

From: jstout@theintegratedlifestyle.com
Sent: Wednesday, July 12, 2023 10:54 AM
To: Georgie Gleim; Jeanette Loretz; Vintz Bitz; 'Robin Azevedo'
Cc: James Stout; Judy Johnson; peaworks@assoc-office.com; peaworks@executives.org
Subject: Discussion Points For July 13 Public Relations Committee Meeting
Attachments: Public Relations Meeting Notes - 5-10-2023.docx

Importance: High

Categories: 1-PEA

Greetings Team PR. It will be great to have our first PRC meeting this week at Café Wisteria.

To get the most out of our time together, Jeanette and I are providing a condensed version of our May 10 meeting notes. The full version is attached.

Public Relations PEA Style

- Public relations (PEA style) is becoming an internally directed series of initiatives with a proposed tag line of "Getting To Know You."
- For the duration of the year, we plan to use the social media platform Facebook to accelerate our awareness and appreciation of each member personally and professionally to grow our respective businesses.
- The guiding principle is "People do business with people, they know, like and trust."
- At our initial meeting, we explored alternative platforms before narrowing it down to FB.
 - LinkedIn
 - Instagram
 - Alignable (Free – B to B)
 - Yelp Reviews
- Facebook was deemed the most versatile way to create both personal and business oriented posts to facilitate:
 - Personal interactions amongst members.
 - Business visibility using FB business pages.
 - Business and personal interactions on the PEA Facebook page.
 - There was an initial effort to make our page public, but it turns out the logistics would be overwhelming. Better to keep it private and exploit it for both personal and business posts we choose to keep within our community.
 - Every member, in addition to building personal relationships, is in PEA to maximize business opportunities. We can be more up front about sharing our business specialties, competitive differentiators, and target audiences within this closed community. Our page is an underutilized resource.
 - Facebook has advantages that will increase exposure amongst multiple FB elements and other social media platforms.
 - FB is the most flexible option when it comes to:
 - Adding multiple images to a post.
 - Reordering and annotating each image as desired.
 - Copying a post among different Facebook elements as each post generates a unique URL. This also works well with LinkedIn and Alignable to save time and increase exposure.
- Proposed Next Steps

- Create an awareness of the Facebook platform and its potential to grow PEA member business as described above.
- Encourage with oversight from PR:
 - Each member becoming a Facebook user.
 - Each member having a Facebook page. This might take longer as some members might be unaware of the advantages of having a page and how to get started.
 - Re-emphasizing the presence and value personal and professional participation on the PEA page.
 - Agree on initial steps to quickly ramp up PR visibility to the rest of PEA.

Thank you for your participation Public Relations

Jeanette Loretz – Co-chair

James Stout – Co-chair



James Stout

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