



355 Lexington Avenue
15th Floor
New York, NY 10017

www.nywici.org

Integrated Marketing and Communications Committee (IMC) Platform Document, FY10-11

The Integrated Marketing and Communications Committee (IMC) oversees editorial content, PR, social media, marketing and branding for New York Women in Communications. It was formed in 2008 by merging the Communications and PR Committees, to better align the organization's editorial content and public relations/marketing strategies.

Our Charge

IMC is charged with developing a consistent, strategic framework for all NYWICI public relations, social media, marketing, communications and branding activities. These include, but are not limited to, print and online newsletters, website, social media and pre- and post-event promotion of all events. The committee also cross-promotes efforts across the organization and looks for new channels (internal and external) to enhance organizational visibility.

Our Communications Platforms

We publish member-generated editorial content via several platforms:

- nywici.org. Our website for New York Women in Communications, re-launched in July 2009. We post a range of editorial content, including coverage of NYWICI events, profiles of visionary women in media, a career section and more. Tekla Szymanski is the managing editor of the website.
- Aloud blog (published on nywici.org). Aloud's mission is to promote NYWICI members' professional growth, enhance the organization's image and help attract new members by providing timely, insightful, occasionally controversial, viewpoints on topics that are relevant to women's communications careers and to encourage conversation. Michele Hush is the editor of the blog.
- NYWICI CONNECT. Our print newsletter is sent to members twice a year (fall/winter and spring/summer) and includes profiles of members as well as coverage of broader trends affecting New York women in communications. Margot Witty is the editor.
- NYWICI Now. Our email newsletter is sent both to members and non-members monthly and includes promotion of upcoming events (to drive attendance), profiles of members as well as leaders in the communications field, polls, jobs, and links to social media channels, among other content. Michelle Lodge is the editor.

- IMC also provides leadership on social networking efforts for NYWICI. NYWICI has groups on Facebook (<http://www.facebook.com/nywici> - +2,250) and LinkedIn (<http://www.linkedin.com/groups?gid=967217> - +2,794), a Twitter feed (<http://twitter.com/nywici> - +3,1202 followers) and a YouTube channel (<http://www.youtube.com/user/nywici>). Tekla Szymanski manages LinkedIn; Kellen Co., Facebook; and Alexandra Patchen, Twitter.

Leadership/Who's Who

The co-chairs of the IMC Committee are Stacy Green (VP, Branding), Tricia Kenney (VP, Public Relations) and Patricia Maloney (VP, Editorial/Content). You'll find our bios on nywici.org in the "About Us" section under "Board of Directors." VPs serve for two years.

IMC also has directors, who help guide the committee and serve one-year terms. Yolanda Finley is our Director of Public Relations and Alison Stockley is our Cross-Platform Communications Director for 2011-2012.

Member Deirdre Wyeth (dw@dwyeth.net), also a former co-chair, handles new member outreach.

Robbie McKeon is our liaison with the Membership Committee.

Committee Logistics

We meet in person monthly at the offices of Kellen Co., NYWICI's management firm, at 355 Lexington Ave., 15th floor. In the 2011-12 programming year (through May 2012), our meetings are set for the second Wednesday of each month at 6:30 p.m. Meetings are listed on the calendar on nywici.org: <http://www.nywici.org/events/calendar>

We communicate throughout the month, as well as send meeting reminders and agendas, using our private committee Yahoo Group. This allows committee members to communicate via email and archives the emails on the Web. Branding and style guidelines, meeting notes and notes from other NYWICI committee meetings are also housed on the website of the Yahoo Group. Please email committee co-chair Patricia Maloney (patriciamaloney@gmx.com) to sign up.

We also plan several social outings throughout the year, as well as after committee meetings.

Goals for 2011-12

Overall

- Continue to collaborate with other NYWICI committees and across all functions of NYWICI (including the Foundation and Matrix Committee) to ensure that our editorial and PR efforts support the needs of the entire organization and our members.
- Raise the profile of NYWICI by working to leverage our communication vehicles as well our events through PR and social media.
- Expand our social media initiatives to increase: NYWICI content that we broadcast through our channels; our number of followers; our social media educational efforts.

- Conduct an audit of our social media efforts, including looking at how other membership-based organizations utilize their channels, to evaluate how we can make the best use of our growing outlets.

Editorial

- Continue to leverage website to showcase original member-generated content (including event coverage and 5 Question columns), updating the site on a frequent basis.
- Work to publish NYWICI Now and CONNECT features on the website and to promote them through PR and social media.
- Strategize to get maximum PR exposure from editorial content, by tying in efforts across platforms and with other committees. One of the key components of this effort will continue to be our blog, Aloud, which will drive themes and newsworthy topics.
- Continue to work closely with Student Affairs Committee to elevate our digital presence among student and young professionals, and with the Membership Committee to drive membership efforts.
- Continue to focus on our social media channels to boost traffic to the website and event attendance, as well as promote the benefits of membership.
- Expand editorial structure, by recruiting editors for CONNECT and members to work on website development initiatives.
- Redesign the Aloud blog – similar to our NYWICI Next student blog due to launch this summer – to make it easier to scroll through posts; a more robust nav will include a Twitter feed.

Public Relations/Branding

- Increase proactive media outreach efforts to generate media coverage of the organization beyond events; expand media coverage through online channels through increased relationships with editors, bloggers and online publications.

Make a push to see if our bi-weekly Hot Topics can generate PR coverage – which was its original conception; otherwise, we may rethink the column.

- Work closer with the editors of Aloud and CONNECT to publicize newsworthy topics.
- Work with Kellen to make NYWICI a media resource for communications and educational issues, including developing a stable of NYWICI spokeswomen.

Digital & Social Media

- Establish best practices for posting on Facebook, LinkedIn and Twitter.
- Recruit and train members to tweet for NYWICI so we are communicating with followers through Twitter several times a day.
- Develop social media contacts on the Board (ideally one from every committee) to post on our social media outlets.

- Explore developing an App for NYWICI digital followers

What We're Looking For

We need volunteers for the following functions:

- Writers and multimedia producers.
 - o Posts for our Aloud blog
 - o Coverage of NYWICI events for nywici.org
 - o "5 Questions": A nywici.org Q&A on a high-profile woman in media
 - o Member profiles (for nywici.org, NYWICI Now and CONNECT)
 - o Video and podcasts
 - o Suggest ideas for stories and new features
- Social Media
 - o Manage posts on our social media sites
 - o Videographers
- PR people.
 - o Research – and pitch – editorial calendar opportunities with key media outlets;
 - o Draft press releases announcing panels, roundtables, salons and conferences;
 - o Submit event details to calendar listing editors to secure pre and post event coverage.
- Editors.
 - o Help us edit and proof content for all channels
- Lining up sources.
 - o Help us find high-profile women to cover
- Special projects (i.e., polls, events, committee liaisons, brainstorming sessions, redesigns, the annual Matrix Awards, conferences, focus groups, etc.)

What's In It for You

- Build a portfolio of skills and/or deepen your experience in writing, editing, public relations and social media; in short, gain experience while also meeting some great women in the process.
- Network with and learn from a cross-disciplinary cadre of amazing women whose expertise ranges from online product development to international journalism to PR/corporate communications. In their day jobs, they work at a range of companies and organizations from non-profits to Fortune 500 companies. Several have started their own companies.

To Join, Contact IMC VPs:

Stacy Green (Branding)
Communications Director, Mashable
stacyg@mashable.com

Tricia Kenney (Public Relations)
Managing Director, Corporate Communications
Kaplan Thaler Group
tricia.kenney@kaplanthaler.com

Patricia Maloney (Editorial/Content)
Senior Account Manager/Director of Client Relations
McVicker & Higginbotham
patriciamaloney@gmx.com