



IDB ASSOCIATION OF RETIREES — COMMUNICATIONS COMMITTEE COMMUNICATIONS STRATEGY PROPOSAL

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1 INTRODUCTION

- 1.1 The purpose of IDB Retirees Association communications is to promote the Association as an advocate of retiree rights and interests; advise the IDB Group on pensions, health insurance, and tax reimbursement; and promote the Association's social, educational, cultural, and recreational activities.
- 1.2 The communications products target current members, their spouses, partners, and beneficiaries; IDB Group retirees who are not yet members of the Association; and IDB Group staff who will be retiring over the next five years.
- 1.3 At the request of the Association President, the Communications Committee has reviewed the Association's communications products and platforms—currently the webpage, In Touch newsletter, and Annual Report—and recommends the following strategy to improve their reach, quality, and impact.

2 PROPOSAL

2.1 Logo

The Association will proceed with redesign of its logo to achieve a more modern, streamlined look consistent with the IDB logo. The Association consultants will obtain proposals for review by the Committee and Board. The final redesign will be submitted to the IDB for clearance.

2.2 Web Page

The recently updated web page has a wealth of information of interest to the membership, so the Committee proposes to expand its reach, making use of already available content:

- 2.2.1 Use *newsletter content*: post time-sensitive newsletter content, such as select holiday luncheon photos, on the web page, with a short “teaser” caption or paragraph. This will make the web page even more visually appealing, potentially increasing newsletter readership and web page viewers.
- 2.2.2 Include live links to web page content in the newsletter: highlight web page content of interest to newsletter readers by tailoring links to specific articles to draw readers to the respective web page.

- 2.2.3 Post short “teaser” clips of “Telling Our Stories” videos: the full videos will be viewable by members only, and nonmembers will have the option of joining rightaway (in coordination with the Board member overseeing the video project).
- 2.2.4 Post select links with a short description on social media: see “Social Media” section below. Again, the idea is to leverage existing (that is, already approved) content to draw readers to the web page.

2.3 Newsletter

The newsletter also provides a wide range of articles of interest to the membership, but could be improved in its format, layout, and production process, as follows:

- 2.3.1 Use a magazine-like format rather than a newsletter format: this means more visuals, such as featuring larger, higher-quality photos and graphics, livelier titles, and more detailed captioning, and breaking up text-heavy articles with subheadings and art.
- 2.3.2 *Reassign tasks:* The Committee will be responsible for article review and editing, including photo selection and placement, and for final proofreading of both the English and the Spanish versions; the Association consultants will handle coordination of article drafting, translation and revision, and production, including layout and schedule management; the Association President or his or her designee will be responsible for final clearance of the newsletter before publication. To handle the extra work, the Committee will recruit volunteers from the membership to assist with writing, editing, and translating articles. If necessary, the Association may allocate additional funding or hire an intern to help with routine tasks.
- 2.3.3 *Hold regular editorial meetings:* to help ensure timely production and a solid pipeline of contributions, the Committee and consultants will meet every two weeks to discuss the pipeline and status of articles and coordinate production. The President or other Board members may attend if needed. Editorial meetings will cover (a) the newsletter; (b) web page updates; and (c) social media posts (if applicable—see section E below).

2.4 Annual Report

The Association’s Annual Report needs a substantial refresh to bring its content and format into line with current best practices. The only legal requirement for an Annual Report is to release the financials; the rest of the Report is entirely up to the organization. Most organizations therefore use their Annual Reports for outreach to provide information to the general public on their main activities during the year.

The Committee recommends the following changes in the Association’s Annual Report, to be instituted in coordination with the Association Secretary:

- 2.4.1 Replace minutes of meetings with original content: rather than reproduce minutes, the Annual Report should feature highlights of the Association’s main activities during the year, enhanced with photos and other visuals, such as key figures and quotes from the report.

- 2.4.2 Redesign the layout: the only standard format is for the financials; the rest of thereport should be easy to read and visually appealing, using photos and other graphics and an attractive layout. See for example the annual reports of the IDBCredit Union and AARP. The inside cover could include information on “Who We Are” and/or key numbers (membership, revenue, expenditures, reserves).
- 2.4.3 Replace the Association President’s Annual Meeting speech with and Annual Report message: The Message from the President should summarize the highlights of the year, serving as an overview of the Report. It should be no longerthan one page and include a photo of the President.
- 2.4.4 Replace the IDB President’s Annual Meeting speech with an Annual Report– specific message: like the Association President’s message, the IDB President’s message should be brief and focus on the IDB’s support for the Association and its activities during the year.
- 2.4.5 Highlight Association projects during the year: each committee should describeits main activities and include photos of the activities and if possible, of Association members that participated.
- 2.4.6 Include a section on institutional changes: for items not included in the committeeactivities section.
- 2.4.7 Include separate sections for “New Members” and “Obituaries”: if possible, with photos.
- 2.4.8 Reuse Annual Report content: in addition to posting a link to the Annual Report on the web page, in the newsletter, and on social media (if applicable), select excerpts from the Report will be posted on all three platforms throughout the year.

2.5 Social Media

Given that use of the Internet and social media has been on the rise throughout the Hemisphere (see the [2018 Global Digital Report](#)), the Association needs to have some social media presence if it wants to reach its target audiences. The Committee proposes the following plan to use social media to help increase the Association’s impact and membership:

- 2.5.1 Create a Facebook page: though its growth has slowed somewhat in recent years, Facebook remains the most popular social media site worldwide, with 2.5 billion users. A Facebook presence will enable the Association to reach all its target audiences and expand its reach by drawing many more viewers to its website.
- 2.5.2 Reuse existing content: The Association already has an abundance of preapproved material on the web page and in the newsletter. At its editorial meetings, the Committee will plan Facebook posts, starting with a minimum two per week, on a variety of topics of potential interest to the membership, for example, a photo from a recent event, a link to information on the new health insurance administrator, etc. The pipeline of Facebook posts will be cleared by the President or his or her designee.

- 2.5.3 Stimulate interactivity: The purpose of the Facebook posts will be to share Association news and events, stimulate exchanges, and motivate nonmembers to join the Association. For example, a photo of a monthly luncheon tour could include the question “Where do you like to take visitors in the DC area?” Teaser clips of the “Telling Our Stories” videos could be linked to a “Join Now” page.
- 2.5.4 Establish rules for comments: Facebook allows page owners to remove any content they want, so the Association will establish the following rules in the “About” section of the page:
- 2.5.4.1 *Welcome to the IDB Retirees Association official Facebook fan page! Here we’ll share news, stories, and information on member benefits.*
- 2.5.4.2 *We want to keep our Facebook page an open forum, but we’re also a family-friendly group, so please keep comments and wall posts clean. We want you to tell us what’s on your mind, but if it falls into any of the categories below, we’ll have to remove it:*
- 2.5.4.3 *We do not allow graphic, obscene, explicit, or racial comments or submissions nor do we allow comments that are abusive, hateful, or intended to defame anyone or any organization.*
- 2.5.4.4 *We do not allow third party solicitations or advertisements. This includes promotion or endorsement of any financial, commercial, or nongovernmental agency or international organization. Similarly, we do not allow attempts to defame or defraud any financial, commercial, or nongovernmental agency or international organization.*
- 2.5.4.5 *We do not allow comments that suggest or encourage illegal activity.*
- 2.5.4.6 *You participate at your own risk, taking personal responsibility for your comments, your username and any information provided. No anonymous comments are allowed.*
- 2.5.4.7 *For comments on IDB policy (not IDB Retirees Association policy), the Association welcomes submission of articles by members for publication in its quarterly newsletter, In Touch. Email your submission to retirees@iadb.org.*
- 2.5.4.8 *Also, the appearance of external links on this page does not constitute official endorsement on behalf of the IDB Retirees Association or our members.*
- 2.5.4.9 *Whew! Now that all THAT is out of the way, let’s get to know each other. Post, share and tell us what you’d like to see more of from the Association.*
- 2.5.5 *Monitor comments:* to enforce the above rules, Communications Committee members will monitor comments posted on the Association’s Facebook page on a rotating basis, for example, for a week each. They will have administrative rights to delete posts that violate the established rules. Since the idea is to have interactions with the members, the Committee member on duty will have the following options:
- 2.5.5.1 *Reply to comments: to thank people for their comments, add information, answer questions, refer people to other sources of information, such as the Association website, or correct misinformation. The Committee will prepare standard replies for use on social media.*

- 2.5.5.2 *Delete comments that violate the established rules: in the case of obscene, profane, or offensive posts, or any other clear violations of the rules, the Committee member on rotation will have the authority to delete them and will report to the Committee Chair and President on any deleted posts.*
- 2.5.5.3 *Not respond: in cases of negative comments where there is no violation of the rules and no misinformation to be corrected, the Committee may decide not to respond.*
- 2.5.5.4 *Refer questionable posts to the Committee Chair or Association President: if unsure how to proceed, the Committee member on duty will consult with the Committee Chair and/or the President or his or her designee to decide whether to reply, delete, or not respond.*
- 2.5.6 Have a trial period: the Facebook page may be set up on a trial basis and discontinued if it leads to undue controversy. If successful, the Association may consider using other social media platforms, such as Twitter and Instagram.
- 2.5.7 Report usage statistics: to ascertain the impact of the Facebook page and web page, the Association consultants will compile and report on statistics on page views at least monthly.