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Division Officers – Communications Update 24 March 2021

This handout provides a brief overview of the communication tools that GSA maintains. Our website and our Member Community are two of our most effective tools, and while simple in some ways, might be a bit intimidating for a volunteer who has many other jobs to do both at home, and in service to GSA.

We're here to help you by providing some resources and we are available to address any specific questions you may have.

Please visit GSA's [Leadership Resource](#) page: under **Communications**, and **For Division Leaders**. Resources under Communications include:

- [Overview \(Will be updated with a link to this document for future reference\)](#)
- [GSA Member Community](#)
- [GSA Guest Blog](#)
- [Social Networks](#) - please revisit apparent authority updates from last fall
- [Email & Communication Guidelines](#)
- [Guidelines for Division/Section Logo Revisions](#)
- NEW: [Social Media MOU](#)
 - This services agreement lays out expectations and obligations for GSA Social Media Ambassadors.
 - If your Division is using public social media channels, please complete this MOU and return to Justin Samuel jsamuel@geosociety.org or Dominique Olvera dolvera@geosociety.org

The Overview document, in addition to the website and the online member community, outlines the purposes and characteristics of:

- *GSA Today*
- *GSA Connection*
- Speaking of Geoscience blog
- Social Media
- Blast email
- Press releases
- Webinars
- Logo usage
- and Print production

basically the arsenal of GSA Communication tools that are at your disposal. The overview document lists Staff contacts for each area if you have questions.

As far as GSA Today & GSA Connection are concerned, many Division announcements are already being inserted by staff members. (examples include things such as Division Awards and the Annual Meeting technical program). Divisions can, however, request additional exposure in these publications. For example, Divisions could submit a GSA Today Groundwork article on a topic that is of interest to their Division Members.

We are amenable to a Division News Corner on the GSA Homepage and/or in the Connection newsletter, but we need a steady, consistent stream of content. We can highlight Division anniversaries, accomplishments, & milestones, or link to your newsletters and blog posts.

To that latter point about blogs, the Society's [Speaking of Geoscience](#) guest blog is always in need of compelling stories and content. Engage your members to write about their field work, their outreach activities, what's new in your discipline, the possibilities are just about limitless.

GSA can help host a webinar for your Division. These are good lead generators for Division membership and a great way to share your expertise, ideas and opportunities. We can also issue a press release if your members are involved in newsworthy science.

Moving back to the [Leadership Resource](#) page - please see Resources for **Division Leaders**. **These** include:

- [Template for Division Annual Report to Council](#)
- [Division Operating Procedures](#)
- [Procedure: Candidates for Council - Division Liaison Position](#)
- [Guidelines for GSA Division/Section Logo Revisions](#)
- [Email & Communication Guidelines for GSA Divisions](#)
- [GSA Division Awards Procedures](#)
- [GSA Division Website Services Agreement \(MOU\)](#)
- NEW: [Division Webinar Requests](#)
 - We encourage Divisions to contribute to webinar programming, and GSA will consider accommodating up to five Division-led webinars each year on the basis of competitive application. Any GSA Division leader who would like to consider planning a GSA webinar should contact Justin Samuel, GSA Community Manager, for more information, and/or submit an application for consideration.
 - This webinar request policy outlines criteria for a GSA-hosted webinar, as well as Division and GSA Staff responsibilities for conducting a GSA-hosted webinar.

Bottom line: We are here to help you, so please reach out if you have questions or need assistance.

Member Community

If you need assistance with logging into the Member Community, the log-in procedure is detailed on the Leadership Resources.

The community is sync'd with our member database and places people in various groups based on their member record. So if your member record indicates you are a member of a particular Division you'll be placed in that group's community, same with service on a Division Management Board, etc.. 'Communities' vary in scale, but they all have the same core functionality which includes:

- Centralized discussion groups (reply from email functionality; like an enhanced listserv)
- Resource Libraries help archive shared documents and collaborative work products
- Member directories
 - Privacy/access settings - dynamic with the database as members roll on and off
 - All Division Management Boards have dedicated communities, please use this workspace for Division business. Helps with institutional memory for the Society.

Other Member Community groups pertaining to Divisions include:

- A Division officers community for sharing among yourselves (across Divisions)
- Division student communities, comprised only of student members - could be helpful for targeting those Division members with opportunities, etc.

Functionality enables:

- Division-scale member directory with powerful search capabilities
 - Profiles are the basis for member networking
 - If you haven't already done so, please ADD YOUR PHOTO to your profile. It makes the community a more friendly place.
- Division-wide discussions – email notification subscription setting for Divisions are set for Daily Digest (meaning members will receive all of the previous day's discussion posts nested in a single digest email - if there are not posts to the discussion no digest email will go out) and again email notifications serve as a list-serv type function, so members don't have to log in to participate in the discussion forums.
 - Topical questions
 - Announcements/Deadlines
 - Articles, etc.
- Division library (document sharing and archive)

The Higher Logic platform is built using Bootstrap architecture which gives all Division websites a responsive, mobile-ready design for better user experience on phones and tablets. Users only have to log in to use the Community functionality, everything else can be publicly viewable.

Division Web Manager Resources

Web Manager Community

(<https://community.geosociety.org/communities/community-home?communitykey=251b76df-2c9e-4b81-a9be-80292bc34766&tab=groupdetails>)

Division Web Manager Training Notes

(<https://community.geosociety.org/viewdocument/web-manager-training-notes?CommunityKey=251b76df-2c9e-4b81-a9be-80292bc34766&tab=librarydocuments>)

Lastly, on the Leadership Resource page is a Division site hosting Memorandum of Understanding - if you are currently hosting a site through the Division community and have not executed this MOU please complete this and return to Justin Samuel jsamuel@geosociety.org or Dominique Olvera dolvera@geosociety.org