

SIBF EXECUTIVE COMMITTEE COMMUNICATIONS REPORT

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SIBF LEADERSHIP ACADEMY WEBSITE

It has been determined that it is in the best interest of SIBF Academy recruitment for there to be a dedicated site for academy information. This will allow us to brand each site (sibf.org) & (academy site) towards a specific audience. Although these websites would independent from each other they would also be connected by links at several point across multiple pages and would serve as companion urls.

AFFILIATE NETWORK DATA

SIBF continues to upload affiliate network member information to the online network directory. All leadership academy graduates who provide profile data receive a member login that grants them the same website access as SIBF members. SEALA and MELA membership data is currently up to date with CELA needing to send more graduate information.

BAND OF SIBF SISTERS (BOSS) WEBINAR SERIES

Building on the success of our inaugural BOSS event, a series of online webinars were developed to continue to foster self-discovery and personal exploration. These webinars are being hosted by Kathy Durdin (FL, '16) and recorded for those that missed the live sessions. Participants have been asked to connect with a partner to create accountability and share ideas within the group. All 7 webinars have been completed and are available for viewing online.

SOCIAL MEDIA BY THE NUMBERS (since May '17)

- LinkedIn Group – 445 members (+12)
- Twitter – 448 followers (+41)
- Facebook – 352 members (+57)
- Flickr – 24,186 photos and 80 photosets
- YouTube / Vimeo – 117 videos
- LinkedIn Page – 239 followers (+18)

AREAS FOR IMPROVEMENT

- Continue Webinar/Podcast Series
- Teach members language to describe SIBF effectively
- Educate members on new site navigation
- Explore new effective social media strategies
- Improve internal communication with members
- Bring additional resources to SIBF members

2018 OUTLOOK

Updates to the introductory videos and webinar used to recruit new members will be recorded during the Annual Summit and available for the 2018 recruitment period. SIBF will strive to cultivate a robust and active social media community by increasing postings of member news. After difficulties with our current application software, the Society will be evaluating more reliable and user-friendly ways for candidates to apply for membership.

LEADERSHIP PARTICIPATION

In order to increase the amount of user-generated content and member interaction on social media, board members must lead by example. If you are not currently using social media and/or are not an active part of the various SIBF communities, please join and do so at this time. Members in leadership roles need to take the lead in sharing content, cultivating organic discussion within these communities and, most of all, generating original content that highlights the value and power of SIBF. If you have any questions about setting up these accounts, how to use them or would like to be featured in an upcoming blog post, please contact SIBF Communications and Social Media Manager Blake Mundy at blake.mundy@sibf.org or (404) 525-7423.