



## PWB Communications Committee

**The Mission of the Communications Committee is to act as the Public Relations arm of the PWB, keeping its members informed of the organization's current activities, events and initiatives through bi-monthly email communications and social media platforms.**

### Objectives:

- To act as the Public Relations arm of the PWB
- To add value to PWB members by keeping them informed of the organization's current activities, events and initiatives.
- To create a branded email communications template and release information to the members using that form of communications
- To send bi-monthly emails that detail upcoming events, philanthropic efforts, recap of past activities and other relevant news.
- Process to be as follows:
  - Emails to be sent on Tuesday afternoons
  - Communications committee inputs information into the branded email template and sends a test email to the PWB Board for approval.
  - PWB Board approval must be received by Tuesday at noon
- To post to PWB Social Media accounts and curate content and images to post on those accounts. (*Note: HBRA will be the administrator of those accounts and may also post on those accounts.*)
- Process to be as follows:
  - Instagram and Facebook Pages for PWB to be linked
  - Weekly Posts (1x per week to begin), Follow up with messaging from email communications and events
- To provide content to NAHB PWB for Building Women Magazine and events, as requested.

### Committee Co-Chairs:

- Conduct committee meetings that will foster a positive and inclusive environment.
- Provide leadership through planning and organization.
- Act as the spokesperson for the Committee to the PWB Board, HBRA, NAHB PWB, articulating Committee goals, reports and content as needed
- Work with other Committees as it pertains to communication of their activities
- Report progress to board through liaison

**Communications: Information to be included in the email from other committees, members, Executive Officer HBRA etc. must be received by Monday at noon EST in order to be in the Tuesday afternoon emailing.**



## **PWB Communications Committee | Social Media Addendum**

### **Social Media Content Outline:**

- Instagram and Facebook Pages for PWB to be linked - weekly Posts (1x per week to begin)
  - **Week 1** - Member Spotlight/Introduction: Member Name, Profession, Elevator Speech, Instagram Handle, Company logo, etc.
  - **Week 2** - Post to coincide with biweekly email blast (Event/Meeting Update)
  - **Week 3** – Event Follow Up (Thank you and shout out to hostess. Photo(s) of event/members)
  - **Week 4** - Post to coincide with bi-monthly email blast