



2019 NDIA Leadership Conference

CHAPTER CHALLENGES

October 31, 2019

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What are the top 3 challenges your Chapter face?





Chapter Challenges

- **Communication (social media presence)**
- **Recruiting new members**
- **Gaining support and engaging the Board to be more effective**
- **Fundraising**
- **Speakers**
- **Strengthening the Chapter**



The True Power of Social Media

Axel Cooley

Director of Communications, WID Michigan

October 31, 2019

The Power of Your Voice

The True Power of Social Media



- **WID/NDIA**
 - A tightly-knit community at the Heart of Defense
 - Your work is important; Your voice is important
- **Embrace the power of your Chapter's contribution**
 - Ensure that energy is amplified in your message
 - Pride/respect/passion projected unto the nation
 - A vital, exciting, important sector in the US and around the world
- **Excitement of industry**
 - Great interest to Defense & Non-Defense audience
- **Social Media strategy amplifies your message to:**
 - Potential members
 - Media
 - Potential Vendors
 - Local organizations
 - Academia
- **Power of technology**
 - Broadcast, connect and engage like never before
- **Position yourself as 'Thought Leaders'**

The Power of Branding

The True Power of Social Media



- **Understand audience behavior**
 - People seek vibrant, interesting posts (visual)
 - Make a statement; standout; be bold, proud, consistent
- **DNA that is true to your Chapter**
 - Fonts, color scheme, look & feel
 - Complementary to National branding (patriotic)
- **Uniformity in all collateral**
 - Flyers, posts, banners, website, etc.
 - Creates personality, familiarity, professionalism
- **Use of symbols (flag, stars)**

The Power of Imaging

The True Power of Social Media



JOIN WOMEN IN DEFENSE FOR A FUN DAY OF FOWLING WITH THE PRIMES

THURS. JAN. 24, 2019 | 6:30-9PM
\$45 WID Members | \$55 Non-members

The Fowling Warehouse | 3901 Christopher St, Hamtramck, MI 48211
Proceeds will benefit WID-Michigan's GRID Mentoring and STEAM programs

RSVP BY JAN. 18 WID-MI.ORG

JOIN WOMEN IN DEFENSE FOR A FUN DAY OF FOWLING WITH THE PRIMES

THURSDAY JANUARY 25TH, 2018
6:30-9:00PM

Proceeds will benefit the WID-MI GRID and STEM programs

RSVP BY JANUARY 18

[Click for Info](#)

JOIN WOMEN IN DEFENSE FOR A FUN DAY OF FOWLING WITH THE PRIMES

THURSDAY JANUARY 24TH, 2019
6:30-9:00PM

Proceeds will benefit the WID-MI GRID and STEM programs

RSVP BY JANUARY 18

[Click for Info](#)

WID-MI KICKOFF EVENT OF THE YEAR!

DON'T MISS OUT!

Fowling with the Primes is Thurs. Jan. 24th - Join Us!

The Power of Research

The True Power of Social Media



- **Understanding your audience to generate traffic**
 - Statistics
 - Latest news
 - Defense Topics
- **Choose the right social media platform**
 - Twitter, Facebook, LinkedIn, Instagram, Pinterest, YouTube
- **Incorporate findings into your online strategy**
 - Consistency (avatars, profile descriptions, keywords)
- **Hashtags**
 - Sector, area, events, sponsors, popular tags (#womeninspiringwomen)

The Power of Your Content

The True Power of Social Media



- **Your focus is growth; reaching a broader audience**
- **Investment in corporate stock**
 - Vibrant
 - Standout, eye-catching; project the right message (happy, group gathering)
 - High-res images
- **Post Ideas:**
 - Ensure to take pics at Defense events; involvement in the community
 - Video (links, short videos, livestream)
 - Congratulatory posts (member achievements)
 - New Member highlights
 - Acknowledgement of special holidays
 - Industry announcements, news
 - Statistics
 - Upcoming events
 - Thank Sponsors
 - Highlight special women in defense

The Power of Your Ecosystem

The True Power of Social Media



- **Capture metrics for sponsorships**
 - Higher visibility = Companies can justify a higher budget
- **Each platform serves a different purpose**
 - **LinkedIn**
 - Visibility with peers, upload members list
 - Grow your list overnight
 - Connect with sponsors, local organizations, potential sponsors, other chapters
 - Tag colleagues, members, sponsors
 - Direct messaging



The Power of Your Ecosystem

– Facebook

- Friendly tone, casual, very useful for promoting events (Eventbrite)
- Paid ads for added visibility at a low cost (pay per click)
- Livestream
- Brand your FB profile with sponsor logo for added value

– Eventbrite

- Effective for SEO (“Things to Do”)
- Convenient platform to promote your event
- Links to Facebook
- Captures contact info to send reminders & invite for future events
- Upload members list

The Power of Your Ecosystem

The True Power of Social Media



- **YouTube**

- Videos have a higher click rates
- Useful for SEO, added traffic
- Be sure to use catchy titles with strategic keywords

- **Pinterest**

- High SEO rates
- Store flyers, marketing collateral, brochure, videos
- Be sure to use strategic key words

The Power of Your Platform

The True Power of Social Media



- **Media**

- Your platform allows the media to conduct research
- Turn to you for statistics
- Turn to your chapter for latest Defense news

- **Community**

- Speaking engagements
- Other opportunities

...Don't forget to support each other: Like and share!



Recruiting to Mitigate Attrition

- **Create engaging opportunities**
- **Collaborate with other local organizations**
- **Connect with other constituencies**
- **Clearly communicate value proposition**
- **Choose appealing benefits**
- **Create a system to make joining easy**