AIA

No GR? No Problem!

Topics

- Setting priorities

- Making members part of your team

- Using social media

- "Seem bigger than you are."

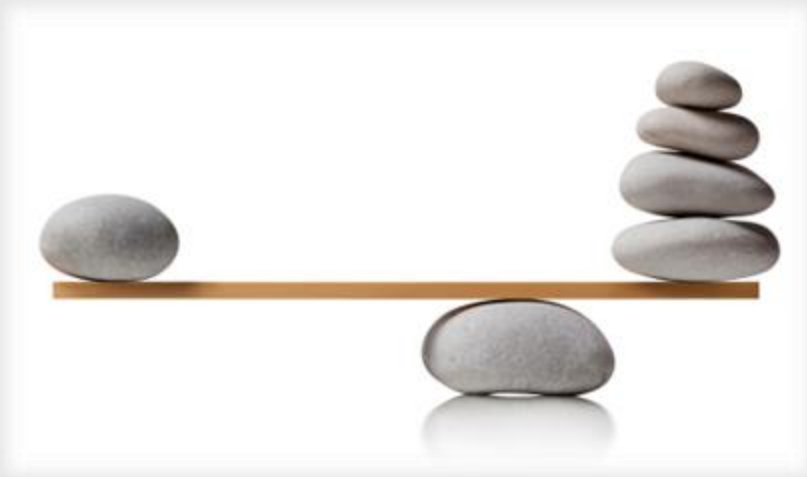# Set your priorities

Identify the "must win" issues

Balance ambition and reality

Set clear objectives and key results

Invite members onto your team

Assign relevant work to committee members

Identify members with specific interests, task them with tracking the issue

- Find news stories

- Track legislation

- Follow proposed regulatory changes

Find creative ways to encourage member participation

Leverage Social Media

Use social media to track issues and elected officials

- Over 50% of state legislators are on Twitter (X) and 75% are on Facebook

What you're telling me….

- "Keeping up with posting is overwhelming."

- "Carving out time to follow and respond is impossible…"

Social Media Management Tools

"Seem bigger than you are."

Form/join coalitions

Find easy ways to be visible

- Targeted social media ads

- Roundtable discussions

- Earned media

Questions?