



COMMUNICATIONS BOOTCAMP

2021-2021



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Communications Bootcamp Agenda


- 9:00 AM** Welcome & Introductions
- 9:15 AM** Social Media Policies
2021-2022 Communications Goals
- 9:45 AM** Questions



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Wendy Spencer
Cornerstone Class 24
President & CEO



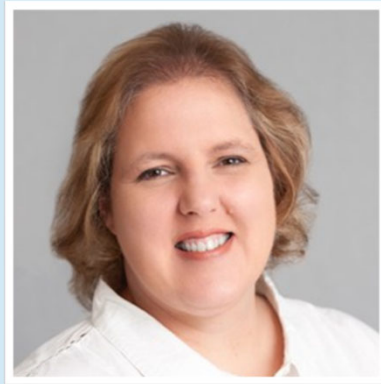
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Statewide Communications Co-Chairs & Leadership Florida Communications Team

 	<p>Sandra Fine Ericson Connect Class 7 rbb Communications</p>	 	<p>Ashley Brown Cornerstone Class 31 Women's Resource Center</p>
	<p>Tracy Warrington Director of Communications</p>		<p>Morgana Nieves Southeast Region Program Manager</p>



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Chris Lucas
Vice President, Operations &
Chief of Staff



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Region Communications Chair(s)



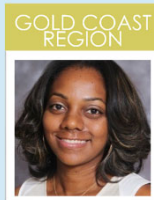
Jamie Smith
Connect Class 10
State College of Florida,
Manatee- Sarasota



Sam Kearns- O'Lenick
Cornerstone Class 37



Valerie Read
Cornerstone Class 38
Universal Orlando



Safiya Brea
Connect Class 8
Chen Moore & Associates



Nancy Vaughn
Cornerstone Class 33
White Book Agency



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Region Communications Chair(s)

<p>NORTHEAST REGION</p> 	<p>Cindy Caldwell Education Class 5 WestEd</p>	<p>NORTHEAST REGION</p> 	<p>Nan Rothstein College Class 4 K9s For Warriors</p>
<p>NORTHWEST REGION</p> 	<p>Samantha Sexton Connect Class 5 University of Florida</p>	<p>GULFSTREAM REGION</p> 	<p>Ryan King Connect Class 7 Florida Power & Light</p>



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Region Communications Chair(s)

<p>SOUTHEAST REGION</p> 	<p>Stephanie Cochran Connect Class 10 ACS Infrastructure Development</p>	<p>SOUTHEAST REGION</p> 	<p>Merdochey LaFrance Connect Class 6 Verizon</p>
<p>SOUTHWEST REGION</p> 	<p>Amanda Beights Connect Class 10 Greater Naples Chamber of Commerce</p>	<p>WEST CENTRAL REGION</p> 	<p>Karl Strauch Cornerstone Class 38 Port Tampa Bay</p>



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LEADERSHIP FLORIDA

PERSONAL SOCIAL MEDIA
 Members can associate with Leadership Florida when posting on social media, but they must clearly brand their online posts as personal and purely their own. The organization hereby disclaims any responsibility for member-posted content

RESPECT
 Leadership Florida values, respects, and upholds intellectual, ethical, and honest discourse and intellectual property rights of its members on Leadership Florida social media pages and groups

LEADERSHIP FLORIDA LOGO USAGE
 To maintain branding standards, please contact Tracy Warrington, at twarrington@leadershipflorida.org to request an approved Leadership Florida logo(s) and/or Region logo(s) or approval for items with logo usage


MEMBER PRIVACY
 Content pertaining to sensitive organization information should not be shared with the outside community. Unless with explicit permission from the member, divulging member contact information or discourse and events in private Leadership Florida programming and activities is prohibited

HATE SPEECH
 Dishonorable content such as racial, ethnic, sexual, religious, and physical disability slurs will not be tolerated



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SOCIAL MEDIA DO'S & DON'TS CONT.

GROUP COMMUNICATIONS

With respect to group communications disseminated through social media where the communications are not administered by Leadership Florida but are administered in a manner that utilizes Leadership Florida's name, a Leadership Florida class name, or relies upon personal associations resulting from membership in Leadership Florida, the person responsible for administering the medium for the social media communications shall ensure that:

-  The communications group is limited to members and staff of Leadership Florida
-  At least one member of the Leadership Florida staff is included in the communications group

-  Communications that entail advocacy or fundraising for other nonprofit organizations are prohibited, and, if disseminated, are immediately removed
-  Communications that entail political advocacy with respect to candidates, political parties, or political issues to be voted upon by the electorate are prohibited and, if disseminated, are immediately removed
-  Dishonorable content, including racial, ethnic, sexual, religious, and physical disability slurs, is not disseminated, and, if disseminated is immediately removed



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FOLLOW US ON SOCIAL MEDIA!

SCAN THE QR CODE

YOU?

Let us know!
We want to celebrate with you!

















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Goal 1: Engage Members

 **Region Events**

 **Social Media**



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Region Event Responsibilities:

1. Work with Events & Experiences Chair(s) on invitation copy for submission to the Events & Experiences Planning Form
2. Take photos at region events!
3. Upload photos post-event to the Facebook Communications Team Page under your region



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Social Media Responsibilities:

1. Region Facebook Page:

- Accept New Member Requests to enter region Facebook Group & view Members
(Only active-dues paying members)
- Posts (Weekly)
 - Videos & Images
 - Use text on the image, less text is more
 - Ask questions in your post
 - Post polls, surveys and quizzes
 - Be creative!



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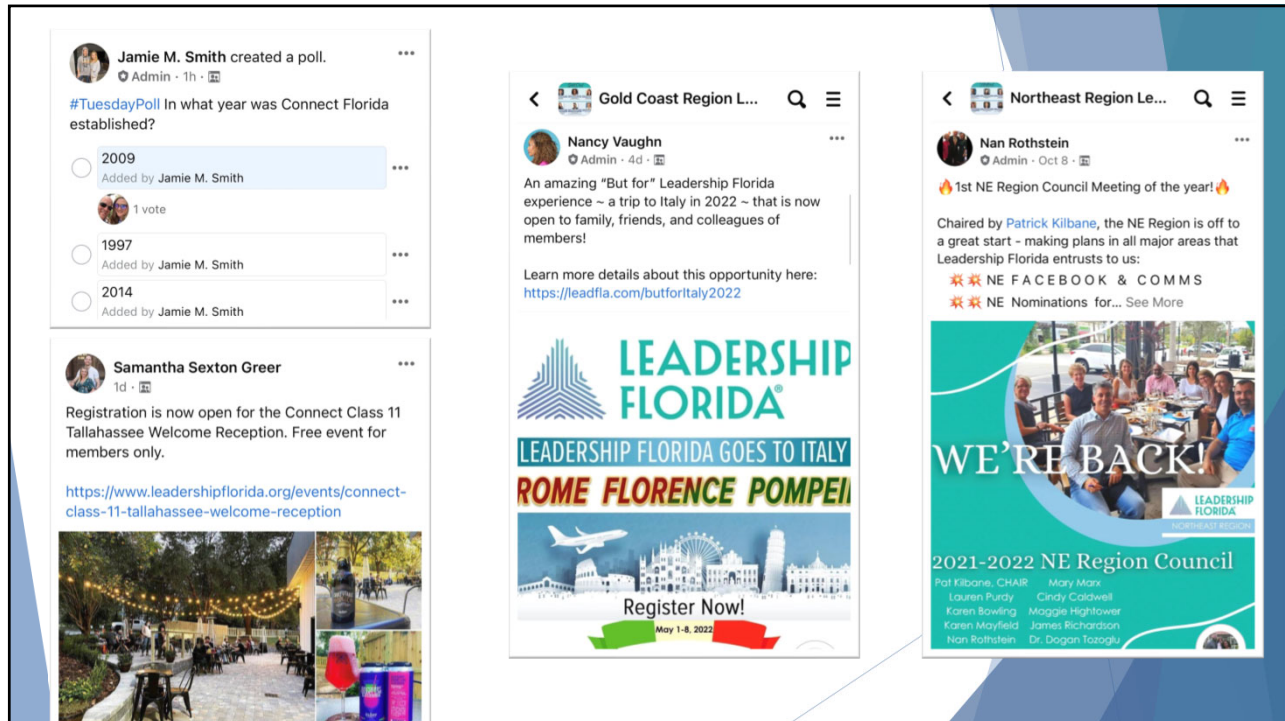
Social Media Responsibilities:

2. Themes for posting

- Post images and short video snippets from Leadership Florida events or other informal gatherings of member meet ups
- New Member Welcomes
- Post images (zoom ok) from regional council meetings so members see planning "in action"
- Post TBT (Throwback Thursday) from previous "but for" moments with the Region
- Repost statewide content and event reminders




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Goal 2: Share Information



Resources



2021-2022 Calendar



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FLORIDA**

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1. Resources

- **Communications Resources Page**

2021-2022 Communications Resources

This page best viewed on a desktop computer.

CLICK + TO OPEN →

- 2021 - 2022 Communications Calendar
- Communications Bootcamp
- Facebook
- Leadership Florida Website
- Logo Files
- Sample Content
- Social Media
- Videos [How-To]

2021 - 2022 Communications Calendar

Class Program Schedule

- November 12-14: Annual Meeting (Hollywood Beach)
- December- February: Recruitment
- February TBD: Leadership Team Retreat
- February 15- March 15: Applications Open
- April 26-27: Giving Challenge
- June 23-26: Annual Meeting/40th Anniversary (Orlando)

COMMUNICATIONS CHAIRS [STATEWIDE]



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1. Resources

- **Leadership Florida Website & Member Forms Portal:**

- Member News Form
- Online Member Directory
(Active status)

- **Facebook Communications Team Page**

- Access Leadership Florida event graphics
- Region Logos
- Upload Event Regions Photos

- **Access to Canva – What is Canva?**



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2. 2021-2022 Calendar

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Goal 3: Re-engage Inactive Members



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Responsibilities:

1. At the Leadership Team Retreat, we will be discussing more details about this goal.
2. Member Renewal Assistance:
 - **Contact Morgana Nieves**



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Recap:

COMMITTEE MEMBERS	STAFF
Assist with Events & Experiences Form Submission	Creates Invitations & reminders and sends to appropriate groups
Promotes events in Region Facebook groups	Creates event registration <i>(please do not also create Facebook events)</i>
Attend events to photograph	Curates images for e-casts, videos, and other purposes
Creative (mission/vision oriented) posts in Region groups	Posts on main Leadership Florida Facebook page and shares Member News to Region groups
Approve member requests to Region Facebook groups after verifying eligibility	Can assist members with updating membership if necessary
Posts creatives for organization-wide events (Giving Challenge, Annual Meeting, etc.)	Posts events and reminders to Statewide Page.
Encourages fellow members to submit accomplishments to Member News Form	Researches and creates Member News posts, which are shared in Region groups also
Keeps members groups to Region Facebook groups only <i>(No new groups should be created, regardless of venue)</i>	Maintains Facebook, Twitter, Instagram and LinkedIn venues



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Questions?



We want your feedback!
Scan the QR Code

