Description of Effort:

Volunteers (5-10 members) on the Marketing and Communications team (Marcom) from our chapter attend all activities and events. They take pictures, post information and photos on LinkedIn, Facebook, Twitter, Instagram and the ATD Houston website during and following the session.

Need(s) addressed (please be specific):

The needs that this effort fulfilled are:

- Documentation of our activities and events for chapter archives
- Market the activities and events to members, non-members and the greater Houston community
- Provide leadership opportunities on the Marketing and Communications team for our volunteers
- Utilize technology to make the greater Houston area aware of ATD Houston
- Allow members to be highlighted at events and to see current technology in action

What is your chapter’s mission?

“Growing talent development professionals through creative programming and networking to discover and achieve unprecedented levels of performance.”

How does this effort align with your chapter mission (Please provide specific examples)?

By supporting our volunteers and promoting their usage of networking and technical skills, they grow and achieve another level of performance. This comes not only in the use of technology but also in leadership and responsibility. This provides gains for them as individuals, for ATD Houston and for the talent development industry.

*ATD Mission: Empower professionals to develop knowledge & skills successfully.*

How does this effort align with ATD’s mission (Please provide specific examples)?

This aligns with the ATD mission as we are actually empowering the professionals of our chapter to further their knowledge and skills of technology, marketing, communications and leadership.
Target Audience (Who will benefit/has benefited?):

The chapter, chapter members, non-members and the greater community have and continue to benefit from the efforts of these volunteer leaders as well as the individuals themselves.

Costs/Resource Used: (Include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources.)

The resources used were the volunteers and their time of 1-2 hours per activity or event along with the ATD Houston social media platforms and website.

How did you implement? (Please give a brief description.)

The Marketing and Communications team had volunteers who chose a specific means of media to cover our activities and events. They come and use their knowledge and skills to share the information and photos with the greater Houston area via the various medias chosen. If they are unable to attend, they find another ATD Houston member who will handle their duties there by increasing the number of volunteers that we promote and support.

What were the Outcomes? (Please include hard data regarding financial, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)

The outcomes from this group of volunteer leaders’ efforts are:

- Increased engagement rates of members and guests
- Increased marketing and publicity of ATD Houston
- Increased marketing and publicity of ATD
- Increased marketing and publicity of the talent management profession
- Increased involvement and numbers of volunteers
- Leadership opportunities for volunteers
- Opportunity to showcase ATD Houston in real time
- Documentation of activities and events for chapter archives

Lessons Learned: (Hints and tips for other Chapters who may be considering a similar effort)

The lessons learned include:

- Images in social media increase engagement 3-4 times over messages without photos
- You can rely on your volunteers
- Technology doesn’t always work but you can get through it
- Focused marketing and publicity does make a positive difference
- Sharing leadership builds a stronger chapter
- Having fun can be contagious
Please list the specific ATD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc):

The specific ATD chapter resources which we used and/or served as a guide are:

- ATD Houston Board of Directors
- ATD Houston Marcom team members and volunteers
- NAC representative and chapter member and VP of Marcom, Debbie Richards
- ATD rebranding materials
- New ATD Houston website using Wild Apricot \( \text{www.tdhouston.org} \)
- ATD Houston LinkedIn: ATD Houston
- ATD Houston Facebook: ATD Houston
- ATD Houston Twitter: @ATDHouston
- ATD Houston Instagram: #ATDHouston

How did you become familiar with the Sharing Our Success (SOS) program?

☐ Saw or heard of SOS from Twitter
☐ Saw or heard of SOS from Facebook
☐ Saw or heard of SOS from another Chapter Leader
☐ Saw or heard of SOS from LinkedIn Chapter Leaders group
☐ Saw or heard of SOS on an area call with a NAC representative
☐ Found SOS on ATD website
X Other

We submitted an SOS in 2013 and were recognized for it. The SOS was shared at ALC and at Chapter Leader Day in Orlando.

Please email completed forms to SOS@td.org along with any supporting documents.