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2nd Vice President – Communications Report

It has been a busy time since the AGM in April.

Following the AGM, the Affinity Partners role was transitioned over to the 1st Vice President. This freed up some of my time to focus on other communications projects that have been on the back burner.

In June, our contract with Folks Digital for the trial social media project came to an end. Since then, it appears that our Facebook and Instagram activity has declined somewhat, while website traffic seems to have remained fairly steady. We are reviewing the results to determine what our next steps should be and will report back as we reach some conclusions.

In July, we published the Summer edition of *The PEN*. Thank you to everyone who took the time to send us your comments and contest entries — it is always nice to know that someone is actually reading what we put together! I would also like to thank our Communications Team for the many volunteer hours they dedicate to providing content and helping produce the magazine.

In September, we had new postcards designed and approved for printing. These will be used at expo booths, advertising events, and other opportunities to promote the Association.

We are also working on redesigning our current three-fold flyer into a two-fold version. This will be available in the new year and will be included in the retirement packages sent out by the Pension Corporation. If you would like any for your branch outreach, please let Jodine know.

Another project underway is updating our templates and making them more consistent across the Association. This includes bulletins, eblasts, meeting announcements, letters, reports, newsletters, and other

communications. Our goal is to create a consistent look while still making each type of communication easy to identify immediately by its header. You should start to see some of these changes appearing over the next few months. And, as always, we welcome your feedback.

Currently, we are working on the December edition of *The PEN*. We have requested articles and input from each branch and are hoping to have some great stories to share.

As usual, we are always looking for new volunteers, articles, ideas, and inspiration. So, if you have something to share, please let us know.

Thank you to everyone who continues to support our communications efforts. There is always plenty happening behind the scenes, and it certainly takes a team to keep it all moving forward.