

THE COMMUNIQUE



**The TSO Communications and Publicity
Committee Newsletter**

Welcome to a new biennium!

Welcome to a new biennium! Thank you so much for serving your chapter as a newsletter editor. It's a difficult job, but I feel newsletters are vital to the strength of the chapters. This is your tool for conveying communication between members, your chapter, the state, and the International organization. Email is wonderful and convenient, but we're overwhelmed with messages any given day and, if you're like me, tend to forget once you've read those emails!

We've already received several newsletters and I'm thoroughly enjoying reading each and every one. In order to receive credit for your newsletters, you must send copies to the following:

HARD COPIES

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E-COPIES

You may send electronic copies to your Area Coordinator and the area representative on the Communications and Publicity committee.

I look forward to getting to know your chapter through their newsletters this year!

Mandy Story
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Area 16 Iota Omicron

TSO Communications and Publicity Committee Members

Please send a copy of your newsletter to **your area's representative** on the TSO Communications and Publicity Committee. This can be done via email.

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TSO WEBSITE– ONE-STOP SOURCE OF INFORMATION

If you have not had a chance to do so, take a minute to visit the TSO website at www.dkgtexas.org for the latest news and information. If you will search under our Communications and Publicity committee page, you will find several valuable resources as you create your newsletters.

On the page, you will find a guideline for the Five Star

Award, a rubric for the required elements in each newsletter, and the criteria for a special Seal of Merit Award.

In addition, there is a template for editors to create a newsletter. Maybe a chapter is ready to change up their look, or perhaps a chapter has never used a newsletter. Either way, it's a simple template to plug in your information.

There are also forms to create chapter brochures. This is a great tool to present potential members who want a quick overview of the chapter in addition to information about TSO and International.

Speaking of International, Austin, Texas, will be the home of the 2018 International Convention! As TSO members, we are ALL hostesses!

Check the TSO website frequently for information and updates to pass on to chapter members both in the newsletter and during meetings. Let's do our part to get the state excited about the convention and make plans to attend.

SOCIAL MEDIA OPPORTUNITIES

Social media has consumed most of our society, and it's not going away anytime soon. Why not embrace it for DKG? Here are some ideas on how to incorporate social media into your chapter to link together the past and future members.

-create a Facebook page for your chapter. You can change the privacy to just allow mem-

bers to access the page, or you can open it up for the public.

-Do any of your members Twitter? Grab some attention by posting announcements of chapter meetings, programs, etc.

-Pinterest is a great place to glean ideas for projects and programs. DKG is on Pinterest, too!

-DKG has a YouTube channel! Share videos from conventions, regional conferences, etc., with members and prospective members alike!

-A very important piece of the social media and newsletter puzzle is the permission of a person's picture to be published. Make sure that whatever platform you use to communi-

cate with your chapters, you get the permission of subjects involved.



GUIDELINES FOR SOCIETY GRAPHIC USE

The use of society graphics can be a tricky area to navigate. Before posting anything with the DKG or TSO logo, please make sure you read up on what is acceptable and unacceptable uses. Society graphics are copyrighted, so there are important instances where the use of them is en-

couraged as well as instances in which it is not acceptable or legal to use the images.

Find the Resources Section on the TSO website. Click on the link to Use of Society Graphics. At the end of the image gallery, there is an informative guideline for the use of the graphics.

While most instances of use are acceptable, it is better to be safe than sorry and take a few minutes to verify the correct use of our Society's images.