Thank you for joining the session. This session will be recorded. Due to the number of participants, all attendees have been muted upon entry. If you have any questions, please use the chat feature and your questions will be addressed at the end of the presentation. Any questions not addressed by the close of the program will be collected and addressed by email.

Thank you!

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MoU Capacity Building for JSMO

ASTM Public/Media Relations & Branding

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www.astm.org
Topics

1  Overview of ASTM International

2  Global Operations and Outreach

3  Key Communication Functions at ASTM International

4  Media Relations and Branding

5  Questions & Answers Session
ASTM International

Operating Globally

- ASTM is one of the world’s largest Standards Developing Organizations, with global reach and influence
- With over a century of experience, ASTM offers trusted, relevant, and high quality standards that are accepted globally
  - Established in 1898
  - 30,000 volunteer members from 154 countries
  - 148 main committees and 2,053 subcommittees, covering over 90 industry sectors
- The choice for many global industries
  - 46% outside USA

12,800+ ASTM standards operate globally
Attributes of Standards Systems that Produce International Standards

Open and Transparent Process
- Direct and equal participation to ASTM for all people and organizations
- Information on ASTM International standards are transparent and readily available online

Impartial, Consensus-Based Model of Engagement
- Balanced system where producer votes are equal to those of users
- Impartial, inclusive, and fair to all, with appeals and protections to avoid abuses

Effective and Relevant Standards
- Constantly responding to market needs, keeping pace with industry and innovation
- Relevant to the global marketplace and performance-based in application

Driven by Research, Data, and Science-Based Decisions
- Focus on science and technical quality, and specifically addressing risks and needs

Collaboration with Other Standards Bodies to Avoid Duplications
- Collaborate with other standards organizations to avoid duplication and to pursue international standards work in a smart way
Key Functions at ASTM International

Public / Media Relations
- 2 staff
- Heavy content flow
- Industry-specific + mainstream media
- Journalist relationships
- Annual Report, op-eds, etc.
- Brochures, giveaways, booths

Print/Digital Magazine
- 2 editorial staff plus in-house designers (shared with marketing)
- High-quality, in-depth content
- Infographics
- Bimonthly print (English)
- Online (English, Spanish)
- Biannual Chinese

Digital Engagement
- 1 staff
- Social media
- Branded video projects
- High-level web content, homepage
- E-newsletters
- Liaison to IT department
- Some design
Collaboration, Responsiveness with Media

• Mainstream media
  • Explaining your organization simply
  • Time sensitivity
  • Wire releases for major news
  • “Exclusives”

• Industry/trade media
  • Industry-specific journalist lists
  • Content-sharing partnerships
  • Paid media coverage

• Tip: external training is helpful
Maximize the reach of print/digital content

• Homepage
• Newsroom page
• Online magazine
  • Standardization News

Tips:
• Track key metrics
  • views/traffic
  • time-per-page
• Explore new platforms
  • html and pdf versions
  • app
Digital Engagement is Crucial

• Ask: “How will we share this?”
  BEFORE creating content
• Choosing channels:
  • LinkedIn (high value)
  • Facebook
  • Twitter (individual accounts)
  • Instagram (fun)
• Advertising considerations
  • Facebook – microtargeting
  • LinkedIn – cost
• YouTube
  • Views, subscribers
Videos are Powerful Message Vehicles

• Tip: One high-quality overview video
  • “Connecting the Dots” (professional)
• Position your organization as a leader
  • Existing: oil/gas, concrete, buildings
  • Emerging: exoskeletons, cannabis
• Explain a complex process
  • Your First Committee Week (animated)
• Announce a major initiative
  • Additive Manufacturing Center of Excellence
• Reach the public directly
  • “Sports and Leisure Time”
Become a Trusted Source of E-News

Examples:
• Monthly member update
• eNews
• International stakeholders (quarterly)
• European stakeholders
• Students/faculty
Case Study: Additive Manufacturing Center

Media Relations
- Target industry publications/outlets
- Proactively arrange interviews
- Leverage widely-read e-newsletters

Digital engagement
- www.AMCOE.org
- Leverage partners
- Livestream kickoff
- Video interviews/production
- Standalone LinkedIn page

Promotional efforts
- Targeted e-blast (purchased list)
- Special magazine issue (expanded distribution)
- Brochure + overview
- Infographics
- Pop-up signs + giveaways
Questions
Contact Information

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Thank you for your participation in today’s session.

Any unaddressed questions submitted through the chat will be collected and answered by email. If you have further questions, please submit them to GlobalCooperation@astm.org.

The session recording will be made available on: https://astmppecollaboration.org/jsmo-astm-cooperation