HELPFUL HINTS FOR SPJ COMMUNITY LEADERS

Get involved in SPJ and meet like-minded journalists by joining a local chapter (or more) of SPJ’s Communities: Freelance • International

Below are some ideas and tips for helping ensure SPJ Communities and Chapters are active and successful.

COMMUNICATE WITH MEMBERS
- Regularly engage with members with interesting questions, requests for ideas, and recommended resources.
- Submit information for Leads, SPJ’s weekly email newsletter, which is sent to members every Wednesday.
- Populate the SPJ Upcoming Events and Activities page.

COMMUNICATE WITH EVERYONE
- Share events and plans on social media and encourage people to join.
- Share login information with HQ or your Regional Coordinator so that as community and chapter leaders change, new leaders can gain access.

ASK FOR YOUR ROSTER SO YOU KNOW WHO YOUR MEMBERS ARE
- Access your roster on the Tools for Leaders page.
- Invite non-SPJ members involved in the chapter or community to join SPJ.

CREATE MEMBER PERKS
- Share the personal and professional advantages of being engaged in SPJ.
- Special newsletters are a great way to share information and start conversations within the membership.

HOST DIGITAL NETWORKING EVENTS, WEBINARS AND OTHER EVENTS
- Since members are spread around the country and world, getting together via Google Hangouts, Microsoft Teams, and Zoom are good ways to connect.

CREATE RESOURCES SPECIFIC TO YOUR COMMUNITY/CHAPTER AND SHARE WITH SPJ HEADQUARTERS
- For example, the Freelance Community created a Freelance Guide, a tool for being more successful as a freelancer. SPJ HQ has a bank of resources on the Tools for Leaders page.
- Develop documents and guides for your members so they get the most out of their membership.

PARTICIPATE IN SPJ’S ANNUAL CONVENTION
- The annual convention hosts more than hundreds of SPJ members to discuss all things journalism.
- Consider ways to spread the word about SPJ Communities and chapters at the event.
- Propose and present a breakout session to share your chapter’s best programs and practices.

FILLING COMMUNITY POSITIONS THAT ARE NOT FILLED THROUGH ELECTIONS
- Elections are conducted with the help of HQ each year.
- HQ will work with you on candidates and the election software.
- Continue encouraging interested members and project leaders to pursue leadership positions.
- If an open position is not filled through elections, the Community leaders can appoint someone to fill the rest of the term until the next election cycle.