Guidelines for CoPs' e-newsletters

Using the newsletter module to drive engagement

Tips to drive engagement:

1- **Have Identified the unique key words that represent the Community Identity**

The first key word the PM Global Sustainability council identified is Sustainability

2- **Have a clear understanding of what your unique key words mean (to PMI and to your CoP, to your stakeholders, to society at large)**

"To PMI, sustainability is the attainment of enduring economic, social and environmental well-being of all elements of society".

--→The newsletter should clearly communicate this concept to subscribers in three or four articles and announcements.

3- **Have handy the "Wants and Needs Survey" results as wonderful source of information".** *You must give what subscribers want!*

For example:

- *What are the most important reasons for joining the Community*: Exchange Ideas, Solutions, Experience and applications??
- *What are the most interested member's benefits to receiving*: Attend complimentary educational webinars, Virtual seminars and workshops??
- *What topics are of most interest to subscribers?*

--→The newsletter should meet these Wants and Needs

4- **Have handy the most recent Weekly Reports**

This report identifies the most popular pages on your site and shows you key metrics for each page such as Visits, Page Views and Average Time Viewed

--→The newsletter should consider the subscriber´s priority

5- **Use simple vocabulary to write Great Messages to be understood by every project manager.**

Communities of Practices are Global!

- *How many countries your Community subscribers are from?*
- *How many native languages your subscribers speak?*

--→The newsletter should be understood by every project manager.

6- **The most successful e-mail newsletters have the following elements:**
- Information is quick, easy to read, scannable for mobile and smartphone devices, tablets and PC/Macs.

- Keep the newsletter short – put the content on the website. Create short 1-2 sentences and direct traffic back to the website
- The format is quick and easy to read
- Create a relevant subject line – Create titles that are a Call To Action – titles with the words such as: complimentary, reminder, free will go to SPAM, But titles that call a member to action will gain a higher response rate.
- Frequency is appropriate to the information need
- Work with your VCA to assist you in training newsletters and design format.
- Work with your Community Knowledge Leader also. The acknowledge content is in the community website.
- Find support to help with copyediting
- Use Consistent fonts, colors. Don't use all italics or red font

Finally, *if three quarter of subscribers is aware of knowledge resources or webinars and as many rated it extremely or very valuable?* **Congratulations you got engagement!**

Ing. Mónica González, MBA, PMP®
Marketing Service Lead
Project Management Institute
PM Global Sustainability Community of Practice
Online: http://sustainability.vc.pmi.org/
Email: monica.gonzalez@vcleader.pmi.org