

#### **Passing the Tools of Leadership • 2020 Scottish Rite Workshops**





## COMMUNICATING IN A CROWDED DIGITAL SPACE

By Jeff Kitsmiller, Jr., 32°



THAT AWKWARD MOMENT WHEN YOU ARE TRYING TO DO SOMETHING ON YOUR **PHONE AND SOMEONE** CALLS AND MESSES **EVERYTHING UP.** 

#### TODAY'S DIGITAL SPACE IS Over saturated with consistent noise.



## WHAT METHODOLOGIES IS YOUR VALLEY USING?

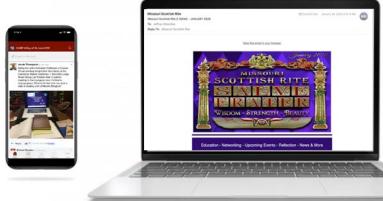
- Website
- Social Media
- Phone Calls

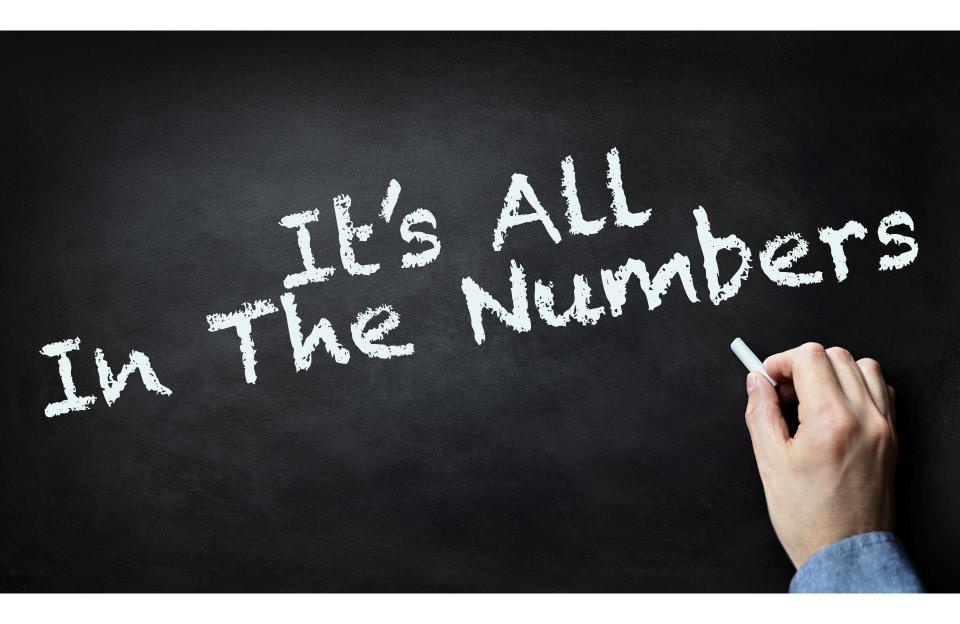
- Text Messaging
- Mobile Apps
- Newsletters

- SR Journal
- Other











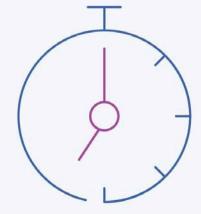


There are

**3.9 billion** unique mobile Internet users worldwide. (Statista, 2019)

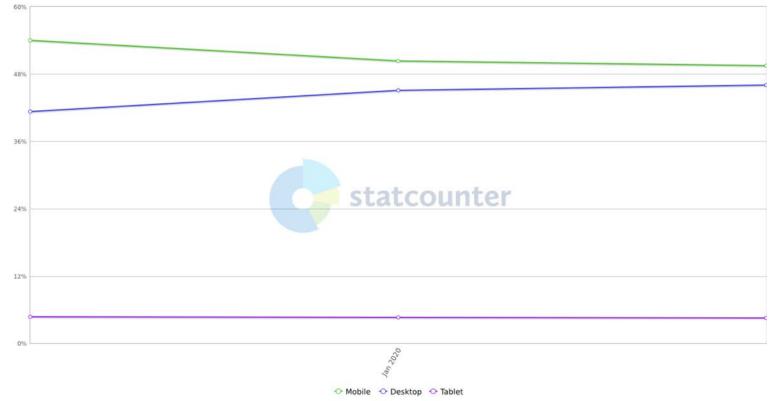


Internet users spend **06:30** hours min online each day. (Bondcap, 2019)





#### United States Market Share by Device Type



#### "SOCIAL" MEDIA







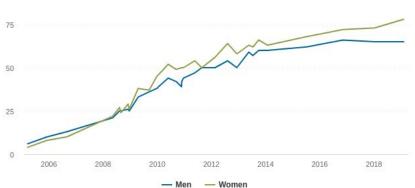
#### IT'S ALL IN THE NUMBERS.

#### Social media use by age

% of U.S. adults who use at least one social media site, by age 100 75 50 25 0 2006 2008 2010 2012 2014 2016 2018 - 18-29 - 30-49 50-64 - 65+

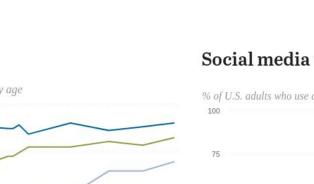
Social media use by gender

% of U.S. adults who use at least one social media site, by gender



Source: Surveys conducted 2005-2019.

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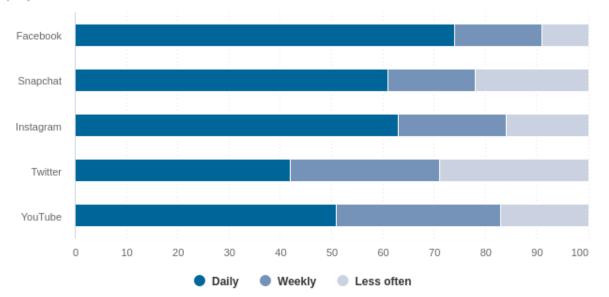






#### How often Americans are using social media

Among the users of each social media site, the % who use that site with the following frequencies



Note: Numbers may not add to 100 due to rounding. Source: Survey conducted Jan. 8 to Feb. 7, 2019.





#### 3.5 billion

social media users – which equates to **about 45% of the population**.

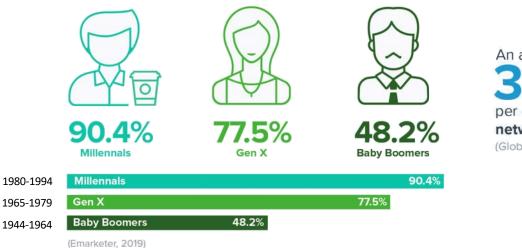
(Emarsys, 2019)

Facebook remains the most widely used social media platform; roughly two-thirds of U.S. adults -

68% now report that they are Facebook users. (Pewinternet, 2018)







An average of **3 hours** per day is spent on social networks and messaging. (Globalwebindex, 2018)



### FACEBOOK

- Profiles
  - Individual profiles for people
- Groups
  - Great for internal communications, sharing; should be private
- Pages
  - Best resource for general information about events, fraternity, etc.





### INSTAGRAM

- Visual social outlet (images, videos)
- Searchable hashtags
- Stories are effective (500 million daily)
- 18-34 year olds are most active
- 1 billion users/month

www.instagram.com



#### Short shelf-life Post often (15x/daily)

- 63%
  - 63% of user base is 35-65 years old
  - 66% of user base is male
  - 500 mil tweets/day

## **OTHER SOCIAL OUTLETS**









- Stories shared by users and brands alike
- 2.1 mil snaps/minute
- 90% of all 13-24 year olds
- 75% of all 13-34 year olds

- 41% of user base is 16-24 years old
- 55.6% of user base is male
- 1.5 billion total downloads
- 1 billion(+) views daily

## WHAT TO POST?

- Keep your users engaged; don't drown them
- Be authentic
- Videos stop "the scroll"
- Encourage engagement
- Find the best time for your following
- How much to post daily?





## WHAT NOT TO POST

- Internal conversations
- Politics
- Negativity
- Politics
- Unauthentic material
- Politics



### **WEBSITES**

- Easy Access
- Updated
- Responsive

- Updated News
- Calendar
- Subscriptions

- Photos
- Videos
- Rentals





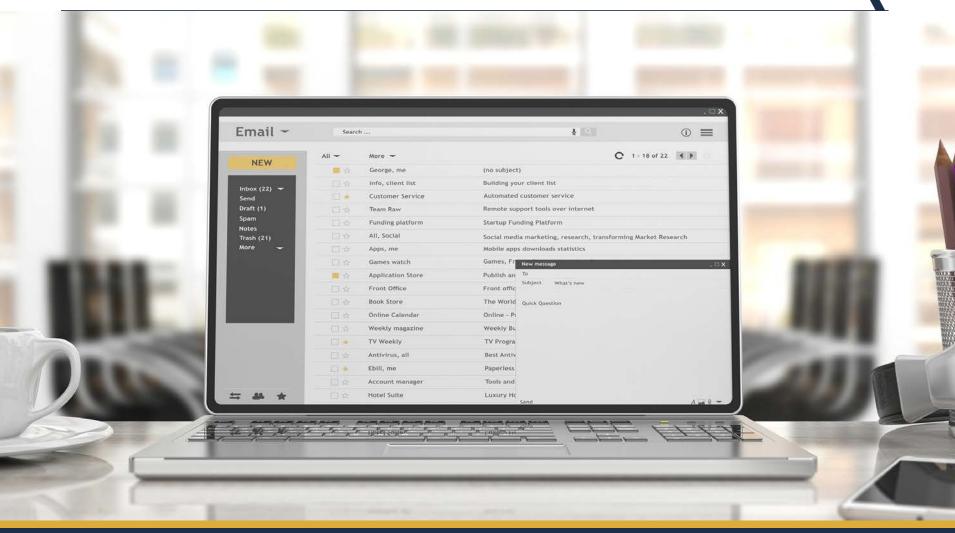
#### WORDPRESS

- Dynamic and easy-to-use website publishing platform
- FREE plan; offer premium plans with additional features
- Can also host own by downloading Wordpress
- Great tool for external communications also [prospective members]





### **EMAIL & TEXTING**



### **EMAIL**

- Email distribution platform
- Send up to 10,000 emails per month for FREE
- Sign Up Forms
- Social Media Integration
- Analytics
- Attractive Messages





#### www.mailchimp.com



### TEXTING

- Mass Group Texting
- Customizable Keyword
- FREE inbound messaging
- Plans start at \$29/month (1,000 messages)

	EMAIL	TEXT
Sent Daily	269 billion	22 billion
Open Rate	20%	98%
Response Rate	6%	45%
Time to Respond	90 min	90 sec





### **OTHER HELPFUL TOOLS**





## ZOOM VIDEOCONFERENCING

- Outstanding videoconferencing platform
- Great for committee meetings
- FREE plans offer up to 100 participants on same call
- Group collaboration with 'breakout rooms', screen sharing, whiteboarding
- Record calls



www.zoom.us



# GOOGLE MY BUSINESS

- FREE business listing on Google
- Upload photos, include business hours
- Correct contact information
- Excellent analytics



Google	scottish rite st. Iouis	5 Q
	C AB O Maps 🗇 Images 🖾 News 🧭 Shopping   More Settings	Tuels
	About 2,260,000 results (0.77 seconds)	
	www.acottishrite.stl.org *	
	St. Louis Valley Scottish Rite	Lounge The Colour Fear +
	In order to join the Soutlish Rise you must be a Master Mason. If you are not a Master Mason and would like to become one simply ask to join at any Lodge. Contact Us: Officers: Calendar: What Are The Scottish Rise	Chinese Continues
	en.wikipedia.org - wiki - Scottish_Rite_Cathedral_(St_Louis) *	See photoe
	Scottish Rite Cathedral (St. Louis) - Wikipedia	Scottish Rite Cathedral
	The Scottlish Rite Cathedral, at 3633 Lindell Boulevard in St. Louis, Missouri, is a historic,	
	significant building that was designed by architect William B. Ittner.	Website Obsections Eave
	Built 1924 Location: 3633 Lindel Boulevard, St. Louis, ML.	4.4 * * * * 43 Google reviews
	www.facebook.com - Places - St. Louis, Missouri - Theatre ·	Event venue in St. Louis, Missouri
	Scottish Rite - Valley of Saint Louis - Home I Facebook	The Scottish Rite Cathedral, at 3633 Lindell Boulevard in St. Louis.
	Scottish Rite - Valley of Saint Louis, Saint Louis, MO. 728 likes. Ancient & Accepted Scottish Rite Masons of the Valley of Saint Louis in the Orient of	Missouri, is a historic, significant building that was designed by architect William B. Ittner. It was completed in 1924. 'A fine example of neo Classic style, the building has a frontage of 235 feet and is
	scottishrite.org - valley - st-louis *	approached by a broad flight of steps. Wikipedia
	St. Louis - Scottish Rite of Freemasonry, S.J., U.S.A.	Located In: Saint Louis University
	Scottish Rite Alfinity Programs; Masonic Education. Scottish Rite Philanthropies. RiteCare	Address: 3627 Lindell Blvd, St. Louis, M0 63108
	Scottish Rite Childhood Language Program 1733 16th St. NW	Hours: Open - Closes 4PM -
	stiouis.eventful.com - venues - scottish-rite valley-of-st-louis-	Phone: (314) 533-7410
	Scottish Rite - Valley of St. Louis Events and Concerts in Saint	Suggest an edit - Own this business?
	View Scottish Rite - Valley of St. Louis's upcoming event schedule and profile - Saint Louis, MO. Parking Garage entrance is at 3634 Olive St. St. Louis, MO	Events
	www.riverfronttimes.com - saint-louis-scottish-rite-cathefral -Location *	Fri, Mar 13 TNT St. Louis Competition
	Saint Louis Scottish Rite Cathedral   St. Louis - Central West	9:00 PM
	Local St. Leuis news, events, music, movies, restaurants, and reviews from Riverfront Times.	Fet, Apr 10 2020 Spring Reution - Day 1 4:00 PM
	foursquare.com - Professional & Other Places - Event Space +	
	Scottish Rite Auditorium - Grand Center - 3633 Lindell Blvd	Questions & answers



### GROUPME

- FREE group communication platform
- Push notifications
- Schedule and RSVP to events
- Send images, videos, locations
- Also works over SMS (Text)









## G SUITE

- FREE for non-profits
- Email, Calendars, Chat, File Storage, and more
- Real-time collaboration on documents
- Hangouts [video and instant messaging]
- Simple website builder



gsuite.google.com



#### Intage?

Serving the Scottish Rite since 1904

SCOTTISH

• Valley/Orient Newsletter

# Scottish Rite Journal

Are you taking advantage?

ARY-FERRILARY 2020 SCOTTISH Ill.: James **ARITE** Dean Cole, 33° 19th Sovereign Grand Commander Ancient & Accepted Scottish Rite Southern Jurisdiction, U.S.A. WHAT WE HAVE DONE FOR OVRSELVES ALONE DIES WITH VS: WHAT WE HAVE DONE FOR OTHERS AND THE WORLD REMAINS AND IS IMMORTAL aller 5 Pine **ALBERT PIKE** BUST DEDICATED TO ILL. WILLIAM J. INSIDE MOLLERE, 33° 2019 Biennial Session of the Supreme Council. PAGE 4 INSIDE The Craft Supporting the Crafts: The Valley of Santa Fe and the Free Indian Market

PAGE 11

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NOVEMBER-DECEMBER 2011



#### PRINT

# THANK YOU, BRETHREN.



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