

REGION 10 COMMUNICATIONS

HANDOUT MAY-2016

Great Gulf Coast Region 10

- **Websites**

- Our website: <http://www.region10sai.org> – you can find all the latest information about regional activities, choruses, history, photos, etc. (Bookmark this page)
- Region 10 Facebook: <https://www.facebook.com/GreatGulfCoastRegion10> -
 - “Like” the page to stay current, especially with regional events and photos.
 - Invite your friends and family – so that they can see the most recent pictures and get a better idea of what you are involved in. Be sure to tag yourself or your friends in Regional pictures.
 - Invite your fellow chorus members to “Like” the Great Gulf Coast Facebook page
 - When the Region has an Event – “Join” the event and share the page on your Facebook page. Then invite your fellow chorus members and regional friends to “Join” to the event.

- **Yahoo E groups** (managed by the Regional Communications Coordinator)

- Region 10 group – for all members/past members. This is self selecting. Everyone is encouraged to sign up to receive all region-related news. Easy sign-up form the Region 10 website home page: <http://www.region10sai.org> (scroll to the bottom of the page) OR send an email to sa-region10-subscribe@yahoogroups.com
 - Things that can (and can not) be sent via Regional Groups:
 - CAN: Chorus Show Announcements – if the “Chapter Date Clearance” form has been filled out and submitted to the RMT Team Coordinator and has been approved. Then the announcement can be sent to the RMT Communications & Marketing Coordinators for publication.
 - CAN: Director Search.
 - CAN: Passing of long time members (that more than your chorus members would want to know about)
 - CAN: Events that the region would want to participate in.
 - CAN NOT: Good Luck wishes, Show announcement without clearance.

- Region 10 CAL group – for CAL members. This is self selecting – with approval. Please pass this information on to any CAL Member of Region 10 you know. They may join by sending an email to Reg10-CAL-subscribe@yahogroup.com

- **Tune In With Ten – Newsletter**

- Stay up on date with the news from RMT, choruses and quartets of the Great Gulf Coast Region 10.
- This is published 3 times a year. Generally in January or February, June and Septemeber or October. You can find the next “due date” on the region website: <http://www.region10sai.org/newsletters>. You can also find archived issues.
- Kerri Mauney is the TIWT editor and publisher. You can email her your information for the newsletter at reg10tiwt@gmail.com

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Chorus Communication Tool - to the Public and within the chorus:

- **Social Media:**
 - **Website:** use a website to advertise your chorus. This is how new members find you.
 - Promote your chorus through pictures, blogs, news updates
 - Keep it current and updated
 - **Facebook Page/Group:** www.facebook.com
 - Post pictures of rehearsals, coaching, new members, Retreats, competitions, music themed saying to attract new members.
 - Post something every two to three days.
 - Post Events and invite members to share and invite their circle of friends.
 - **YouTube Channel:** www.YouTube.com
 - **Set up a chorus YouTube**
 - Post clips of videos – of your performances for public or private/invited viewing
 - **Meet-Up:** www.meetup.com
 - Costs \$90 for 6 months but if you use it and promote it then it can get you new members.
 - Try it for 3 months or 6 months
 - It is very effective if your members use it and post to it –
 - **Groupanizer:** www.groupanizer.com
 - Public website and Members Only website – great for tracking attendance, chorus calendar, music tracks, chorus communication, music qualification and more.
 - Friendly on staff support group.
 - Good Rates: ask for the Great Gulf Coast Region 10 Sweet Adeline discount
 - **Mail Chimp: Send Better Email -** <http://mailchimp.com>
 - **Like Constant Contact but FREE**
 - Use to send out weekly/monthly newsletters, to the chorus or public
 - Use to communicate your Shows to your fan base.
 - Easy to use
 - **Advertise in Print:**
 - **Vista Print:** a good company, quality products at cheap rates: business cards, flyers, posters, banners.....business checks – www.vistaprint.com
 - **Custom Ink:** for logo wear - <http://www.customink.com>

These are just a few ideas on how to communicate and market your chorus. The idea is for the public to recognize your name. If you have suggestions for this list send them to Piet.

If you have questions or need assistance, please do not hesitate to contact Piet through her email: pietchini@gmail.com.