



Communicating Your Affiliation with Sweet Adelines International

Without establishing your connection to our international organization, an external audience won't make the connection. In all communications, remember to know who you are, AND let them know!

In all of your group's public relations efforts, ask the following:

Did we identify our affiliation with Sweet Adelines International?

Include your affiliation with Sweet Adelines International in news segments, social media, press releases, when pitching to media, marketing materials, on your group's website and social media channels.

In a news segment, reference "Sweet Adelines" multiple times in your interview. At the beginning of your media appearance, establish your affiliation with Sweet Adelines International:

"Sweet Adelines International is a worldwide organization committed to elevating women singers through education, performance, and competition in barbershop harmony and a cappella music."

In the "About" section on your group's social media channels:

[Chorus Name] is one of over 500 choruses in the Sweet Adelines International Organization which includes members on five continents. Members in this chorus and in Sweet Adelines develop a special bond as they learn the barbershop style of four-part a cappella music and hone their skills by performing in their communities and in competitions sponsored by the Sweet Adelines organization.

In the "About" section on your group's website:

[Chorus Name] is a chapter of [Sweet Adelines International](#), a non-profit organization of approximately 21,000 members in choruses and quartets, worldwide.

The examples above can be modified to reflect your group's style and feel.

As Sweet Adelines, we are connected to over 20,000 amazing singers and friends around the world. In all public relations efforts, always remember to include the one thing that ties us together:

"We are members of Sweet Adelines International!"