

Music City Vikings Communications Strategy¹

Social Media and publicity for Music City Vikings (MCV) is primarily under the purview of the Publicity Officer. They are responsible for creating posts, managing the Facebook and Instagram accounts, posting events to local publications, and working with the Secretary to keep the website updated. However, communication with membership is shared with the Secretary so they may also create social media posts on an as-needed basis. If other officers would like to advertise events or post information to social media or local publications, they should provide a photo or graphic and accompanying text or caption to the Publicity Officer, and they will post it to Social Media.

Communication Policies:

Social Media Posts: All social media posts should be current, relevant, and of interest to current and potential members of our lodge. “Regular” posts will advertise lodge events and annual Norwegian holidays and are shared to both Facebook and Instagram. “Non-regular” Facebook posts will highlight MCV member achievements or members in the news, or will be posts of wide-ranging interest to the membership from Sons of Norway, other District 5 lodges, and general Norway culture/travel pages. Posts shared from other pages should come from the Music City Vikings feed and not individual member feeds to ensure they are not coming from a private group and are therefore hidden from membership. For each post shared to the Music City Vikings page, an engaging caption that provides context for the post is required, with appropriate hashtags or link to our website. “Non-regular” Instagram posts will include photos of member achievements or members in the news, and should be posted in the main MCV Instagram feed. Reposts of photos and videos of general interest to members should go on Instagram Stories with appropriate captions, GIFs, and music.

Social Events: Lodge social events will be advertised by the Publicity Officer via Facebook and Instagram and by the Secretary via the website, events calendar, email, and newsletter.

Annual Lodge Events: Our Syttende Mai and Julefest events will be advertised by the Publicity Officer via Facebook, Instagram, and local publications (e.g. *The Nashville Scene*, ‘Now Playing Nashville’ websites and/or other local publications). The Secretary will add the events to the online calendar and website and email reminders to the membership at appropriate intervals.

¹ The social media portions of this policy were written to be in compliance with the “2016 SON Social Media Policy,” “Content Calendar,” and “Facebook4Members” policies and procedures published by Sons of Norway International.

Communicating with the Membership:

If an officer or member needs to email an *individual* member, they can do so from their personal email account.

If an officer or member needs to email the *entire* lodge membership, that must be done via the Music City Vikings Gmail account. Emails meant for the entire membership must be sent to the current Secretary, and they will distribute it to the membership email list.

If a member does not have email or internet, the Secretary will print the newsletter as it is published and mail it to the member.

Social Media Procedures:

Regular Social Media Posts (Goal is 2 per week)

Lodge Meetings:

- 2 weeks prior to meeting:
 - Post topic, time, and location for next meeting with a relevant photo to both Facebook and Instagram.²
 - Repost to Instagram stories with 'new post' graphic and appropriate music
 - "Pin" the post to the top of the Facebook page and remove the previous pin. This will help our followers find the most recent information quickly.
 - Provide appropriate caption and #D5ComingAlive (Hashtag for 2023 District 5 motto)
- 1 week prior to lodge meeting:
 - In Typorama app (or equivalent), create a photo post with meeting reminder; post to both Facebook and Instagram
 - Repost to Instagram story with appropriate music.
- Day of/Day after lodge meeting:
 - Post a photo with caption recapping the meeting to both Facebook and Instagram
 - "Pin" the post to the top of the Facebook page and remove the previous post
 - Add #D5ComingAlive to the caption

Holidays (Easter/God Påske, Syttende Mai, and Christmas/God Jul):

- DAY OF:
 - Create photo posts to share to Instagram and Facebook

² This will change when the email address tied to the Facebook page is changed to the MCV Gmail and we can 'push' Instagram posts directly to Facebook.

- These can be images found via Google Images or Facebook reposts from other Sons of Norway pages/groups and/or Norwegian Facebook groups

Social Events:

- As soon as dates are finalized, the Secretary will post them to the website, online events calendar, and include in the newsletter (as applicable).
- 2 weeks prior to the event: the Publicity Officer will post the event to social media following the guidelines for 'regular posts,' and the Secretary will email a reminder to the membership
- 1 week prior to the event: The Publicity Officer will post a reminder to social media following the guidelines above
- The day of/after the event: The Publicity Officer will post photos to social media, and the Secretary will post photos to the website. Both will include captions and a listing of which members are in each photo
- Bimonthly Newsletter: The Secretary will include photos in the newsletter immediately following the event.

Syttende Mai and Julefest:

- As soon as dates are finalized, the Secretary will post them to the online events calendar
- 8 weeks prior to the event: The Publicity Officer will post a "Save the Date" graphic to social media. The Secretary will post a "Save the Date" to the website, email the announcement to the membership (this email can be part of regular lodge communication), and include it in the newsletter.
- 4-6 weeks prior to the event: The Publicity Officer will reach out to local websites and publications to advertise the event. The Secretary will send a formal invitation to the membership via email.
- 2 weeks prior to the RSVP Date: The Publicity Officer will post a reminder to social media (following guidelines above) and make sure local publications are still advertising it. The Secretary will email a reminder to the membership.
- Day of/after the event:
 - The Publicity Officer will post a photo carousel to Instagram with member photos of the event and an engaging caption; Add the post to Instagram stories with 'new post' graphic and appropriate music
 - The Publicity Officer will post an album of the same photos to Facebook with an appropriate post caption and captions of members pictured in each photo. The Secretary will grab those photos and post them on the website.

- For both social media posts, add #D5ComingAlive (or hashtag for whatever the District 5 motto is that year) and either #MCVSyttendeMaiYEAR or #MCVJulefestYEAR
- Bimonthly Newsletter: The Secretary will include photos of the event in the newsletter that immediately follows.