smps

HQ SHARE

- **Special Update:** SMPS HQ is creating three new StarChapter website templates for chapter use. The estimated roll out date is early spring 2021.

- **Turbo-charge your emails, right out of the inbox.**
  - The "From" name
    - Sometimes it's helpful to have a person's name or their chapter role listed as the "From". This helps the recipient know who the email is from or what it's about, before they even open it.
  - The subject line
    - Your subject line should be compelling and should tease the reader
    - Using a number in the subject line has been shown to be effective (e.g. What Are The 3 Best Ways to Land Your Next Client)
    - The use of one or two emojis can get across some personality
  - Images
    - Depending on the email platform you use, you may want to make sure you're resizing your banners and headers to fit normal email application windows (600px width is a good place to start)
    - Images that are too large may make it difficult, depending on the end user's platform, to view all the content, zoom in/out, etc.
  - The preview text
    - If your preview text is "view this email in your browser", that means you did not have any preview text set.
    - Preview text is another great way to tease your reader into opening the email, while being able to use more characters than the subject line

- **When was the last time you checked your chapter website's analytics? (And why that matters)**
  - SMPS HQ recently looked back at our Google analytics and ran our mobile device usage numbers. We found that 33% of our visitors are on mobile devices, which is up from the pre-pandemic average of 10-15%.
    - It is likely that your chapter's stats are similar to ours.
    - This matters because when you are creating content on your site, you should make sure the image text, event description, etc. is easily readable on mobile.

HQ SHARE (cont.)

- **Social media—where should your chapter spend your time?**
  - There are certainly safe bets such as LinkedIn and Facebook
  - Don't be scared to experiment with the new features (i.e. Reels, Stories).
    - Social Media algorithms appear to prioritize accounts making use of new features, so trying those out may result in better exposure.
  - Tag relevant hashtags and accounts on your posts
  - Be sure to have your board and volunteers ready to "like" and comment on your chapter's social media posts to boost the presence.

IDEAS CAPTURED FROM PARTICIPANT BREAKOUTS

- To keep engagement up during this time, some chapters have gone back to physical mailings since it stands out more. Examples of mailings are birthday cards or "thank you for renewing" notes.
  - Reminder from HQ: Your chapter's membership chair receives daily alerts via email the day after a member joins, renews, and reinstates to your chapter. You can use that as an opportunity to email or call members swiftly.
- Some chapters are using phone calls to check in with members.
- Add your local touch to your social media so that it's still SMPS, but it has your local chapter's "flavor" on it.
- Be sure your board is trained on StarChapter.
  - Use the StarChapter Knowledgebase to train your chapter volunteers. There are on-demand videos and also live trainings that happen occasionally.
- Use the Zoom "registration" checkbox to ensure that your attendees get a confirmation email and an "add to calendar" option within the confirmation.
- You can have your Zoom links go out within the event receipt, so members don't have to wait until the day before/morning of to get the event information.
  - StarChapter allows you to do this
  - This varies depending the platform you're on.
- HQ will occasionally provide talking points or insight on upcoming SMPS HQ initiatives within the All Chapter Leaders community and in the monthly Chapter Leader Newsletter. Feel free to share and promote any SMPS HQ items in your newsletters.