

**Keep Everyone in the Know**

*Your chapter can use these ideas to enhance the visibility of DKG in your community and in your chapter:*

In Your Community Spread the Word about DKG

* Prepare an elevator speech as quick talking points when telling someone about DKG. Can you answer why you belong to DKG and why someone else should belong?
* Create a chapter brochure or poster to display in public places, such as the teacher’s lounge.
* Place Society publications, such as *The Bulletin*, in public places.
* Nominate your local newspaper for a Media Recognition Award. An interactive application is located on the TSO website under Forms.
* If your local newspaper accepts them, submit articles to publicize chapter and member achievements.

Work Within DKG to Spread the News

* Use current State and International themes and logos in chapter publications.
* Publish at least 5 chapter newsletters annually.
* Assign a chapter “webwatcher” to report on information in the TSO and International websites, as well as other useful sites.
* Create a social media campaign and customize it for the members using Facebook, TikTok, Remind, Instagram. Post news and information frequently but at least monthly.
* Develop a compliant chapter website and link it to the TSO website. Update it at least quarterly, but preferably once a month. <https://www.dkgtexas.org/chapter-websites.html>
* Provide news about upcoming webinars originating from DKG International and state organizations and chapters.
* Provide links to DKG podcasts. <https://dkgsi.podbean.com/>
* Encourage members to submit creative work to *The Bulletin* and the DKG Art Gallery; be sure to recognize them in your chapter newsletter.
* Write an article for *The Bulletin* orthe *Lone Star News* that highlights the work of a TSO Committee or of general interest, such as the Gold Piece.
* Nominate a chapter member for the Member in Print award. An interactive application is located on the TSO website under Forms.