**Get Ready: Before Your Term Begins**

**Get Set: The First 30 Days**

* Meet with the board to learn more about the chapter’s mission and vision, health, and operational plan.
  + Materials to review: chapter mission and vision, chapter health dashboard, chapter operational plan
* Review the board’s policies, procedures, and communication tools, and familiarize yourself with the expectations of individual board members.
  + Materials to review: board policies and procedures, communication tools
* Complete the Chapter Leader Onboarding Checklist to learn about ATD and the resources available for ATD chapter leaders. Connect with your Chapter Relations Manager (CRM) and National Advisor for Chapters (NAC) to share questions and discover best practices.
  + Materials to review: [Chapter Leader Onboarding Checklist](http://files.astd.org.s3.amazonaws.com/ChapterServices/%21CLC%20New%20Website/Chapter%20Administration%20Landing%20Page/Board%20Development/Chapter%20Leader%20Onboarding%20Checklist.pdf?_ga=2.9486963.754894907.1543940307-1106022880.1509126965), [CRM contact information](http://www.td.org/crm), [NAC contact information](http://www.td.org/nac)
* Explore the marketing materials and resources available through ATD.
  + Materials to review: [Marketing and Branding Materials webpage](https://www.td.org/chapters/clc/marketing-and-branding-materials), [Power Membership Resources webpage](https://www.td.org/chapters/clc/powermembership), [Free Content for Chapter Leaders](https://www.td.org/chapter-leader-community-clc/chapter-leader-free-content), [Let’s Get Social: Expanding Your Chapter’s Reach Through Social Media webcast](https://www.td.org/videos/lets-get-social-expanding-your-chapters-reach-through-social-media-20170329-1800-1)
* Connect with the VP of marketing/communications to discuss how social media will support the chapter’s communications strategy.
* Meet with the current director of social media to discuss the responsibilities, standard operating procedures, resources, and best practices for the role. Review their contributions over the past year, progress toward annual goals, and ideas for the future.
  + Materials to review: [position description](http://files.astd.org/ChapterServices/%21CLC%20New%20Website/Resources/Toolkits/Resources%20By%20Leadership%20Position%20Toolkit/ATDDirectorSocialMedia.doc?_ga=2.257097992.2001010308.1496673851-46014797.1490035870http://files.astd.org/ChapterServices/%21CLC%20New%20Website/Resources/Toolkits/Resources%20By%20Leadership%20Position%20Toolkit/ATDDirectorSocialMedia.doc&_ga=2.205757203.1837891381.1544452308-1106022880.1509126965), board member contact information, standard operating procedures, role-specific resources
* Mark your calendar for upcoming board meetings and important chapter events.
  + Materials to review: chapter website and shared calendar
* Review the chapter’s communications plan and social media accounts. Learn about the content available on the ATD Chapter Services social media accounts.
  + Materials to review: [Chapter Communications Toolkit](http://files.astd.org/ChapterServices/Toolkits/Communications%20Toolkit%202015.pdf?_ga=2.64002095.1837891381.1544452308-1106022880.1509126965), chapter social media accounts, [ATD Chapter Services Social Media](https://www.td.org/chapters/clc/social-media)
* Brainstorm ideas for the year ahead and think about what impact you hope to have on the chapter.
* Review other ATD chapters’ Twitter accounts and Sharing Our Success (SOS) submissions related to communication to identify best practices that you can implement at your chapter.
  + Materials to review: [ATD chapters’ Twitter accounts](https://twitter.com/atdchapters/lists/atd-chapters), [Communication SOS Submissions webpage](https://www.td.org/chapters/clc/sos/sos-all/communication)
* Explore new techniques and tools to increase engagement with the chapter’s social media platforms.

**Go: 60 Days In**