

A large computer monitor with a silver stand, displaying the title text. The monitor has a black bezel and a silver base. The text is centered on the screen.

The Essentials of Communication

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**Seaboard Regional Communications
Vice-President 2017-2018**

**Some of this information is adapted from Previous communications packets.*

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Welcome to the Comm Club

Congratulations on stepping foot into the wondrous world of comm. You are now a member of an elite group that is always in the know. As comms, we are the eyes, ears, and face of USY. Being in this position, we have to distinguish what is essential for others to know, and communicate accordingly. Lucky for us, as comms, we have the ability to form phrases, which convey the most important information in a way that's easy for others to understand. This talent defines us as comms. Anyone can post online, but only a few can get others to see their side of the story.

You now hold a position similar to one of a butterfly. You have the power to influence everyone around you if you choose to use it, just like a butterfly has the ability to flutter its wings and cause a typhoon halfway across the world. How you choose to use your power is up to you.

My job is to help you use all of your power to interact with USYers on every platform by aCOMMplishing your goals. Whatever you need, I am here for you, as a fellow comm and friend. Please contact me anytime! Let's together create a life-changing typhoon, in the best way possible :)

Lots of love,

Julia

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SEABOARD REGION USY / KADIMA 2017-2018 CALENDAR

MARK YOUR CALENDARS TO JOIN US FOR ALL OF THESE AMAZING EVENTS...



SEPTEMBER 16

USY FALL KICK-OFF PARTY (PUMP IT UP, SILVER SPRING, MD)

SEPTEMBER 17

USY LEADERSHIP TRAINING INSTITUTE (ADAS ISRAEL, WASHINGTON, DC)

OCTOBER 27-29

FALL KADIMA KALLAH (SANDY HILL CAMP, NORTHEAST, MD)

NOVEMBER 17-19

USY Fall Convention (Capital Retreat Center, Waynesboro, PA)



DECEMBER 21-24

SEABOARD USY PRE-CONVENTION (BETH HILLEL CONGEGATION BNAI EMUNAH, WILMETTE, IL)

DECEMBER 24-28

USY INTERNATIONAL CONVENTION (CHICAGO, IL)

JANUARY 6

Kadima Saturday Night Live (Congregation Beth El, Bethesda, MD)

JANUARY 7 - MARCH 18

USY & KADIMA BASKETBALL LEAGUES

JANUARY 12-14

NORTH CAROLINA SHABBATON (NEW ADDITION FOR USY!)

JANUARY 27

SEABOARD USY FORMAL GALA (LOCATION: TBA)

FEBRUARY 9-11

Claire Sodden Memorial Weekend (Beth Israel Congregation, Owings Mills, MD)

FEBRUARY 16-18

WINTER KADIMA KALLAH (CAPITAL CAMPS IN WAYNESBORO, PA)

MARCH 10-11

USY Mid-Winter Kinnus (Congregation Beth Emeth, Herndon, VA)

APRIL 22

USY & KADIMA KINGS DOMINION DAY

MAY 25-29

SEABOARD USY SPRING CONVENTION (LOCATION: TBA)

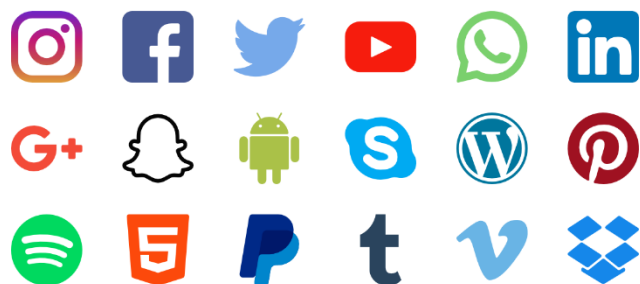


What is the Communications VP Position?

Most people believe the only role of the Comm VP is to post on social media. This is only true if we make it true. Comm is what we make of it. We can change how others perceive comm through the amount of effort we put into our job. We all know that comm is more than an Instagram post, so let's make sure others know too.

Comm is an incredibly unique position, because there is so much that can be done with it in person and online. Comm can be incorporated into every other USY position, however it is also distinctly its own. It's the fundamental aspect of USY. Without comm, no one would know about events to say the least. In fact, without comm, we wouldn't be in contact with anyone, so USY wouldn't exist in the first place. Therefore, comm is the most important position and arguably requires the most effort.

Our job as comms is to interact with other USYers both inside and outside of events. Inside events, if we aren't running a program, we are taking pictures and talking to all of the USYers. Outside of events, we plan future events/programs, encourage people to attend our events, and, most importantly, engage USYers online. Each of these three main jobs is divided into smaller tasks, which wouldn't occur without us Communications VPs.



What is Communication?

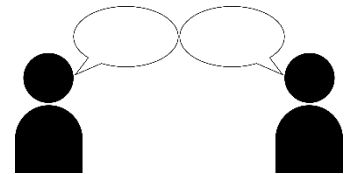
Merriam-Webster defines communication as “a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.” Therefore, effective communication is a two-way street.

What does this mean?

-Be interactive!!

All individuals/groups have to express their opinions and ideas, and all individuals/groups have to be heard.

What does this look like?



In person:

- Having conversations in which every person adds to the discussion by building off of each other's COMMENTS
- Asking questions & actively listening
 - Responding to provoke additional dialect
 - Giving COMPLETE undivided attention

Online:

- Giving USYers opportunities to express their thoughts
 - Posting to prompt direct feedback
 - Encouraging people to...
 - Answer/ask a question
 - Share a memory
 - Post a certain picture
 - Fill out a form
 - Sign up for an event*
- Sharing, featuring, and reacting to member's posts



*Not all posts should be about events, because USYers will become uninterested online and pay less attention to important announcements.

How to Make Communication a Two-Way Street



- Create online COMMpetitions
 - Regional example: *commtest*
- Ask members to send in pictures from previous events to post on social media
- Keep streaks with members from the chapter's Snapchat
- Create online games
 - Example: "Buzz Feed Quizzes"- *Which board member are you?*

How else can YOU make communication a Two-Way Street?

1.

2.

Why make communication a two-way street?

Making Communication a two-way street keeps people engaged online. Therefore, when it's time to advertise, people will actively see the posts about events and be more likely to attend.

COMMstitution

1. Use **ALL** communication platforms (including social media, phone calls, emails, and in person conversations).
2. **ALWAYS** use personal reach outs. Do **NOT** rely on social media to get your point across. People are more likely to attend an event if they receive a call from a friend inviting them.
3. **Act** like a real person online (don't be over excited or overconfident).
4. **Don't** over post.
5. **Give** others as many opportunities as possible to share their thoughts, ideas, experiences, etc.
6. **Avoid** Vomit words (words that don't add meaning to a sentence ["truly", "extremely", etc.] and vague and overused words/phrases ["incredible", "unique", etc. as well as referring to the ways in which something is done as "new and creative", "fun and exciting", "unimaginable", etc.]).
7. **Use** capitalization, punctuation, and emojis to your advantage (ex: "We **CANNOT** Wait to see and answer the questions you ask!!")
8. **Include** all necessary information (and make sure it stands out).
9. **Include** multiple pictures and images.
10. **Incorporate** branding.
11. **Be** interactive (communication is a two-way street).

How to...

Make Phone Calls:

(as written by Renana Harris-Blumenthal, 2016-2017 Seaboard Regional Communications VP)

- Introduce yourself (name and title)
- “How are you?”
- Explain why you are calling on a personal level
 - “I see you responded ‘interested’ on Facebook for (event), I really hope you will come because...”
 - It made me so happy to see you at (past event), we have another event coming up on (date) at (location), do you think you would want to come?”
- Ask about what they are interested in and then relate that to the event
- Close by saying that they can reach out to you if they have questions or concerns
- Tone
 - Excited
 - Slow and clear
 - Pause for reactions and questions

Take Pictures:

- Only take pictures featuring people who are smiling and having a good time
- Take posed pictures where people are smiling at the camera
- Take pictures of people participating and having fun
 - What this looks like-
 - People laughing & smiling while engaging in an activity
- Take some videos
- Make sure photos/videos are clear and focused
- Post all good pictures and videos after the event

*Note: make sure there are an equal number of posed pictures as there are participation shots.

Make Flyers:

(as written by Louis Popkin, 2015-2016 Seaboard Regional Communications VP and 2016 International Communications VP)

Flyers are an invaluable tool used to publicize specific programs or events. Ideally flyers go out about every program. These contain all of the information about a program that a USYer might need to know. Flyers can be done online, on paper, or both!

Flyers should have information about:

- Who?
- What?
- When?
- Where?
- Why?
- Cost?
- RSVP?
- What to bring?
- Where can I get more info?



Tips About Making Flyers:

(adapted from Louis Popkin and Renana Harris-Blumenthal)

- Include all necessary information
- Keep words to a minimum
- Put important information in the center and make it stand out using bold letters and capitalization
- Use an exciting font that is still easy to read
- Use a big title
- Put an attention-grabbing picture on the page
- Include pictures from previous events and other event-related images
- Don't use copyrighted pictures (pictures straight from Google)
 - Find free images at <http://www.publicdomainpictures.net/>
- Use contrasting colors which aren't too bright (and make sure there aren't too many different colors on the page)

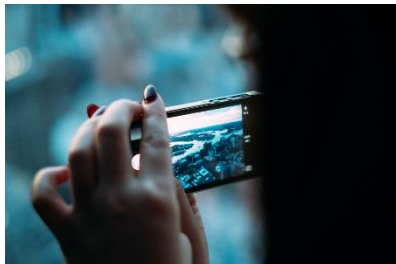
Incorporate Comm into Events/Programs:

Events-

- Make a collaborative Snapchat story during events
- Create Geotags for events

Programs-

- Use QR codes
- Play online games such as Kahoot
- Use Remind 101
- Take pictures as part of an activity
 - Do a scavenger hunt: have USYers send in pictures of the items they find or send out a close-up picture of an object and have USYers figure out what the item is/find it
 - Do a photo safari
- Search through old social media posts to find a specific word or phrase, which happens to be a secret code, a hint, a clue, an answer, etc.
- Film a music video
- Record a song



Take Minutes:



(as written by Louis Popkin)

Taking minutes is so important and essential to your meetings and your chapter functioning to its best. If you don't know already, minutes are the literal "minutes" of a meeting, they are basically notes of ideas said and important information discussed through the meeting.

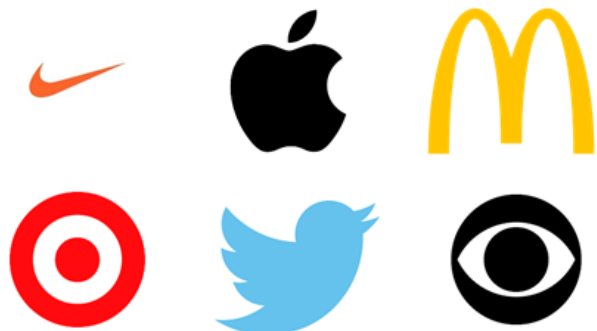
- Focus on what's being said. Take notes on it—just like if you were in school.
- Use shorthand to write faster.
- Don't waste time writing down too much detail.
- Make sure you can read your minutes.
- When taking minutes, don't forget to participate too.
- Leave out sarcastic or tactlessly frank comments.
- Don't forget to include the date and opening and adjourning times.
- Type the minutes as soon as possible after the meeting.
- Send an email out to the board summarizing the events of the meeting.

The Basics of Branding

(as written by Louis Popkin)

Branding is identity; it's the public image and consistent visual theme that is carried across the whole organization. It's a label and makes certain colors and schemes easily recognizable.

Can you name all 6 of these brands?



ACOMMplishing Your Goals

	Goal/ Project/ Program	Steps	By Whom and When	Done
1		1.	<input type="checkbox"/>	<input type="checkbox"/>
2		1.	•	<input type="checkbox"/>
3		1.	•	<input type="checkbox"/>

Regional Comm Initiatives

Snapchat Swap:

Snapchat Swap is a two-part program, which gives us the opportunity to share our experiences with everyone in our region. The first part of the program involves a different Regional Officer taking over the Seaboard Snapchat each month, posting stories and keeping streaks. The second part involves YOU. During your chapter's events, please send me the pictures AND videos you take, so I can post them on the Seaboard story. That way, the whole region can see your amazing events, feel like they are there, and be encouraged to attend them in the future.

Commtest:

The *Commtest* is an online *competition* put together last year as a way for you to share your favorite memories and parts of Seaboard USY. There are three types of *Commtest* questions that come out throughout the year, which you can respond to in the Seaboard Region USY Facebook group with the hashtag #*Commtest*. The first type of question comes out monthly in the *Seaboarder*, Seaboard's online newsletter. If your response wins, it will be featured in the following edition of the *Seaboarder*. The second type of *Commtest* question comes out in the Facebook group a couple of times before the registration deadline of the next event. For these questions, your post may be highlighted in future event advertising. The final type of *Commtest* question is the Pump Up Week responses. When you respond to any of these three questions, your name gets put in a raffle for a regalia package. The more times you post for the *Commtest*, the more times your name gets put in the raffle. However, each *Commtest* question is only worth one spot in the raffle. For example, if you answer the same question twice, your name will only be put in the raffle once, but if you respond to two different questions, your name will be put in the raffle twice. As comms, I need your help promoting the *Commtest*. Please submit a response for each *Commtest*, encourage your chapter members to post, and share the questions on your chapter's Facebook page.

*For Pump Up Week, please also share the images on your chapter's other social media platforms.

Seaboarder.

The *Seaboarder* is Seaboard's monthly newsletter, which features articles written by USYers across our region. Each edition of the *Seaboarder* has a specific theme as well as an "Upcoming Events" section. If you want your chapter's events to be featured in the *Seaboarder* for everyone to see, please send me the name of the event, the date, the time, the location, and a one sentence description of what the event will be at least a MONTH in advance.

Yearbook:

This year, as a region, we will be creating a yearbook with pictures and descriptions of each regional event, senior superlatives, pictures sent in by you, chapter sections, *Comm*test winners' responses, letters from the REB, editions of the *Seaboarder*, and so much more!! If you have any suggestions on what else to include, or you have pictures to submit, please email me.

#Comm4Lyfe

As comms, we are cable of influencing the thoughts and actions of everyone around us. Our words can cause a ripple effect, so we need to make sure we use them to help and not hurt. The skills you embody as a comm will stay with you for the rest of your life...once a comm, always a comm.

