



Strengthen your connection with your members and your community at the

Communications Tools Workshop 2014

SATURDAY, OCT. 25 AT NJEA HEADQUARTERS, TRENTON
8:45 a.m. – 2 p.m. Continental breakfast and lunch will be provided. Cost: \$20

LEARN BEST PRACTICES FOR:



- Local association websites
- Social media
- Newsletters, public relations and more!

Target audience: Local association officers and/or committee chairs who want to strengthen their internal and external communications strategies.

Space is limited so register today!

If you have a communication, physical, or other disability-related need that may require assistance or accommodations to permit or facilitate your attendance at the event, contact Liz Murphy at NJEA at 609-599-4561, ext. 2321.

The Communications Tools Workshop is sponsored by the NJEA Editorial Committee. No PD credit will be offered for this workshop.

BREAKOUT SESSION I

1. Communicating electronically – email, texting and blogs. Explore tools and ideas to manage your online presence.
2. Social media and your members – use social networking platforms to engage your members.
3. Newsletters – tips and tricks to produce a top-notch publication and get your members to read what you write.

BREAKOUT SESSION II

4. Website content and design – What you should put on your local’s website and how to make it look good.
5. Social media and your community – use social networking platforms to engage your community.
6. Using your smartphone as a communications tool – take and share photos quickly and easily to report on and promote association events.

BREAKOUT SESSION III

7. NJEASites – Does your local want a website? Learn about NJEA’s website program for local and county affiliates and how to get started.
8. Social media success stories – hear about locals that are using social media effectively.
9. Get the good news out – find out how to get local newspapers and websites to carry good news about your district.

CLIP & RETURN:

NJEA COMMUNICATIONS TOOLS WORKSHOP REGISTRATION FORM

Registration deadline: Oct. 3.

Send this form with a check for \$20 payable to “NJEA” to:

NJEA – CTW
c/o Beneficial Bank
P.O. Box 13661
Philadelphia, PA 19101-3661

NAME _____

ADDRESS _____

CITY, STATE, ZIP _____

HOME PHONE _____ CELL PHONE _____

EMAIL _____

ASSOCIATION _____

COUNTY _____

I am the Association president Web/newsletter editor PRIDE/public relations chair
 Other

- Yes, I want a one-on-one newsletter critique. *Please enclose a copy of your newsletter.*
- Yes, I want a one-on-one website critique. *Please provide your URL:*

Please select your workshops:

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