



THE LIVESTOCK
CONSERVANCY™

CULTIVATING LEADERSHIP INITIATIVE

Breed Organization
Training

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MODULE 6:

Managing External Communications

Presented by:



**THE LIVESTOCK
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HOUSEKEEPING

- Please mute yourself during the presentation.
- The presentation is being recorded & will be shared.
- Please save questions for the Q&A.





WEBINAR DISCLAIMER

- Bylaws are legal documents.
- Regulations vary from state to state.
- Check your state's laws.
- **We are not legal experts** and do not know every state's laws.
- Consult with an attorney.



IN THIS MODULE



Communication is a ***vital*** function of a breed association.

1. Identify key audiences
2. Common problems
3. Prevention and mitigation





COMMUNICATION IS VITAL TO SUCCESS

Effective communication unleashes the power of an organization. It shapes people's behavior, enabling them to organize, plan and collaborate to move the organization forward. It builds trust and motivates people to engage and achieve goals.





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KEY AUDIENCES

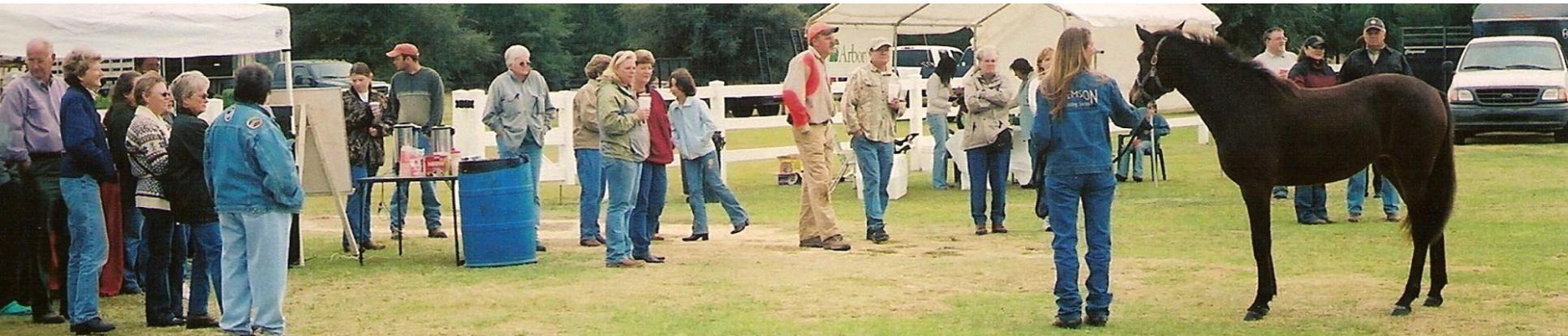
New Members or Breeders

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GOALS OF EXTERNAL COMMUNICATION

- Establish or maintain identity
- Pursue the mission





TYPES OF CONTENT

- News
- Education
- Issues being faced





TYPES OF CONTENT

- Resources
- Calendar
- Testimonials





COMMUNICATIONS PLAN

Putting it all together ...

- Audit
- Goals & Objectives
- Audiences
- Key Messages
- Tactics/Platforms
- Deadlines/Budgets
- Review/Evaluate

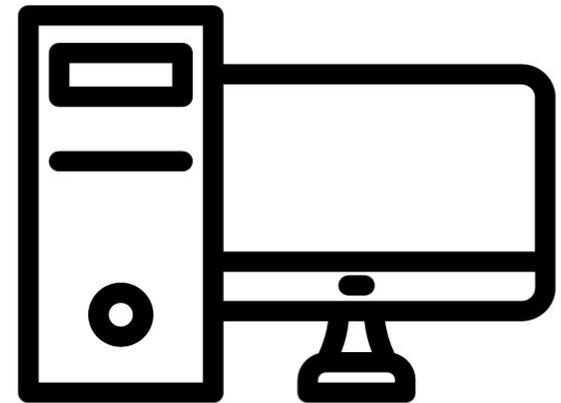




COMMUNICATIONS PLAN

Digital Media Tactics

- Website
- Emails
- Social Media platforms
- Video (YouTube, Vimeo)
- Digital Newsletter
- Blogs

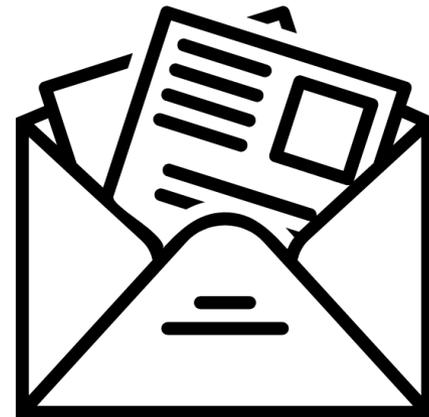




COMMUNICATIONS PLAN

Print Media Tactics

- Newsletters & Magazines
- Annual Reports
- Guest Articles
- Brochures & Flyers





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Purpose is the reason you
journey. Passion is the fire
that lights your way.

****CHECK YOUR PASSION****

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BOARD APPOINTED LIAISONS

- Benefits
- Roles and Responsibilities





CASE STUDIES

*When things go wrong fast &
Hostile takeover attempts*





CASE STUDIES

*Key takeaways on what
they did to fix it?*





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CASE STUDIES

Could it have been preventable?





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BACK TO CONFIDENTIALITY AGREEMENTS

Practical use of the agreement





ACTION STEPS

- Review your social media policy with your colleagues
- Draft a print/digital media policy
- Check your confidentiality policy; have board and officers signed it?





UPCOMING WEBINAR TOPICS

March 16	Managing Internal Communications
April 20	Managing Risk
May 18	Managing Herd Book / Registry



PREPARATION FOR NEXT MONTH

Discuss the following with your colleagues:

1. Familiarize yourself with your organization's communication policy; what does it say about internal communication (members, board etc.)?
2. What do you have in place to communicate internally within your organization?
3. What are your biggest concerns/questions related to internal communications?



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QUESTIONS



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THANK YOU!

We hope to see you on **March 16th**
for internal communications training.

*Additional questions? Email
info@livestockconservancy.org*

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