



Surface Design
Association

COMMUNICATION AND SOCIAL MEDIA GUIDELINES

for SDA members, Area Representatives and Project Coordinators

IN THIS DOCUMENT:

- **Emailing SDA members**
- **Newsletters**
- **Blogs and Facebook groups**

SDA MEMBER TO MEMBER EMAILS

SDA safeguards members' privacy.

If you are the Area Representative, you will have a list of members in your area.

If you are a Project Coordinator, the [Membership Manager](#) will help you connect with the appropriate members.

TO ANNOUNCE A PERSONAL EVENT TO SDA MEMBERS:

- **Members:** Send your announcement to your Group Coordinator for inclusion in a group email and/or newsletter.
- Post on the SDA Members Only Facebook Page or Public Facebook page.
- List on the SDA Calendar

SENDING A NEWSLETTER WITH MAILCHIMP

The SDA administrative Assistant is managing newsletters. Send copy to:

adminassistant@surfacedesign.org and copy the executivedirector@surfacedesign.org.

All information copy should be ready to print; it must be edited, spell-checked, and include proper links where applicable. Images should be minimum 300 dpi.

- **Newsletter frequency:** Please respect our members' wishes and do not overwhelm them with emails. Event updates can also be posted on the SDA Calendar.
- **Copyright Permission:** By uploading an image to MailChimp, you agree that you own the image or have permission to use and reproduce the image.
- **Design your campaign** to encourage your readers to participate in the activities of the group.

Blogs and Facebook Groups are SDA communication tools that help build our community. Choose a method that your group members are familiar with. To ensure continuity, all Facebook pages and blogs must be transferrable to another SDA member.

PROTOCOL FOR INITIATING A GROUP BLOG OR FACEBOOK PAGE

- Using the SDA name means that SDA is the owner of the blog or Facebook page. These do not belong to the person opening the account or administering it. Additional administrators must be added so the blog/FB page can be transferred if you step away.
- Establish the blog with a general SDA email address for your area, such as 'sdaMN@gmail.com'. Do NOT use your own email address. Share the Admin login information with another person and the Member Resource Team.
- The blog or Facebook page is to be kept open to the public, not closed or private. Members benefit when news and events are publicly available.
- The SDA logo should be prominent and linked to the SDA website on your blog. Link to the public SDA Facebook page on your group FB page. Contact the Executive Director or Administrative Assistant for the SDA logo.
- **Blogging platforms** (Blogger, Tumblr, and WordPress are examples)
 - Blogger is the simplest and allows followers and multiple authors.
 - Tumblr is easy and great for visuals.
 - Wordpress's many options can be complicated for first-time bloggers.
- **Facebook groups** are a good way for a group to keep track of events and work in process. Start a public group page and add group members as administrators.

GUIDELINES

- **Invite multiple authors.** Multiple authors/administrators mean there is always someone who has time and is willing to post and gets more people involved.
- **Please share and re-post information** from the [SDAblog](#) and the public and members-only Facebook pages. When sharing, include the original link.
- **Make it visual!** Images in the banner and postings will encourage repeat visits.
- **Post shorter pieces more often, not just once a month.** This brings people back to your blog/FB page more often.
- **If you change the blog /FB page address, inform the [Members Resource Team](#).**
- **If you would like help with your blog/Facebook page, please contact the [Members Resource Team](#).**