TELLING YOUR CHAMBER’S STORY

Webinar for ACCE
Thursday, July 16, 2015

Presented by Amy Smolik
Sioux Falls Area Chamber of Commerce
TELLING YOUR CHAMBER’S STORY

Amy Smolik
Marketing & Communications Manager
Sioux Falls Area Chamber of Commerce
asmolik@siouxfalls.com
605.373.2054
@bennie411
Amy Bennett Smolik

Sioux Falls Area Chamber of Commerce
siouxfallschamber.com
GOALS FOR TODAY

• Gain insights from what the Sioux Falls Area Chamber of Commerce has implemented in our communication practices to improve membership communication and advocacy awareness

Why are you here?
WHY SHOULD YOU CARE ABOUT TELLING YOUR STORY?

• People remember stories
• Show your members that you’re a valuable investment
• Don’t make them fill in the blanks themselves
• If you don’t tell them, who will?
• What is your style?

• What is the culture of your organization?

• What works for your organization in your community?

• Who is your audience: Baby Boomers vs. Millennials?
ABOUT SIOUX FALLS

South Dakota’s largest city
City population: 166,700
Four-county MSA: 250,000
OUR CULTURE AT THE SIOUX FALLS CHAMBER

OUR MISSION:
We represent our members by advancing and promoting the economic health and quality of life of the region.

- Started in 1907
- 2,200-plus Members
- 68% of our members have 10 or fewer employees
OUR CULTURE AT THE SIOUX FALLS CHAMBER

• Part of the Chamber:
  Sioux Falls
  Young Professionals Network,
  Sioux Falls Convention &
  Visitors Bureau

• Partner organizations:
  Sioux Falls Development
  Foundation, Forward Sioux Falls
OUR CULTURE AT THE SIOUX FALLS CHAMBER

- Staff: 19 Chamber (includes 1 YPN, 1 FSF), 14 CVB
- Average staff tenure: 11 years
- VERY volunteer-driven (Ambassadors, Diplomats, Board)
OUR COMMUNICATIONS STORY
OUR COMMUNICATIONS STORY

Sioux Falls Area Chamber of Commerce

Community Organization

Timeline | About | Photos | Reviews | More

2,052 likes +10 this week
Maureen Kenney Bennett and 122 other friends

74 were here 0 this week
Betty J. Ordal and 9 others

Boost Your Post
“Congratulations” is performing better than 95% of your recent posts.

Invite friends to like this Page

4,816 post reach this week

Promote Your Page
Reach up to 120,000 people near Sioux Falls

Promote Page

What have you been up to?

Sioux Falls Area Chamber of Commerce

Published by Valerie Wilson (7) 9 hrs

Congratulations new member Two Men and A Truck on your ribbon cutting ceremony today.
OUR COMMUNICATIONS STORY
OUR COMMUNICATIONS STORY

July 2015 Chamber News
Honored to have a featured article on page 40 of Chamber News! Leadership development through nonprofit board service. And don’t miss Margaret Sumpson’s photo on page 27!

July 2015 Chamber News magazine
issuu.com • The monthly publication of the Sioux Falls Area Chamber of Commerce with business news for members about members.

Comment (0) • Like (0) • Follow
8 minutes ago

Bench Strength, One Essential Key to Consistent Profitability
As small business owners, we can learn much from the best coaches.

Bench Strength, One Essential Key to Consistent Profitability
oepurl.com • Winning coaches have a knack for recruiting great players, getting them in the right position and getting them to play together as a team. The best coaches go a step beyond; building a deep bench...
The Sioux Falls Area Chamber of Commerce is mobile!

This user-friendly App is available at a free download for mobile users including the iPhone, iPad, and Android web-enabled smartphones. The App is designed to be a complete resource for our Chamber members. All Chamber members automatically receive a listing in our online and mobile directory at no charge. Use the Chamber App to connect with fellow members and help your business reach new customers.

How to Use Your Sioux Falls Chamber App:

Chamber News
Read news about our members and view our ribbon cutting photos, stay up-to-date with advocacy efforts, community campaigns and the latest in local business news.

Search the Directory
Get connected with Chamber members using our online directory. All Sioux Falls Area Chamber of Commerce members are included and may be searched by company name, category or keyword.

Browse Events
See dates/times/locations and special notes about events. You can even map the location so you know where you're headed!

Social Media
Stay up-to-date with the Chamber (and our members!) by staying in touch with our Facebook, Twitter and LinkedIn feeds. We love to talk about our members and share their news here, too!

Join Now
Know someone who should be a member? Let them know they, too, can download this Chamber App and start the membership process from their mobile device.

Chamber Staff
Have a question? We can answer it! Connect with a Chamber staff member here.

Chamber Website
Learn more about our committees, programs and events, advocacy efforts or get contact information for elected officials on the Chamber's website.

Questions? Contact Pat: 605.373.2014 or plund@siouxfalls.com
OUR COMMUNICATIONS STORY

Advocacy

- @SFAreaAdvocate
- Issue Briefs
- The Chamber Advocate
- Chamber News
- Bill Tracker
YOUR COMMUNITY’S STORY IS YOUR STORY, TOO
STORYTELLERS

Testimonials, testimonials, testimonials!
QUICK HITS ON COMMUNICATION

- Clear
- Concise
- Concrete
- Correct
- Coherent
- Complete
- Courteous
- Credible
- Creative
TAKE-AWAYS

• Have you defined the role of your Chamber in your community?
• Have you asked your members what they want from their membership?
• Have you shared with your members how they can use their membership?
• What are some small, incremental changes you can make now that will have an impact in six months?
TAKE-AWAYS

• Can you eliminate any of your communication vehicles?

• Other resources: ACCE, State Chambers of Commerce, Regional Chambers of Commerce, U.S. Chamber, SBA, Social Media (ACCE LinkedIn, Chamber of Commerce Professionals Facebook group)

• How can you create more efficiencies to save time or money? *(No matter your staff or membership size, this is important!)*

• And one more thing ... *change is inevitable!*
Q&A: TELLING YOUR CHAMBER’S STORY

Amy Smolik
Marketing & Communications Manager
Sioux Falls Area Chamber of Commerce
asmolik@siouxfalls.com
605.373.2054
@bennie411
Amy Bennett Smolik

Sioux Falls Area Chamber of Commerce
Progress is everyone’s business

facebook.com/siouxfallschamber
twitter.com/SFAreaChamber
twitter.com/SFAreaAdvocate
linkedin.com/SiouxFallsAreaChamber

Issuu: Sioux Falls Area Chamber of Commerce
siouxfallschamber.com