



## **Rekindle Reconnect Recharge 2022 WSM TA Conference**

### **Social Media:**

- Short blurbs accompanied by a photo or graphic to post to our Facebook and Instagram pages:
  - 2-3 per month for Jan-Feb
  - 4-6 per month for March-June (or more)
  - Samantha can help provide photos/graphics if needed.
- 4 MailChimp emails to all WSM TA members
  - in February
  - when registration opens
  - when early bird deadline approaches
  - 2 days before registration closes
- Post directly onto various state chapter Facebook pages with custom advertising message
- Post directly onto various music teacher/musician groups' Facebook pages

### **Physical Media**

#### **Postcards**

- **Design:** start design and copy in mid-March
- **Review:** by March 30
- **Order:** by April 5
- **Labels/stamps:** drop off to volunteers on April 20
- **Ship to members date:** April 27
- **Target Date to arrive:** May 1
- Place postcards at the registers of Associate Member Ted Brown stores

### **Newspaper/Radio**

Reach out to each media partner in mid-March

- Ad exchange with NWPB
- Ad exchange with KINGFM
- Reach out to WMEA for ad exchange

Earned Media: Columbia River Reader

- Provide assets to Karla Dudley

### **Newsletters**

#### **Clarion Articles**

APRIL/MAY edition

Deadline for submission: March 15th

***Polished draft sent to Samantha and Carrie by Friday, March 11th***

*-add registration info, and accommodations info, if available*

JUNE/JULY edition **COMPLETED**

Deadline for submission: May 15th

***Polished draft sent to Samantha and Carrie by May 10***

### **Chapter Newsletter**

- **SMTA Staccato Notes**
- **EMTA Noteworthy**
- **SKMTA Newsletter**
- **Eastside MTA Newsletter**
- **Kitsap MTA Newsletter**

April, May, June

*Localize context and highlight presenters from these chapters*

*Send out by the 15<sup>th</sup> of the preceding month*

### **Direct Outreach**

- Direct emails to Chapter Presidents and District Directors with administrative info and opportunities
- Direct emails to Chapter Presidents and District Directors with social and community building events
- Chapter visits to give a short presentation about the conference the last two weeks of April and first week of May
- Registration Reminders to Chapter Presidents: April 4<sup>th</sup>, May 4<sup>th</sup>, June 1<sup>st</sup>
- Direct emails to collegiate chapters with custom messages detailing which sessions would be a good fit for them
- Direct messages to music schools (not colleges/universities) throughout the state

### ***Social Media Schedule***

#### **Posts on WSMTA FB and Instagram pages**

##### **March: 4 posts COMPLETED**

- 3/1: Focus on Registration open and close dates
- 3/10: Focus on Inna Faliks, Guest Artist
- 3/20: Focus on Banquet at McMennamins
- 3/30: Focus on an individual presenter

##### **April: 5 posts COMPLETED**

- 4/6: Focus on Banquet at McMennamins

4/12 Registration reminder, focus on venue  
4/18 Conference Hotel  
4/24 Brain Date  
4/30 Presenter Spotlight

**May: 5 posts**

5/6 Trivia Night  
5/12 Conference Pal  
5/18 Register to Volunteer  
5/24 Welcome Dinner at Roland Winery  
5/30 Focus on registration deadline

**June: 6 posts**

6/2 Picnic in the park and Ice Cream Truck  
6/8 Inna Faliks' Concert  
6/14 Registration deadline coming up  
6/17 Trivia Night  
6/20 Conference Pal  
6/23 So excited for \_\_\_\_\_ tonight at \_\_\_\_o'clock!

**Sample Chapter Outreach Email**

This year's WSMTA Conference will be held in-person from June 23 – 25, at Lower Columbia College, in Longview WA. Our Conference Guest Artist is Ukrainian-American pianist, Inna Faliks. The conference committee is excited to see you all again, and is hoping you'll consider attending, and possibly volunteering!

Volunteer opportunities include:

- \* Audio/Visual
- \* Banquet and Hospitality
- \* Monitors
- \* Nametags
- \* Packets
- \* Publicity

Registration will open online on April 1, 2022.

To volunteer or find out more information, contact Conference Chairs Laura Curtis (xxx@xxx.edu) or Carol Cross (xxx@xxxx.com).