

# AIPLA

## COMMITTEE COMMUNICATIONS INFORMATION GUIDE

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AIPLA Committee Leader:

The work undertaken by you and your Committee is vital to the AIPLA community. As such, communicating information on the Committee's initiatives, achievements, and expertise is very important. The education, information, or other projects developed by your Committee offer value to IP practitioners outside the scope of your Committee and therefore should be shared through communications channels that reach a broader audience of members, and perhaps, the industry at large.

Please make communications planning a part of your Committee's work. Below is a brief introduction to and outline of current means of communications that your Committee may leverage to share news and information.

You may want to consider establishing a role for a **Communications Liaison** for your Committee. This individual volunteer would take a leadership role in compiling, developing and disseminating news routinely – either directly or in partnership with AIPLA headquarters' staff.

### COMMUNICATIONS CONTACT:

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### Communication Channels or Outlets

AIPLA has several communication channels or outlets that can be utilized to share news relative to your Committee's initiatives and its member's achievements. Each one varies in terms of timing/lead time/frequency, audience/reach, and style/composition. These are key factors that should be taken in to consideration when planning your announcements.

Over time, new communication channels may emerge as others may be discontinued. As you begin to develop a communications strategy and plan for your Committee's activities, please reach out to AIPLA headquarters' staff to confirm the most up-to-date information on outreach options and availability.

*Current communications outlets include, but are not limited to:*

#### 1. Notes & News

- a. Bi-monthly, e-newsletter sent to all AIPLA members
- b. Sent on Tuesdays; Copy deadline the previous Friday. (Contact for current schedule)
- c. Useful for promoting calendar items and news announcements
- d. Announcements are brief – two to three sentences with link for additional text or information

#### 2. AIPLA Website

- a. Micro-site – Utilize your micro-site to communicate upcoming events and news items
- b. General pages – Work with AIPLA headquarters' staff to identify other potential areas for announcements
- c. AIPLA Future Events page – Committee events may be listed on the main AIPLA Meetings page and linked to your micro-site (Coordinate with AIPLA staff)

### 3. *AIPLA Newsstand*

- a. Daily, contracted e-newsletter distributed through a third-party to AIPLA members who subscribe
- b. Announcements and ad blocks may be arranged through AIPLA Headquarters' staff (This is fairly limited option and will be evaluated on a case-by-case basis)

### 4. **Social Media**

AIPLA has a growing social media presence in key groups, as identified below. To have announcements or items for discussion placed in the official AIPLA group, please contact AIPLA Headquarters' staff. Several Committees within AIPLA have established their own social media groups on these platforms as well. Announcements can be placed in both the general organization groups and the individual interest groups.

Other than announcements on Committee happenings or calls-to-action, social media is ideal for sharing "content" of interest and for initiating topical discussions among peers. Items such as a white paper, tool, or "top list" are very well received in social media communities and serve to build credibility and recognition for the provider.

These platforms are also excellent for sharing professional accomplishments of Committee leadership or members.

*Photos and videos are always a plus*, as they increase attention and readability of your post.

#### a. *Twitter*

- i. Posts are limited to 140 characters, inclusive of spaces.
- ii. Please reference @aipla in your post

#### b. *Facebook*

- i. Announcements can be fairly lengthy
- ii. While Facebook is known to be much less informal and used more for personal purposes, many organizations maintain a professional presence. Keep your posts here professional.
- iii. Tag AIPLA in your post – when typing AIPLA, a window should pop-up and allows you to select our official group.

#### c. *LinkedIn*

- i. Announcements can be fairly lengthy
- ii. Professionally focused
- iii. Tag AIPLA in your post – when typing AIPLA, a window should pop-up and allows you to select our official group.

### 5. **Media**

In some instances, the work of your Committee may call for an announcement to be shared with industry publications and news sources. If you feel you have an announcement of significance that may warrant such an announcement, please contact your AIPLA Committee Staff Liaison to discuss.

- a. Press Release
- b. Pro-active - Story Pitch
- c. Reactive - Call for SME