

Capitalizing on the DKG Brand

The first of the four-part series of C&M Modules was held on October 16, 2021. The virtual webinar offered attendees a fresh perspective on capitalizing on the DKG brand to market the Society within and beyond the membership.

Take-aways from Module #1:

- [DKG Branding Guidelines](#) should be consistently referenced
- Maslow's Hierarchy of Needs aligns marketing DKG to members and nonmembers
 - DKG Logos and graphics can speak to the five levels of human needs
- Emotional Branding forms a relationship between consumers and a brand
 - Implication – emotional branding through the use of Society graphics and logos allows members and nonmembers to form a relationship with DKG
 - Action – market DKG as a brand that can emotionally meet the needs of the applicable consumers – members, prospective members, and community agencies

If you missed sessions, want to revisit the ideas, or want to share with others, you can access the recorded sessions through the DKG website. Could be a productive chapter program or a valuable convention session. [Webinar Resources - Capitalizing on the DKG Brand](#)

Highlighting C&M Module #2 Enhancing Communication Tools

The second C&M Module offered attendees constructive information for enhancing DKG communication tools. Panelists' highlights are offered in this issue of *Get Connected*.

Enhancing Your DKG Communication

Through Presentation (Marie Mueller, OR State Editor) Presentation (publication) needs to be eye-catching and interesting. Use DKG website for accurate information and resources. Design presentations knowing they may be printed or displayed on various devices. Include small group photos and ensure written permission if/when sharing publicly. Follow all copyright laws. Effective use of multiple columns, photos, and white space makes it easy to read and attractive. Publication is not complete until it has been proofread, edited, and proofread again.

With Interaction (Carol Bostian, NC DKG State Editor) - Publications should encourage two/multiple way communications. Create scavenger hunts in your state bulletins and offer incentives for participation. Design a QR (quick response) code to specific publications/sites to direct members to more information, or on brochures directing potential members, or on a chapter newsletter directing them to an online application. Visit www.qrcode-monkey.com to create free QR codes for your chapter.

Using an SEO (Grace Pitzer, OR State Webmaster) - Search Engine Optimization (SEOs) allows search engines (e.g., Google or Yahoo!) to find your website. SEOs, created by webmasters, **include** character sentences of key words or phrases unique to each website page. An SEO describes page content and is audience specific.

Building a Network (Donna Rudisill, NC DKG, Director of Community Relations and Marketing for a local business) – Publications are valuable only when read. Marketing 101 is growing a network that wants/needs information being offered. Facebook pages and groups allow 'Friends' to "Like Us" which increases the audience or network of persons receiving the latest information. Encourage members to share publications outside the membership to increase the network of readers.

Future C&M Modules - Open to all members

- January 29 @11:00 CST- *Maximizing Social Media...Digital Newsletters, Facebook, Instagram, Twitter*
 - <https://us06web.zoom.us/j/85623462042?pwd=NEJLVng5d3dXWk04ajk4MnhIRUFFUT09>
Passcode: C&M2022
- March 5 @11:00 CST- *Copyright, Fair Use, and Public Domain- Information for All*
 - <https://us06web.zoom.us/j/87339977892?pwd=OEsweljZETHhMYk04ajk4MnhIRUFFUT09>
Passcode: C&M2022