

Sharing Our Success (SOS) Submission Form

Chapter Name: Kansas City

Chapter Membership Size: Large (300+)

Chapter Contact Person: Megan Galloway

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Chapter Board Position: VP Communications

Chapter Website URL: tdkc.org

Submission Title: Annual Volunteer Social Media Campaign

What did you do? (a 2-3 sentence summary of your effort): ATDKC provided a branded graphic to incoming board members and volunteers to post on LinkedIn to celebrate our volunteers and raise awareness for ATDKC. Engagement across the platform was huge!

Who benefitted from this effort (Target Audience) Check all that apply: Chapter Members
Board Members
Chapter Volunteers
Potential Chapter Members

Why did you do it? What chapter needs were addressed? We are continuing to increase our social media efforts and engagement, particularly during the virtual environment of the pandemic. We specifically are intentional about continuing our sense of community and celebrating our members and volunteers. It also helped drive traffic to our LinkedIn page.

What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.) In the two weeks following the posts on LinkedIn, our page views skyrocketing by 575% and unique visitors by 425%. In the last 30 days, our other post engagements have increased by 348%, comments have increased by 262% and shares have increased by 114%.

Finally, we have gained 16 new followers as a result of the campaign, bringing our total followers to 320.

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)

First, we created two graphics for our Board of Directors and volunteers to share. Then, we created a sample text for them to copy/paste and make their own.

We published this to our internal messaging board (Basecamp) and asked that all incoming 2021 BoD and volunteers post about their new position so that we can all celebrate them. About 75% of the new board posted to their personal LinkedIn accounts, with about half of those tagging ATD Kansas City's page and/or other board members. Posts got as many as 115+ likes per post.

It was a very easy lift, but gained an incredible amount of traction for our LinkedIn.

Is there anything you would do differently?

Truly, it was an easy lift and one that we would replicate in years future. Only thing would be making sure that people tag the chapter page so that people can easily be directed there.

When did you start working on this effort?

Dec 13, 2020

When did this effort go live?

Dec 15, 2020

Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.

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What resources did you use? Check all that apply:

Volunteers
Board Members
Other: Canva for easy graphic design

How many volunteers were you able to recruit?

N/A

Which board positions were involved in the effort?

VP Marketing and Communications

Do you have any additional insights to share with other chapters implementing this effort?

I think that any social media posts that celebrate our volunteers and showcase the incredible benefits of volunteering/membership will get more traction than posting about upcoming events, etc.! People love to read about success stories and the community they care about!

Please attach any documents that help support this submission. It is highly encouraged to submit editable files (ex. Word, Excel, etc): (additional documents and documents over 2MB should be sent to sos@td.org)

<https://www.formstack.com/admin/download/file/9731494999>

additional supporting documents:

<https://www.formstack.com/admin/download/file/9731495000>

How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:

Chapter Leader
ATD Chapter Leaders Conference (ALC)
National Advisors for Chapters (NAC)
Chapter Leader Day (CLD)

Would you be willing to apply to present on this submission at the ATD Chapter Leaders Conference (ALC)? *Request for Proposals (RFPs) open in May of each year at td.org/alc. Selected session facilitators receive complimentary registration. Yes
