



What's Trending?

How To Build Relevant Communications

Curating engaging communications for our members is a dynamic task that challenges our creative bandwidth and consumes our energy. It can often feel like the amount of opportunities presented by our clubs exceeds the available communication vehicles and professional efforts available. So how can we win the battle information overload and channel a message resulting in ROI? Here are few content delivery strategies you might consider when mapping your communications schedule...

Lists naturally catch the attention of your readers. They have a precedent that the information included will be informative, but brief and to the point.

Mashups capitalize on curiosity. For example, your golf professional posting about the importance of nutrition is unexpected. However, golfing is a sport and athletes need proper nutrition. The golf professional releasing content that features quotes from your fitness and/or culinary teams with links back to each department is a great way to cross promote club happenings.

Acknowledgements build pride. Ask your department heads what you can be measuring and sharing with your members to generate excitement around what the club is looking to promote. Or, look for correlations between announcements and accomplishments to get people talking. For example, a culinary team member achieved something unique. Share the great story and link back to your F&B news.

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