

NAWIC

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The National Association of Women in Construction South Atlantic Region



Report of the NAWIC PR/Marketing Committee
NAWIC South Atlantic Fall Conference
November 17-18, 2017
Hyatt Regency Greenville, SC
Samantha Hedgepath and Susan Clary, Committee Co-Chairs

Committee Purpose

The PR/Marketing Committee shall be responsible for conducting (in conjunction with Membership committee), monthly interactive opportunities to share best practices for publicizing NAWIC at all levels – Nationally, Regionally, and Locally. The goal of this committee is to unite NAWIC in a common vision so it can operate in a focused, strategic manner.

[See the NAWIC PR & Marketing Committee Handbook for more information, located on the NAWIC website.](#)

The one thing I hear most common is “What’s NAWIC”? So how can we change that? Advertising and getting our name out there is a great place to start.

We are in the virtual age, and you must have **a web presence!**

Website – if you don’t have one, you need one, even if it’s a one page website.

Social Media – It more than Facebook! Twitter, Linked In, and Instagram are all viable options for getting your events out there. Instagram is a great tool for posting to Instagram, Facebook and Twitter at the same time. See the NAWIC website for NAWIC’s Social Media Policy.

Electronic Invitations – Mailchimp, EventBrite, and even Facebook, 3 is a good number for notifications.

Online Payments – Does your chapter charge a meeting fee? If the answer is yes then you need a way to take electronic payments. Square, PayPal, and Eventbrite are three options I can pass on. I am sure there are other options out there.

Second, our **Brand has to be consistent**, the NAWIC office has provide some great templates, as well as a **free** marketing packages that you can order.

On top of social media, the best way to brag on your chapter and get your name out is by submitting Press Releases for all events and activities. Templates for our main events will be drafted and sent to Chapter Presidents along with a list of the main media contacts for your area.

Another area of focus this year is how your chapter and members are perceived by the local industry. Maintaining a **professional, organized, and controlled** meeting is very important to the appearance of the organization as a whole.

A mediocre experience is forgettable but a bad experience will definitely dictate what they tell others about your chapter today and tomorrow.