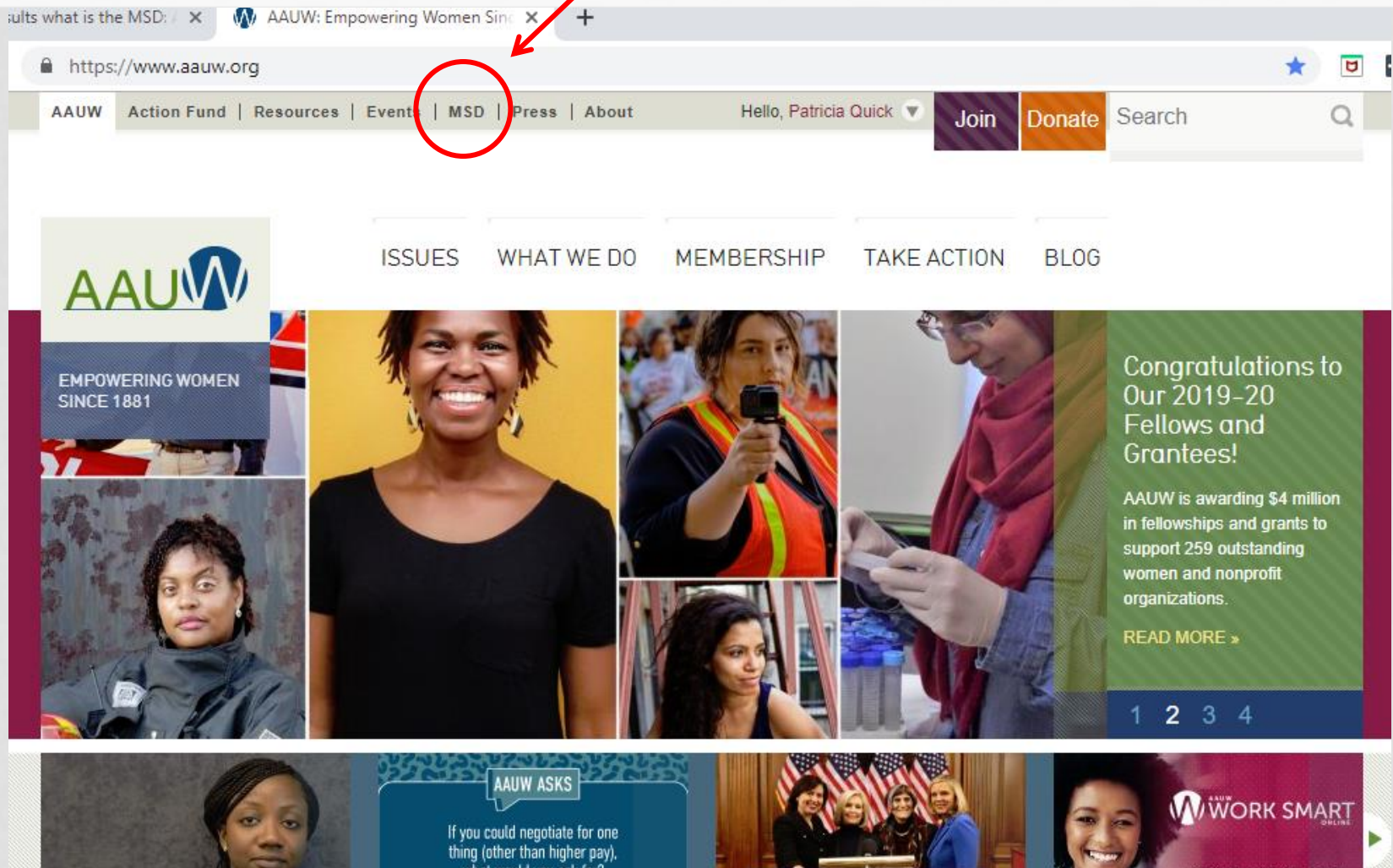
...through a wide variety of contexts and media.

Computer Security
Newsletters
| Facebook Publicity
Websites
Email
Issues
Update
MSD

Communications Hodgepodge Hopscotch



Member Services Database



The screenshot shows the AAUW website with the URL <https://www.aauw.org> in the browser address bar. The navigation bar includes links for AAUW, Action Fund, Resources, Events, MSD, Press, and About. The 'MSD' link is circled in red, and a red arrow points to it from the title above. To the right of the navigation bar are links for 'Join' and 'Donate', and a search bar. Below the navigation bar, the main content area features a grid of images and text. On the left, there is a section titled 'EMPOWERING WOMEN SINCE 1881' with a portrait of a woman. In the center, there is a large portrait of a smiling woman. To the right, there is a section titled 'Congratulations to Our 2019-20 Fellows and Grantees!' with text stating 'AAUW is awarding \$4 million in fellowships and grants to support 259 outstanding women and nonprofit organizations.' and a 'READ MORE' link. At the bottom, there is a section titled 'AAUW ASKS' with a question: 'If you could negotiate for one thing (other than higher pay), what would you ask for?'. To the right of this section is a photo of four women standing together, and further right is a section titled 'AAUW WORK SMART ONLINE' with a portrait of a woman.

Results what is the MSD: x AAUW: Empowering Women Since 1881 x +

<https://www.aauw.org>

AAUW Action Fund Resources Events **MSD** Press About Hello, Patricia Quick Join Donate Search

ISSUES WHAT WE DO MEMBERSHIP TAKE ACTION BLOG

EMPOWERING WOMEN SINCE 1881

Congratulations to Our 2019-20 Fellows and Grantees!

AAUW is awarding \$4 million in fellowships and grants to support 259 outstanding women and nonprofit organizations.

[READ MORE »](#)

1 2 3 4

AAUW ASKS

If you could negotiate for one thing (other than higher pay), what would you ask for?

AAUW WORK SMART ONLINE

MSD PERSONAL PROFILE

American Association of University Women, Inc [US] | <https://svc.aauw.org/recore/profile/default.asp>



[Logout](#)

Logged in as Patricia Quick

Member ID: 1354027

Membership: VA3015-Mt. Vernon



[Help via E-Mail](#) | [Help by Phone \(800\) 326-2289](#) | [Master User Guide](#)

[My Profile / My Membership Card](#)

[State/Branch Logo](#)

[State & Branch officer listing](#)

[Membership Payment Program \(MPP\)](#)

[Renew My Membership](#)

[Branch Member Roster](#)

Your Contact Information:

▶▶ To make any changes to the information below, [click here](#)

Name/Member ID Patricia Quick 1354027

Primary Address 5508 Old Mill Rd
Alexandria VA 22309-3330
United States

Phone Home: (703) 360-8678
Business:

E-mail Home: pnquick@cox.net
Business:

To change the name, contact connect@aauw.org

Your Membership Information:

▶▶ Print Your Membership Card, [click here](#)

▶▶ [Primary Member: VA3015-Mt. Vernon](#) Expiration Date: 6/30/2020

Your Membership Dues and Contributions History:

(Only display records over past 24 months)

All dues and contributions are tax deductible as a charitable contribution unless marked with asterisk()*

▶▶ Membership Dues

Date	Amount
4/23/2019	\$56
6/11/2018	\$56
6/12/2017	\$46

[MORE...](#)



GROUP EMAILS

- Bcc...
- Reply All (**#\$&@#*%!!!**)
- Get to the point!
- What do I do with this?
- Forward please...

Purpose of Our Websites



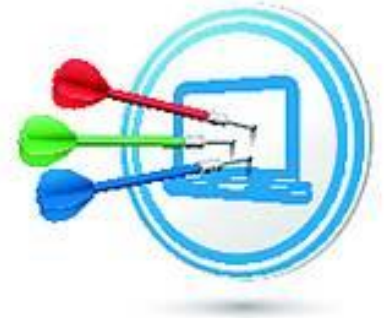
Increased Visibility & Accessibility

New Members

*Who are our visitors...
...and what do they want?*



WEBSITE CONTENT



- Convey specific, helpful information
- Encourage **ACTION**: Contact a Leader, Read Newsletter, Come to a Meeting, **Join**, **Donate**, **Take Work Smart Online**
- Display your social media links
- Include an Impact Page
- Don't hide your contact information

CONTACT ALTERNATIVES

For your websites and newsletters

- Set up a separate branch email account that is regularly checked.
- Individuals can set up separate email accounts, just for AAUW.
- On websites use an online gravity form instead of direct email. Site-Resources can help set this up.

PERSONAL WEB SECURITY



- Have long, unique, complicated passwords
- Use two-factor authentication (TwoFactorAuth.org)
- Use a password manager
- Have quality, up-to-date security on computer
- Have updated software.
- Have most updated version of your browser: Chrome, Safari, Foxfire, Edge. **Not Internet Explorer.**

WASHINGTON POST ARTICLES: CHROME

- https://www.washingtonpost.com/technology/2019/06/21/google-chrome-has-become-surveillance-software-its-time-switch/?utm_term=.c3f28a653392
- https://www.washingtonpost.com/technology/2019/06/27/help-desk-how-fight-spies-your-chrome-browser/?utm_term=.69de63f61bea
- **Google: Washington Post articles about Chrome**

ASSURING WEBSITE RELEVANCE



- Are posts current? Do dates reflect that?
- Are all the links up-to-date and working?
- Is the site free of errors in spelling or grammar and other signs of carelessness in its presentation of the material?

How People Read Online

Studies have shown how people read on the web by tracking people's eye movements and fixation points while they look at web content.

Focus



2.6
seconds

The time a reader spends scanning a website before focusing on a particular section.

source: First Impressions Form Quickly On the Web, Eye-Tracking Study Shows, Science Daily, Feb 2012

Words



20%

The amount of words on the page the average web user has time to read.

source: How People Read on the Web, NICHCY, August 2012

Gaze



200
pixels

The range a cursor travels within the space of the average eye gaze.

source: No Clicks, No Problem: Using Cursor Movements to Understand and Improve Search, Microsoft Research, May 2011

Layout



50%

Percentage of iPad users who preferred that news stories to be laid out with an image and headline (no blurb).

source: New Poynter Eyetrack research reveals how people read news on tablets, Poynter, October 2012

Website Best Practices

Make Them Stay Longer

Make important information stand out

Using bullet points, headings and subheadings will help visitors to quickly identify key elements on your website.

Images Matter

Images get higher levels of attention and can improve readability.

Use Plain Language

Use short sentences and paragraphs and write in a way your target audience can understand and use the first time they read it

Align Left

Users appreciate text that is aligned to the left side

Bold Keywords

Make keywords easy-to-spot by using bold or hyperlink form

Be Upfront

Put the most important content first, in the opening sentences and paragraphs.

YOU WANT TO BE READ, NOT SKIPPED!

Create Magnetic Headlines!

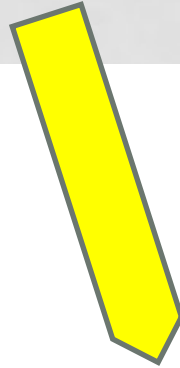
- ***Be Specific***
- ***Use an Interesting Fact***
- ***Ask a Pertinent Question***
- ***Make a Strong Bold Statement***
- ***Use Numbers/ Statistics***
- ***Use A Quote***



<https://www.quicksprout.com/headlines/>

<https://neilpatel.com/blog/the-step-by-step-guide-to-writing-powerful-headlines/>

BE UPFRONT: PUT MOST IMPORTANT INFO FIRST

[HOME](#)[ABOUT](#)[BRANCHES](#)[JOIN](#)[NEWSLETTER](#)[RESOURCE LIBRARY](#)[DIVERSITY AND INCLUSION](#)[CONFERENCE](#)[BRANCH MINI GRANT](#)[SUMMER LEADERSHIP MEETING](#)

Welcome to AAUW of Virginia!

Side Bar: Links That Further Define US

Summer Leadership Meeting

July 27, 2019, Harrisonburg Pre-meeting Activities July 26

Hotel Madison 710 S Main St, Harrisonburg, VA

The time is near! Set your sails to make a difference in the lives of women and girls!



If you are new to your leadership role in your branch, this workshop is meant for you!! If you are new to AAUW or just newly retired and looking for a way to make a difference, this Summer Leadership Meeting (SLM) is meant for you!! If you just want to explore a new area of Virginia and combine a “mini” vacation with good fellowship and stimulating conversation and ideas, this workshop is meant for you!! We hope that each branch will be represented by at least one member, but there is no limit on the number of members that can be sent from one branch.

Remember that AAUW leadership can be contributed in our community in many ways.

Meeting registration deadline is July 15. Hotel rates good through July 5.

AAUW LINKS

AAUW National
AAUW of Virginia Facebook
AAUW of Virginia Twitter
AAUW WORK SMART ONLINE
NCCWSL
Video: The Power of Your Gifts



FOLLOW AAUW NATIONAL ON SOCIAL MEDIA



VIRGINIA LINKS

Turning Point Suffragist Memorial
Virginia General Assembly
Virginia Legislative Information System
Virginia Public Access Project



CONTACT US

AAUW Virginia Board of Directors



McLean Area (VA) Branch



HOME

BRANCH GOALS

JOIN

ACTIVITIES

CALENDAR

NEWSLETTERS

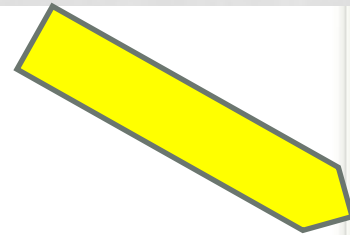
CONTACT

MEMBERS ONLY

<https://mclean-va.aauw.net/>
<https://mclean-va.aauw.net>

- **branch goals**
- **And they are one of 3 branches with Work Smart online on the homepage or elsewhere... (Arlington, McLean, Va. Beach)**
- **Notice how the photos grab attention!**
- **Scroll down....IMPACT towards the bottom...**

Website managed by Site Resources



Vienna Area (VA) Branch



Our Mission

To advance gender equity for women and girls through research, education, and advocacy.

Empowering women since 1881

HOME

ABOUT US

ACTIVITIES

STEM

CALENDAR

NEWSLETTERS

JOIN US

CONTACT US

<https://vienna-va.aauw.net/>
<https://vienna-va.aauw.net>

- **Mission prominent**
- **About: National: Impact page**
- **Lots of photos/ graphics...even on the Join Us page!**
- **Lots of activities...schedules for each**
- **Bold Key Words/Hyperlinks**
- **Contacts: Gravity Form from Site Resources**

Website managed by



Smith Mountain (VA) Branch



HOME

ABOUT US

PROGRAMS/MEETINGS

SCHOLARSHIPS

INTEREST GROUPS

JOIN

MEMBERS ONLY

Welcome to the Smith Mountain (VA) Branch of AAUW!

Search

<https://smithmountain-va.aauw.net/>
<https://smithmountain-va.aauw.net>

Contacts clear on “About Us”

Website managed by Margee Kauffman



Reston-Herndon Area (VA) Branch



HOME

ABOUT US

OUR ENDEAVORS

NEWSLETTERS

CALENDAR

BRANCH REPORTS

RECENT ACTIVITIES

JOIN

<https://restonherndon-va.aauw.net/>
<https://restonherndon-va.aauw.net>

- **Love the organization of their home page!**
- **Our Endeavors (different word for What We DO)**
- **Branch Reports: Our goals**
- **Bold Key Words: Homepage**

Website managed by



Virginia Beach (VA) Branch



[HOME](#) [CALENDAR](#) [NATIONAL](#) [ABOUT US](#) [PROGRAMS](#) [FUNDRAISERS](#) [MEMBERSHIP](#) [THE LINDA TODD SCHOLARSHIP](#)

[MEMBER CENTER](#)

<https://virginiabeach-va.aauw.net/>
<https://virginiabeach-va.aauw.net>

- **Work Smart on the homepage**
- **Creative way to include info on ACTION at National**
- **Interesting question under About Us: Public Policy**
- **Interesting items under Membership...**
- **Great headlines**

Website managed by



Alexandria (VA) Branch



HOME

ABOUT US

EVENTS & PROGRAMS

SPECIAL INITIATIVES

PUBLIC POLICY

INTEREST GROUPS

JOIN

MEMBERS ONLY

CONTACT US

<https://alexandria-va.aauw.net/>
<https://alexandria-va.aauw.net>

- **Research History on homepage**
- **Blog**
- **AAUW on the Go** ([YouTube.com](#) > [Search](#) > [On the Go with AAUW](#))

Website managed by Eugenia Burkes



Social Media

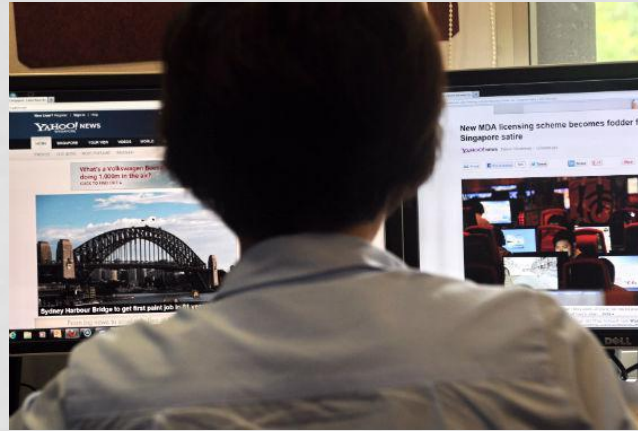
We're going to focus on ...



Social Media 101: Getting Started with Facebook and Twitter

<https://www.aauw.org/resource/social-media-handbook>

<https://www.aauw.org/resource/social-media-handbook>



Make sure the “About” section is well-written.

Use lots of photos and graphics.

Always link your website to the post.

<https://slate.com/technology/2013/06/how-people-read-online-why-you-wont-finish-this-article.html>



Post AAUW Videos

Post invitations to branch events

Post Photos After the Event

**Celebrate Achievements and
Important Milestones**

Use “Calls to Action”

Promote Your FB Page in Other Places

**Website, Newsletter, Flyers,
Business Cards, Brochures**



Not All Photos Are Created Equal

BEST PRACTICES FOR PHOTOS

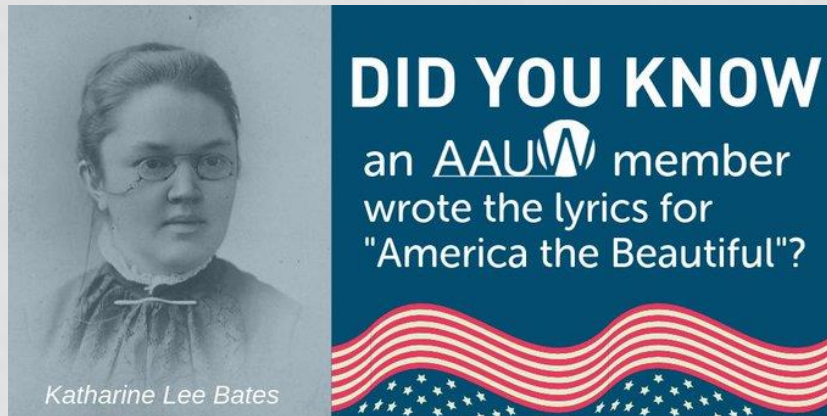
1. Make sure the **AAUW logo** is visible!
2. Avoid backlighting.
3. Take the same pictures several times.
4. Take photos from different angles and distances, & heights.
5. A couple group or overall shots might be nice to have, **but when you're selling the event and your branch, look for the images that really tell the story.**



<https://www.aauw.org/resource/quality-photos-for-print>

<https://www.aauw.org/resource/quality-photos-for-print/>

Resources for AAUW Images



<https://twitter.com/AAUW/media>

DO use AAUW national social media albums.

Go to AAUW [Facebook](#), [Twitter](#), [Flickr](#), and [Pinterest](#) other social media platforms and scroll through the albums.

If you use a photo, PLEASE, attribute the images to AAUW and link to the page you found them on.

The images cover the gamut of AAUW issues and activities.

<https://www.facebook.com/pg/AAUW.National/photos>
<https://www.facebook.com/pg/AAUW.National/photos>



Newsletters

Who reads them?

Where can you find them?

What can you learn from them?

<https://aauw-va.aauw.net/>

<https://aauw-va.aauw.net>

Branch Newsletters Are All Unique!



Alexandria

Blog

Arlington

Great Calendar Displayed at the Beginning

Roanoke Valley:

Member News is impressive

Springfield-Annandale:

Thank you page for Volunteers

Winchester:

Ads

Woodbridge

**HerStory (Women's History), STEM Updates,
Things of interest around the community related
to women)**

Mt. Vernon

Use of color, graphics, photos



Spread the word!

Newsletters

Flyers

Posters

**Local newspapers/news
release**

Local Online Media: Patch

<https://patch.com/map>

<https://patch.com/map>

Facebook/Twitter

Website

Email Blasts

Tabling at local events

Branch brochure

Branch Business Cards

AAUW Give-Aways

Elevator Pitch

Great AAUW Resources

Search: [publicity](#), [marketing](#), [communications](#) took kit



Communications
Hodgepodge
Hopscotch

Communication is an **art form** that we use to tell AAUW's story and build relationships with our members and prospective members.

Ana Gotter, business writer, paraphrased

TO COMMUNICATIONS TEAM MEMBERS:

Thank you for helping to shine the light on AAUW!

