



## Breakout 1: Communications Roles

### Helpful Links

- [Alumnae Officer Navigation Guide: Communications](#)
- [Alumnae Officers Manual](#)
- [Fraternity Standards for Alumnae Groups](#)
- [DG Style Guide](#)
- [DG Branding Guidelines](#)
- [Social Media Policy Procedures](#)

### Websites

- <https://www.deltagamma.org/>
- <https://www.memberplanet.com>
- <https://anchorbase.deltagamma.org/>
- Omega One (your group's website will be groupname.deltagamma.org  
Example: <https://boulder.deltagamma.org>)  
You can log into Omega One to update it via the button at the bottom of your page.

### Relevant Fraternity Standards

- Operations
  - Alumnae group officers communicate regularly with all alumnae in their assigned zip codes through a variety of communication channels (i.e. mail, email, social media, website, etc.)
  - Hold, promote and document events.
- Community
  - Alumnae group's online presence (website, social media, etc.) is positive, accurate and aligned with the Delta Gamma's Social Media Policy and Article II.
  - Promote volunteer service opportunities and support the Foundation both locally and internationally.
- Lifelong Membership
  - Outreach to previously involved, but not currently engaged alumnae occurs at least once per fiscal year.
- Finance

- Group officers actively encourage and publicize opportunities for their members to pay both local dues and per capita dues.

## **Communications Core Responsibilities**

- **ANCHORA Submissions (Due Jan 15, April 15, July 15, Oct 15)**
  - Roles that could own this: vp: communications, Alumnae ANCHORA/PR, Alumnae Newsletter Chair, Alumnae Auxiliary Officer - Corresponding Secretary.
  - Group updates should be submitted each quarter, but you should also look for group members doing unique or interesting things and celebrate them by submitting a story suggestion.
- **Uploading Meeting Minutes (rolling as meetings occur)**
  - Roles that could own this: vp: communications, Alumnae Auxiliary Officer - Secretary, Alumnae Auxiliary Officer - Recording & Corresponding Secretary.
  - Take minutes during board meetings and upload them to Anchorbase under Calendar - Tasks - Alumnae Meeting Confirmation.
- **Distribute Regular e-newsletters including dues asks, Foundation opportunities, event details, updates from local collegiate chapter, election information, etc.**
  - Roles that could own this: vp: communications, Alumnae Newsletter Chair, Alumnae Auxiliary Officer - Communications Creative Chair, Alumnae Auxiliary Officer – memberplanet Specialist.
  - Create one newsletter in the fall with welcome from the president, details on the kick-off, your full calendar of events (it's fine if some details for spring events are TBD), update (if applicable) from your collegiate chapter, summer updates/Convention update, dues ask.
  - Create other newsletters either quarterly or right before events.
  - Use text blasts if appropriate to promote key events (like Founders Day or fundraisers).
- **Help develop and send Programming Survey annually**
  - Roles that could own this: vp: communications, Alumnae Newsletter Chair, Alumnae Auxiliary Officer - Social Media, Alumnae Auxiliary Officer - Communications Social Media Chair, Alumnae Auxiliary Officer - Comms Creative Chair, Alumnae Auxiliary Officer - memberplanet Specialist
  - Work with the board to create and distribute a programming survey. Ask your RAS for sample surveys.
- **Maintain DG-provided Website**
  - Roles that could own this: vp: communications, Alumnae Webmaster
  - Your DG website is partially content-locked with Fraternity information, but you are able to add a welcome message to the home page, add

events and include officer information. At the very least your page should have updated contact information so new DGs can reach out to your group.

- **Maintain Group's Social media accounts**

- Roles that could own this: vp: communications, Alumnae Auxiliary Officer - Social Media, Alumnae Auxiliary Officer - Communications Social Media Chair, Alumnae Auxiliary Officer - Communications Creative Chair, Alumnae Auxiliary Officer - Social Media Chair.
- Create Social media profiles/accounts if they do not exist and moderate existing accounts.
- Keep admins up to date/change passwords with new officers.

- **Encourage group photo at events**

- Roles that could own this: ALL
- Delta Gamma has heard from alumnae that they want to see more alumnae featured on the official Fraternity social media accounts, but they don't receive that many photos from alumnae. Make sure at each alumnae event someone attending is in charge of coordinating a group photo and if appropriate for the event, some action shots. These can be used in your newsletters, on the website, and in social media posts (tagging EO).

## **Common Questions**

### **Do we have to use memberplanet for email blasts?**

No, but your alumnae group is paying for memberplanet every year and it always has a current/up to date version of your roster attached so it may be easier to use to ensure everyone gets your emails.

### **Can I forward a memberplanet newsletter to another sister so they can pay their dues via the "pay now" button?**

Yes you can forward an email, but the "Pay Now" button is tied to an individual's QuickPay charge and cannot be shared. If you forward an email and someone tries to pay with that button, the payment will be credited to you, not to them.

### **What social media platforms should be alumnae group be using?**

The best answer is, the ones your group members are on, and try not to be on only one. Private Facebook groups are better than Facebook pages because members can interact inside them, post their own discussions and RSVP for events. Instagram is also a common platform for groups to be on. Some groups even do a group chat platform, such as Slack or GroupMe.

### **How should we encourage RSVPs for events when we send newsletters and posts on social media?**

While creating a FB event is easy, it can't capture all your members and some people receiving your newsletter may not be on FB. Creating a Google Form is a good solution since it can be shared on any platform and anyone can use it to sign up. You can also use the form to add a few "survey-type" questions about your events and get some additional info outside of your annual programming survey.