

# Communications Strategy Team and Officers Meeting

## Tuesday, July 14

Write for our target, and know the age of the target

It's the "what" not the "where" ...quality/clarity of the message is important—RELEVANCE!

Effective:

- Email most effective
- Improve the quality of what we send out
- We are "muddy on the message" – improve message clarity
- Short, to-the-point messages, viewable in reading pane; Readers Digest style
- Convey the quality of what AGC is doing for members
- How do we send that message to potential members?
- Focus on membership recruitment
- We need to remain relevant, use the current method of media
- SOUNDBITES TO GET ATTENTION
- WE NEED TO BRAG MORE

Social media isn't tied to relevance

Focus on Reputation, outreach, results, relationships

We are not a social media industry, but should continue using it and pushing it

Important: what impacts contractors immediately, every single day

- Sick leave
- Marijuana
- Things that change our operations
- OSHA rule changes
- Things behind the scenes; we may not realize the value
- Is it going to save me money??

PUSH THE RELATIONSHIP, even if it is time consuming and expensive

Complete a survey on relevance at ABM? What do members want to see each week?

- Networking is a big deal
- Recruiting – members-only job fair? 1,000 or 2,000 people to attend?
- A dozen questions specific to communications; get data
- Sent to OSU students as well as members
  - Find out if they are male/female, age
  - How do they get info?

Non-Compound Communication is important: single topic conversations

Fast Facts: do not increase frequency, improve quality and shorten→ headlines to capture attention, then be able to drill down by clicking link

Daily Journal of Commerce

- This is the paper everyone reads. We need more articles; small, front page articles
- Be much more aggressive
- Do we need to purchase story time?
- How do we get the clout to do this?