



Associations Forum National Conference 2017 (#AFNC17) Communications Special Interest Group Workshop

The **Communications Special Interest Group (SIG)** is for associations, charities and other not-for-profit organisations. This group aims to connect those working in the communications area of associations and other NFP organisations, with a view to the sharing of ideas, knowledge and visions. To be part of this group you need to be working or volunteering for an association or other NFP. We also welcome students & others interested in the association sector.

To join the **Communications SIG**, go to LinkedIn (<https://www.linkedin.com/groups/13507024>) or email philippa@associations.net.au

Workshop topic: Sourcing content – for E-news, publications, media releases, social media and/or websites

Workshop Questions:

- What are your strategies on sourcing content for communications?
- Do you produce content internally and/or externally?
- What resourcing do you have for content production? How do you manage resource limitations? (Take into account financial and human resources)
- What is your criteria for judging relevant content?
- What are the editorial guidelines you use?