



2018 Communications and Outreach Steering Committee

Chair: Susan Hubly - Naples

Vice Chair: Tracy Lee Wood - Emerald Coast

Line Officer Liaison: Amy Snook - Greater Palm Beach

Members:

Janelle Dowley - Greater Palm Beach

Carol Zingone - Jacksonville

Heather Swanson - Gainesville

Lisa Andrews - Jacksonville

Purpose:

To define, develop and promote a social media campaign and local press campaign for local Women's Council of Realtors Chapters to grow membership involvement and awareness. To teach networks how to effectively partner with local Realtor Associations and other professional organizations in their area to foster additional education/networking opportunities, and create value for their members.

Specific Goals for 2018:

- Support growth of a timed, specific plan for our members and our chapters to use that reflects a consistent social media campaign which will enhance our brand recognition.
- Teach networks and individual members how, what, and the why of highlighting and showcasing their community service and our industry involvement by utilizing press releases statements and social media.
- Provide Marketing ideas for the announcements about our community involvement, events and conferences we have attended and our accomplishments. Give tips on how to partner with the media to gain public awareness of the network and the individual member.
- Determine and showcase the best practices in the use and delivery of our Women's Council of Realtors brand, and the brand of our members through technology. To Practice the delivery of these messages at our forum meetings.
- Deliver brand training for networks and our members in the building and the enhancing their on- line presence. Showcase members and networks who have excelled in this area at the Forum meetings.