



COMMUNICATIONS COMMITTEE 2018-2019 PLATFORM DOCUMENT

Overview:

The NYWICI Communications Committee works in partnership with other committees and executional teams to drive awareness and engagement among members and non-members, ensuring the promotion of NYWICI events, resources and member benefits.

Goals for 2018-2019

- Increase awareness and engagement with NYWICI, amongst members and non-members, through offline and online channels
- Specifically Increase member engagement with all types of NYWICI emails
- Continue to ensure all events and committee interests are appropriately prioritized and represented in ongoing communications efforts
- Deliver quality content on topics members are most interested in
- Generate engagement on issue-driven topics under the platform #WomenHeard

Execution Plan:

- Establish ongoing measurement and analytics to monitor website engagement.
- Finalize and launch new NYWICI email templates.
- Amplify through social media the range of high-quality events, resources and member benefits
- Assign content topics to fill content gaps within our Learning Resources categories of: Career, Entrepreneurship, Industry Trends, Leadership, Personal Branding and Work-Life Integration
- Regularly survey members to fuel out bound communications on the four pillars of our new Women Heard platform: Career Advancement, Equality in the Workforce, Work-Life Balance and Media Influence

Meeting Schedule and Committee Logistics:

- **Schedule:**
 - Communications Committee meets monthly via conference call.
 - Communications Content Planning Committee meets monthly via conference call.
- **What we're looking for:** We are looking for volunteers that are excited to promote NYWICI and earn some valuable experience by helping to promote the organization. Exemplary



volunteers should have strong writing skills coupled with one of the following areas of expertise: social media, content marketing, social media analytics, SEO or public relations.

Contacts:

For additional information on NYWICI's Communication Committee, please contact:

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