Communications Workshop Notes

Webpage
Purpose
- Information resource for your LMSC/club/team
- Answer questions 24/7/365
- Your organization's public face to the world

Benefits
- Worldwide distribution
- Scalability
- Flexibility
- Use of keywords

Costs
- Monetary
  - $0–2000+ Website creation
  - $10–20/month site hosting
  - $5–10/year per domain name registration
- Time
  - 2–4 weeks development time
  - 4–8 hours per month ongoing maintenance

How-to
- Planning
  - Form a committee to review web strategy
  - Set budget for project
  - Get multiple quotes
  - Sign Service Level Agreement (SLA) with provider(s)
- Execution
  - Hire a professional webmaster
  - Host site at a data center
  - Have LMSC Chairman on the domain registration
  - Implement changes in phases
- Maintenance
  - New content on a regular basis
  - Designate team to maintain data
  - Adjust look and feel as necessary

Links
- Websites
  - www.azlmsc.org
- Resources
  - www.uzipa.com
- Sell advertising
  - AdWords
  - adCenter
  - Amazon
  - Overture

Options

Communications Workshop Notes

Blog

Purpose
- Communicate time-sensitive information
- Post short articles
- Link to other web resources

Benefits
- Low cost
- Easy to maintain
- Subscriptions
- Multiple contributors

Costs
- Monetary
  - $0–30 per month
- Time
  - 2–10 hours setup
  - 0–8 hours per week posting and maintenance

How-to
- Decide on the focus of the blog
- Select provider
- Engage newsletter editor
- Invite multiple contributors
- Create list of possible articles
- Constantly update site (at least weekly)

Links
- Blogs
  - Azlmsc.blogspot.com
- Sell advertising
  - AdWords
  - adCenter
  - Amazon
  - Overture
  - Blog Ads
- Resources
  - Blogspot/Blogger
  - Quick Blogcast
  - Word Press
  - TypePad

Options

Communications Workshop Notes

Email
Purpose
- Time-sensitive information
- Can be used to send attachments

Benefits
- Quick
- Simple
- Can send to list of people

Costs
- Monetary
    - Free if you use Outlook, Eudora, Thunderbird, etc.
    - $4–30 per month for an email manager
- Time
    - Depends on the frequency of communication

How-to
- Standard tools vs. Email list management tools
- Opt-in and Opt-out functionality
- List maintenance and privacy issues
- Designate one person to handle communication

Links
- Resources
    - www.uzipa.com

Options

Newsletter
Purpose
- Large number of articles and information in one document
- Communicate a range of information relating to LMSC/club/team

Benefits
- Traditional communication tool
- Can be sent to members as well as non-members

Costs
- Monetary
    - $0 for electronic version
    - Variable cost for print version
    - $120–600 for desktop publishing software
    - $100–200 for Adobe Acrobat software
- Time
    - 4–16 hours to create template
    - 8–20 hours per issue

How-to
- Develop a good layout first
- Compile articles well before each issue is due
- Encourage electronic distribution
- Outsource production and distribution of print edition

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- Use bulk mailing if large numbers have to be mailed
- Sell advertising
- Create a PDF version of the document

Links
- Examples
    - o
- Resources
    - o

Options

Information Hotline
Purpose
- Routes messages to correct people
- Answers questions 24/7/365

Benefits
- Complements web, blog, and newsletter messages
- Traditional communication medium

Costs
- Monetary
    - o $10–50/month
- Time
    - o 4 hours initial setup
    - o 0–3 hours per month maintenance

How-to
- Determine how many lines are needed
- Decide how to route calls
- Local or Toll-free number
- Designate a person to maintain information

Links
- Example
    - o 480-365-0037
- Resources
    - o Voice Connect

Options

Search Engine Groups
Purpose
- Communicate with people who share similar interests
- Community of users

Benefits
- Membership can be controlled
- Information can be shared
- Easier to use than a blog or website
- Two-way communication
- Polls, calendars, files, and photos can be shared

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Costs
- Monetary
    - Usually free
- Time
    - 2–6 hours initial setup
    - 0–4 hours maintenance per month

How-to
- Decide what the purpose of the site will be
- Create account if one does not exist
- Set permissions for site
- Customize site
- Invite people to join
- Publicize site

Links
- Examples
    - http://sports.groups.yahoo.com/group/arizonamastersswimming/
- Resources
    - Yahoo
    - Google
    - MSN

Options

Social Networks

Purpose
- Network with people with similar interests

Benefits
- Flexibility
- Easy to create and maintain
- Exposure to huge audiences

Costs
- Monetary
    - Usually free
- Time
    - 1–4 hours initial setup
    - 0–8 hours maintenance per month

How-to
- Create an identity
- Configure site
- Add content
- Invite friends

Links
- Examples
    - http://groups.myspace.com/olympicswimmerhelp
- Resources
    - MySpace

Communications Workshop Notes

- o Meetup

Options

Other Tools

Purpose
- Variable

Benefits
- Easy to create and maintain
- Exposure to huge audiences

Costs
- Monetary
  - o Usually free
- Time
  - o 1–3 hours initial setup
  - o Variable hours monthly maintenance

Links
- Examples
  - o https://accounts.craigslist.org/post/shwpst?pii=406469995&db=lv
- Resources
  - o Craig's List
  - o YouTube

Options