



SAP Branch Communications Process - 2019

This is a communications process for state and local branches regarding official **events** and **strategy/messaging**. It aims to help all of us to communicate professionally, maximise member engagement and maintain consistency with SAP's key messages and brand values.

EVENTS

- To create an event, use the local branch page 'comments' section¹:
 1. Suggest a **branch meeting** (first Sunday of the month from 3-4:30pm) or **public-facing event** (say, local market or festival)
 2. Other branch members and/or SAP HQ will respond with feedback and/or to confirm the event
 3. Once an event is confirmed, SAP HQ will ask you to create an event in the website 'Events' page², so people can RSVP
 - All attendees including the host should RSVP at the website event page
 - Where requested by the branch coordinator, SAP HQ will also create an SAP Facebook event with a link to the SAP website event
 4. SAP HQ will then send a local eNewsletter (drafted by the branch coordinator) inviting all local members (and where a public-facing event, non-members)
 5. SAP HQ will provide flyers, advice, etc for public-facing events upon request

STRATEGY/MESSAGING

- All **SAP communications** regarding strategy/messaging should come via an eNewsletter from a designated party representative (the relevant branch coordinator, or HQ if required):
 - eNewsletters should be drafted by the designated representative, emailed to HQ, and then distributed by HQ to relevant members (and where appropriate, also non-member eNewsletter subscribers) on their behalf

¹ See 'Local Branches' page:

www.sustainableaustralia.org.au/local-branches

² See 'Events' page:

www.sustainableaustralia.org.au/events