Thank you for joining!
We will begin shortly.

The WICT Network

Empowering Women in Media, Entertainment and Technology

Chapter Marketing & Communications Webinar

January 26, 2024

The WICT Network HQ Communications Team

Angelissa McArthur
SVP, Membership Marketing & Chapter Outreach
amcarthur@wict.org
202-827-4783

Ella Krygiel
Publications & Social Media Coordinator
ekrygiel@wict.org
202-808-8298

Today’s agenda

- Model Chapter Business Plan
- Branding & Identity
- Promoting Chapter Programs
- Member Privacy & Data Protection
- Engaging Members: Social Media & Newsletters
- Q&A

Branding & identity

- The WICT Network Branding Guidelines
- Each chapter has its own logo
- U.S. based communications: Use AP Stylebook
- The WICT Network Style Preferences:
  - Always use The WICT Network: + Chapter Name (include colon)
  - Use “The WICT Network” or “The WICT Network Global” instead of “WICT National”
- Don’t forget your sponsors!

The WICT Network: Chapter Rebrand Kit

Click the images to download files. Please contact chapters@wict.org if you have trouble accessing any files.

Chapter Logos*

Brand Guidelines

Prepared for chapters by The WICT Network | January 2022

The WICT Network
Empowering Women in Media, Entertainment and Technology
CHAPTER NAME

The WICT Network
Empowering Women
in Media, Entertainment and Technology

The WICT
Network

Empowering Women in Media,
Entertainment and Technology

CHAPTER NAME

The WICT
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Empowering Women
in Media, Entertainment and Technology

The WICT
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in Media, Entertainment and Technology

COLOR PALETTE

Primary

These colors are to be used consistently as the vertical stems in the full-color The WICT Network logo on black and white backgrounds.

Mulberry
RGB 163/0/138
CMYK 42/100/4/0
#a3008a
Pantone 247 C

Iris
RGB 141/123/255
CMYK 55/55/0/0
#8d7bff
Pantone 2715 C

Azure
RGB 0/113/242
CMYK 80/56/0/0
#0071f2
Pantone 2727 C

Seafoam
RGB 0/199/216
CMYK 68/0/18/0
#00c7d8
Pantone 2226 C

Black
RGB 0/0/0
CMYK 75/68/67/90
#000000
Pantone Black

White
RGB 255/255/255
CMYK 0/0/0/0
#FFFFFF
Pantone White

Secondary

These colors are to be used as the overlapping triangle shapes in The WICT Network logo: "Original" colors when on a white background and "Reversed" colors when on black.

Or

Violet
RGB 84/0/32
CMYK 79/100/8/4
#540084
Pantone 2597 C

Royal Blue
RGB 35/35/232
CMYK 86/77/0/0
#2323e8
Pantone 2728 C

Denim
RGB 11/77/157
CMYK 100/77/5/0
#0b4d9d
Pantone 2145 C

Reversed Logo

Lilac
RGB 218/133/255
CMYK 24/52/0/0
#da85ff
Pantone 2572 C

Cornflower
RGB 154/181/255
CMYK 38/23/0/0
#9ab5ff
Pantone 2122 C

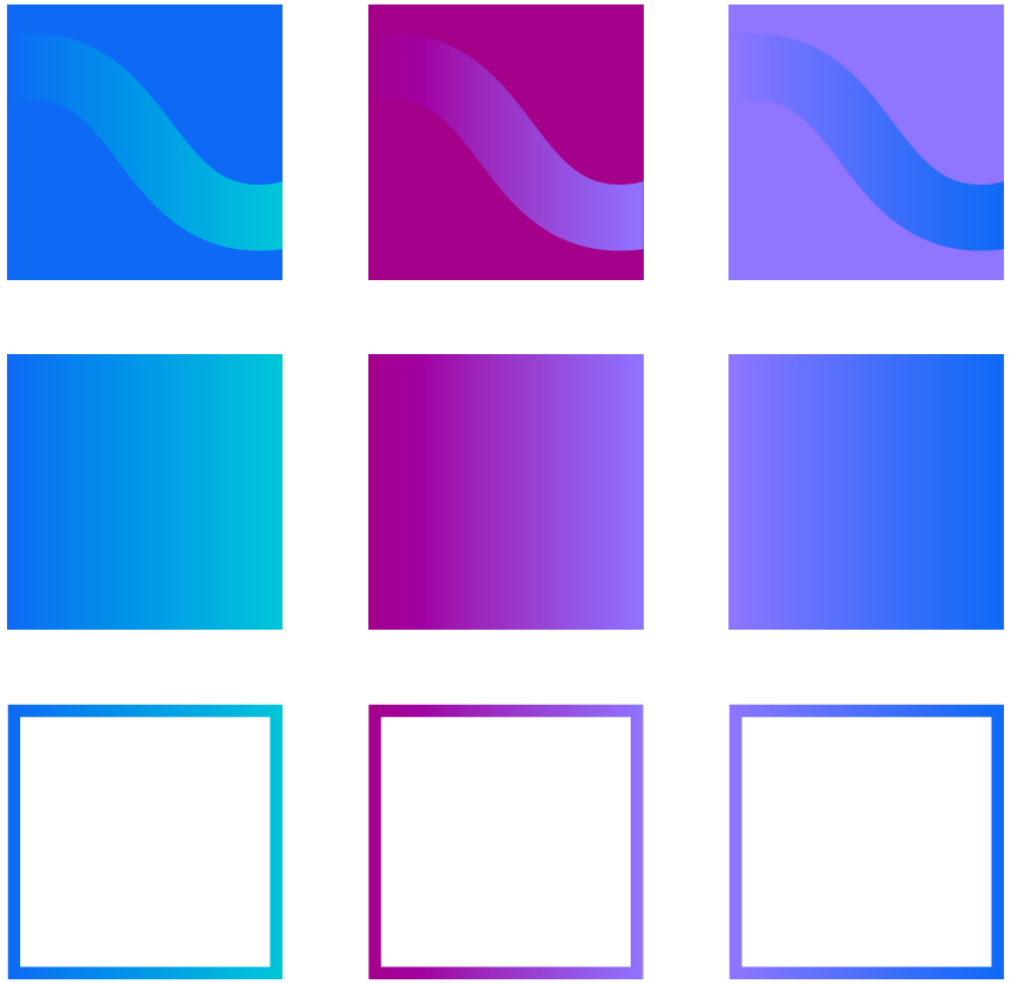
Aqua
RGB 0/255/255
CMYK 69/0/8/0
#00e1ff
Pantone 2197 C

- Incorporate colors from the primary and secondary palettes for a fresh new look
- Use curves and gradients for accents and additional visual interest
- The overall effect should be to create a look that is modern, inviting and lively

Semi-Transparent Wave

Gradient Fill

Gradient Stroke



Review of chapter marketing materials

- All materials are reviewed by the headquarters office
- Consistency of message
- Clear connection to The WICT Network's mission and professional development goals
- Allow three business days turnaround time
- Send electronic versions to chapters@wict.org

Promoting programs

- Communicate the benefits that directly align with a company's business goals

- Offer value to both attendee and company

- Reflect The WICT Network's mission and Touchstones of Leadership

Consider topics that resonate

- Know your audience
  - A few ideas:
    - Overcoming gender bias and enhancing credibility
    - Building resilience and leading through change
    - Adapting to new technologies
    - Remaining competitive in the marketplace
    - Keeping employee wellbeing front and center

Promote business impact

- Choose a theme that expresses the business aspects, like “Proven Strategies for Future Success”
  - “Professional Networking” versus “Socializing or Wine Tasting”
  - “Symposium, Summit or Forum” versus “Breakfast, Lunch or Dinner”
  - “Personal Branding” versus “Dress for Success”

- Share the value of membership

- Use stories, photos and testimonials

- Incorporate join/renew instructions when appropriate

Protecting member privacy

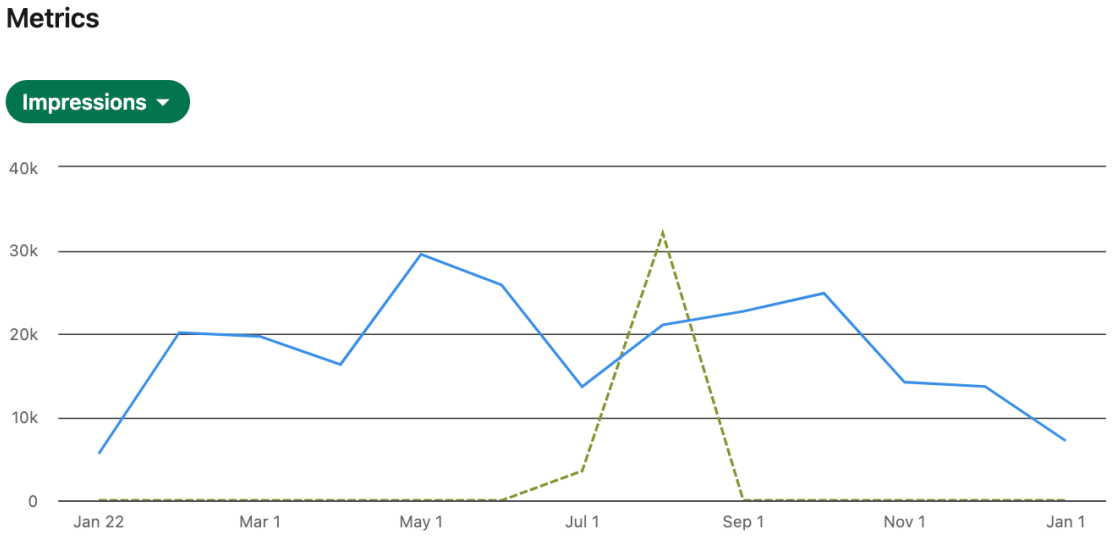
- General Data Protection Regulation (GDPR)
- California Consumer Privacy Act
- The WICT Network Member Information Privacy Guidelines
- We never sell member data
- We do not sell advertising, so no data that we collect is shared with ad vendors

Engaging members through social media & newsletters

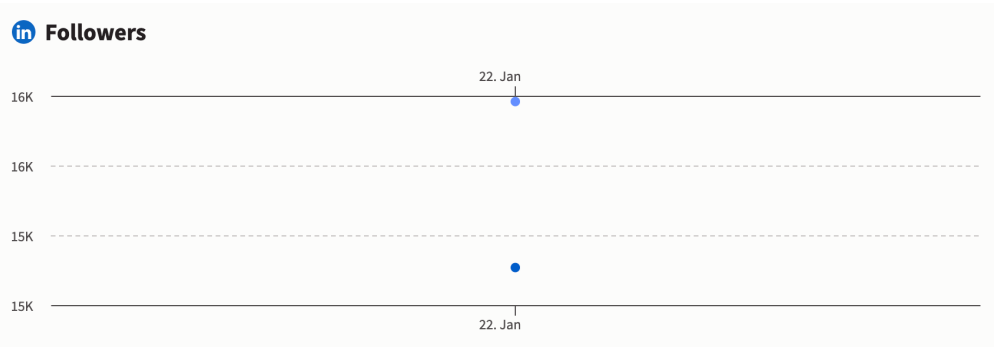
- Have a presence where your members are
- Establish clear objectives and define a strategy
- Maintain multiple avenues of communication
- Use common sense – branding and messaging are still important
  - Posting frequency
- Track your results

What to post

January 22, 2023, aggregated: 14,863 followers



January 22, 2024, aggregated: 15,962 followers



When to post

Extend reach | Build awareness | Increase engagement | Drive traffic

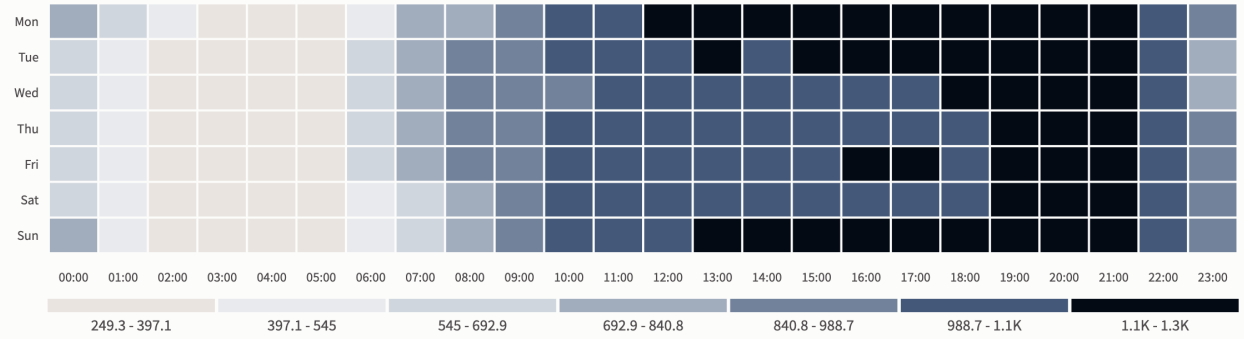
GOAL

Capture their attention

How we calculate your suggestions

It's easier to catch people's attention if you post when they're active on social. Check out your best times to publish based on when your audience is online and interacting with your brand. All times are in America/New_York, which is the time zone selected in your account settings. Learn more

Average number of fans online in the last 30 days



Best days and times to publish

Based on your **number of fans online in the last 30 days**, we suggest publishing on:

1	**Monday @ 20:00**	**1.3K** fans online	Schedule for Mon, Jan 22
2	**Monday @ 21:00**	**1.3K** fans online	Schedule for Mon, Jan 22
3	**Monday @ 19:00**	**1.3K** fans online	Schedule for Mon, Jan 22

Build awareness | **Increase engagement** | Drive traffic

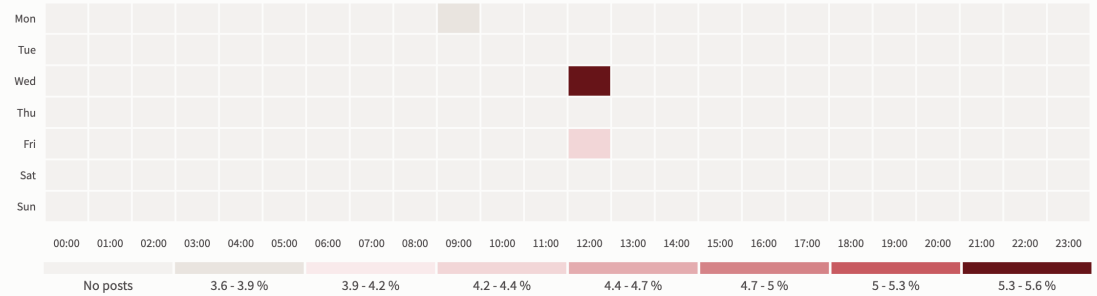
GOAL

Build an engaged community

How we calculate your suggestions

Spark conversations with the community you've been working so hard to build. Discover the best times to publish to encourage more people to like, comment, and share your content. All times are in America/New_York, which is the time zone selected in your account settings. Learn more

Average post engagement rate in the last 30 days



Best days and times to publish

Based on your **post engagement rate in the last 30 days**, we suggest publishing on:

1	**Wednesday @ 12:00**	**5.56%** engagement rate	Schedule for Wed, Jan 24
2	**Friday @ 12:00**	**4.38%** engagement rate	Schedule for Fri, Jan 26
3	**Monday @ 09:00**	**3.61%** engagement rate	Schedule for Mon, Jan 29

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Be Creative

- ✓ Showcase everyday members as well as chapter leaders and key executives
- ✓ Shoutout chapter accomplishments and milestones
- ✓ Promoting programs is important, but always include the takeaways

Use social media to recognize sponsors, volunteers and members in new ways

Newsletters

The WICT Network
Empowering Women in Media, Entertainment and Technology
@WICT

@WICTHQ

December 2023

The WICT Network strives to empower women in media, entertainment and technology. We help organizations build a stronger pipeline of women leaders to guide our industry into the future. We do this by providing unparalleled professional development programs, commissioning original gender research, and supporting a B2B network that advances women.

The *@WICT* e-newsletter, exclusive to WICT members, consolidates our top social media posts measured by impact into an easy-to-read format that we send directly to your inbox. This month we're pleased to provide you with a look back at the most-viewed selections from 2023.

If your company is interested in sponsoring @WICT, *please contact Cindy Key.*

The membership year ends on December 31.
Stay tuned for renewal information in January 2024!

2023 Year in Review:

Top 10 Social Media Posts from The WICT Network's LinkedIn Feed

In this special end-of-year edition of *@WICT,* we relive highlights from 2023 by revisiting some of our most popular social media posts.

#10: "Our inaugural Rising Leaders Programme International (RLP) was a success! Scoring a 5/5 on evaluations, participants found the experience to be "motivating and ambitious," "well organised," - and several participants stated it "exceeded all expectations." Wow! A huge shoutout to the amazing leaders who joined us from October 16-20, 2023, in London. RLP International brought together a cohort of women leaders from five countries and six companies. Stay tuned to hear more about our global offerings in 2024! #RisingLeaders #RLPInternational"

Posted: October 25, 2023

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PULSE

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The WICT Network Pulse: December Issue

Join The WICT Network or Renew Now

Join Our Next Webinar

In our next webinar of our two-part series, ***Vying for a Promotion - How to Raise Your Profile (and Your Pay),*** led by Ann Carlsen, Executive Recruiter, HR Consultant and authority in strategic workforce planning in the media and telecommunications industries, we will learn how to:

- Build your personal brand.
- Pivot in volatile markets.
- Identify shifts and take calculated risks.

Wednesday, January 31, 2024
11:00 am - 12:00 pm (Eastern)

Click to Register Now

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@WICT

@WICTHQ

Commit to a High-Trust Culture for Improved Engagement, Plus More Tips From The WICT Network's Social Media Feed
November Issue

The WICT Network strives to empower women in media, entertainment and technology. We help organizations build a stronger pipeline of women leaders to guide our industry into the future. We do this by providing unparalleled professional development programs, commissioning original gender research and supporting a B2B network that advances women. *@WICT* is exclusive to our members and condenses our most popular social media posts into an easy-to-read, one-stop newsletter.

Want to showcase your company's support for DEI? Reach out to Cindy Key to talk about sponsoring the monthly @WICT e-newsletter.

TOP STORY

Research Concludes That Organizations with High-Trust Cultures are More Agile and Engaging with Teams.

The WICT Network is dedicated to promoting diversity and inclusion by sharing industry data and raising awareness. Discover how "Fostering a Culture of Innovation and Organizational Leadership" by The Clemmer Group emphasizes the importance of cultivating a culture of learning and innovation for success. To truly excel, we need open internal networks and a trust-based approach that sees mistakes as learning opportunities.

Click the link below to read more.

Read more

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Member Engagement

- Social Media
  - Be creative
  - Highlight sponsors and members
  - Increase your reach by asking members to engage

- Newsletters
  - Include interviews and stories from members, industry executives, etc.

Reference Materials

- AP Stylebook – available from Amazon

- The WICT Network Branding Guidelines & Resource Kit

- The WICT Network Style Preferences

- Privacy Policy & Chapter Privacy Guidelines

Connect with @WICTHQ

Facebook – www.facebook.com/wicthq

Twitter (X) – www.twitter.com/wicthq

Instagram – www.instagram.com/wicthq

LinkedIn – www.linkedin.com/company/wicthq

The WICT Network: SoCal Chapter Marcoms Best Practices

Celine West

The WICT Network: Southern California

Member Insights

- Periodic member surveys and interviews to gain insight into key audience pain points and the language they use
  - Understand audiences' WICT Network experience and what they hope to gain in both the long and short term
  - Plan relevant programming and communications to gain and retain members and constituents
  - Create marketing personas to track membership journey cycles

Monthly Marketing + Programming Meetings

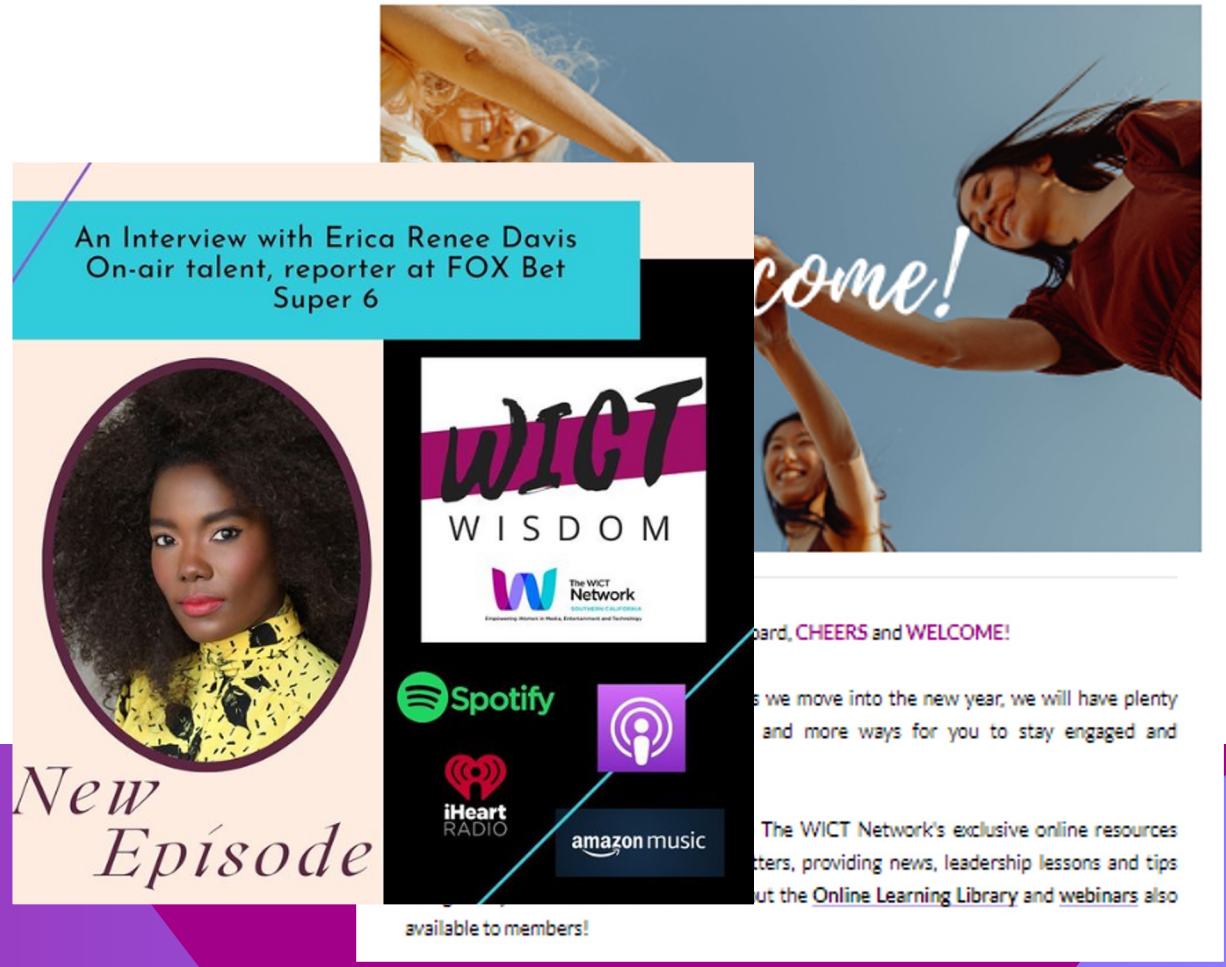
- Monthly meetings with programming team
  - Leverage tactics to fulfill mutual goals. Member insights informs programming curriculum.

	January	February	March	April	May	June	July	August	September	October	November	December
Global Leadership Programming				Executive Leadership Presence Program	Rising Leaders Program	Rising Leaders Program		Betsy Magnus Leadership Institute	Leadership Conference & Touchstones Luncheon	Executive Development Series: Leading with Power and Authenticity	Rising Leaders Program	
					2023 Signature Awards Luncheon	Senior Executive Summit				Executive Development Series: Executive Leadership Presence	Betsy Magnus Graduate Institute	
SoCal Chapter Programming Curriculum	Kickoff membership mixer	**Speed mentoring kickoff**	Career/Leadership Development event, webinar or series	Local-themed mixer	**Wonder Women LA**	Mid-year kickoff membership mixer	**Speed mentoring kickoff**	Career/Leadership Development event, webinar or series	**Tech It Out**	Local-themed mixer	**LEA Awards**	Holiday party
	Mentoring program kickoff meet and greet		Local-themed mixer			**Mentoring program kickoff meet and greet**		Local-themed mixer			**Mentoring program culminatio n event**	

Content Calendar with Cheat Sheets and Bi-weekly KPIs

- Content calendar helps to project timely content and work backwards from deadlines

  - Plan full campaign cycles with monthly KPIs
  - Includes team cheat sheets and a social media storyboard
  - Key collateral includes member dedicated emails and The WICT Wisdom podcast



Pre-Event & Post-Event Toolkits

➢ Pre-event toolkits serve as a simplified creative brief and messaging framework to dive into content planning and engage audiences strategically

- Identifies audience engagement opportunities to migrate attendees from one offering to the next

- Includes an on-site social media strategy to create more engagement and showcase highlights

JANUARY

*Project Management & Career Development Workshop - **Pre-Event Tools***

When: January 25
Where: Online
Who: Members of The WICT Network: SoCal community at large and those who want to be off to a smooth start for 2024, refine their New Year's resolutions and set themselves up for successful goal planning well into the future.
What: Breakthrough to Success: Goal Planning & Vision Boards

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Get Involved

- Working off of the momentum of events, offer opportunities to get involved in ways that suit individual interests and needs

- Interactive post-event content to nurture engagement, encourage involvement, and prompt user-generated content

- Offer potential leadership opportunities and roles to keep people connected and networking

Potential Collaborations

Social Media Marketing

The WICT Network
Empowering Women in Media, Entertainment and Technology

Q & As

The WICT Network HQ Communications Team

Angelissa McArthur
SVP, Membership Marketing & Chapter Outreach
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202-827-4783

Ella Krygiel
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