

# Section Toolkit Connections

Resources for Section Leaders

November 2018



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## Overview

This Section toolkit provides resources and ideas to help sections grow and become more involved with NACE International. Each toolkit covers a topic that can help a section develop connections, host value seminars, develop tomorrow's generation, and engage membership.

The Connections Toolkit is essential for Sections looking to make an impact within their local community and beyond. This toolkit will not only assist you in ways to help market and promote your Section through the use of social media, but also how to start a grassroots effort and make an impact through your Section on the legislative front.

The materials included are intended for Section Leaders to share with their membership.

For any questions regarding this Toolkit, please contact Cindy Tracy, Section Support Specialist at [cindy.tracy@nace.org](mailto:cindy.tracy@nace.org).



## Social Media for NACE Sections

### Why should your Section get involved in social media?

- It reaches your members, in an informal way, on the platform(s) they enjoy visiting for quick, interesting and useful information.
- It engages members outside their inboxes. For example, sending an email blast about a new speaker at your next event may be considered a nuisance by recipients, but a post on Twitter or Facebook gets the message across and is easy enough to scroll past if they're not interested. You can post something new about an event multiple times, but if you email about it too often you will receive unsubscribe requests by the dozens.

### Where can you begin?

Start small. It is more important that you can regularly manage your social networks than it is to have a presence on every social platform. If you can't keep your group(s) moving along with engaging content on a regular basis, it's not worth setting it up.

Form a core group of like-minded individuals who are willing to commit a few minutes each day or week to managing your social media group(s) and seeking opportunities to post useful information (not spam).

There are three popular social media sites with active NACE participation:

1. Facebook
2. LinkedIn
3. Twitter

If you have an active section all three of these platforms may be worthwhile. If your section is less active, it might be worth joining NACE HQ's groups on Facebook and LinkedIn and posting your information to those groups. If you have something you'd like NACE to share on behalf of your section send it to: [janna.schulze@nace.org](mailto:janna.schulze@nace.org)

Once you select your networks, fill out the profile for your section completely and include all relevant information about your section contacts and events, and keep the information up to date. Your profile is the first impression users see so make it count.

## Ideas for Section use of social media

- Post event invites on your networks so members can reply and see who else is coming.
- Use Facebook and/or LinkedIn to gauge interest from members about various topics and to hold conversations leading up to or following meetings.
- Offer a Q&A opportunity with one of the speakers from a recent meeting to follow up on topics that were discussed during a meeting or post a Q&A opportunity with a speaker for an upcoming meeting as a “tease” for that meeting (this will also help your speaker be well prepared for the audience). Even if only 10 people attend, social media enables you to engage dozens more outside of the event and generate interest/desire to attend future meetings.

## 3 Reasons why every NACE Section should use Social Media to Boost Engagement

### 1) Promote events and activities

Use Facebook’s “Events” tool to post or find events and RSVPs, or post event announcements and reminders on LinkedIn and Twitter. This helps members see who else is attending and helps organizers get a head count of attendees; it also enables participants to share the event with colleagues who may not be current NACE members.

### 2) Boost involvement

Social media is a great tool to keep local NACE section activities and benefits top-of-mind. Engaged members can become ambassadors for the association and build their professional contact network. Need ideas about what to post? Follow NACE International on Facebook, Twitter, and LinkedIn for frequent updates, and share any posts you see. NACE’s publications Materials Performance Magazine, CORROSION Journal, and CoatingsPro Magazine, also share industry-related articles each week on social media.

### 3) Networking Benefits

Section members can post job opportunities, ask for recommendations, connect with other members, or query the group about tough-to-solve corrosion issues. Section leaders can use social media to listen to feedback from members or collect new ideas for upcoming meetings.

Need help setting up your section’s social media page? Email Janna Schulze, NACE’s Social Media Specialist at [janna.schulze@nace.org](mailto:janna.schulze@nace.org).

## Grassroots Efforts

Grassroots organizing is the most important and effective element to advancing NACE's legislative agenda in Washington, D.C. Campaign contributions are still important, as is personal access to legislators and policymakers, but a well-organized grassroots campaign is the key to NACE's success in Washington.

## The Rationale for Grassroots Organizing

In large measure, the corrosion control industry is dependent upon the actions of government. Government agencies either pay the bills for corrosion control (e.g. transportation infrastructure) or write the regulations that dictate corrosion control standards (e.g. energy pipelines). To successfully influence corrosion control policies NACE members must move corrosion to the top of the national debate.

An effective grassroots program requires that individual constituents be engaged in the legislative and public policy process by actively expressing their concerns through letter writing and face-to-face meetings with legislators and policymakers.

For NACE members this means the House of Representatives' Members, the Senators, and policymakers in the President's administration must be made aware of how corrosion is the common denominator in the deterioration of America's critical infrastructure. To be successful, corrosion control professionals must inform and make alliances with lawmakers who share the corrosion control industry's vision to preserve the nation's aging infrastructure assets.

## Grassroots Organizing: Step-by-Step, How To

1. Each –NACE section may designate a member to volunteer as a political coordinator. The coordinator should be charged with establishing a section-wide, nonpartisan grassroots program.
  - a. The grassroots coordinator should communicate with NACE's Manager of Government Relations, know NACE's legislative agenda, and bring the section's particular concerns to the attention of NACE's government relations department. Additionally, the coordinator should assist section members with acquiring the name and contact information for their federal, state, and local lawmakers (NACE will facilitate this). After organizing the section's grassroots program, the coordinator should organize local coalitions of like-minded businesses and associations who share NACE's agenda of infrastructure asset preservation. They should also represent the section in related industry groups to help expand the section's and industry's coalition networks.

**2.** NACE section members should visit with their Senators, Representatives, and state and county lawmakers. NACE's Government Relations Manager can assist in these efforts. These meetings can be held at the lawmakers' local offices. Every Congressman and Senator maintains at least one home state office; local officials do the same. Virtually every weekend, lawmakers maintain office hours at their local offices for constituent meetings. Set appointments and meet these lawmakers.

**3.** Meet and follow-up with the lawmakers' staff members. It is perfectly acceptable—and frequently more effective—to meet with staff. Call the local office and ask to speak with the staff person who handles infrastructure issues (or other issues in which the section is concerned), explain that representatives of the section would like to arrange a meeting to discuss these issues – there is a good chance the lawmaker will attend the meeting.

**a.** Initial contact with a lawmaker will probably be a “getting to know you” meeting during which the section can inform a lawmaker about its members' businesses and role in the corrosion prevention industry. Describe exactly where the section's members are located. Explain the industry's history, reference the number of section members employed in the lawmaker's district (this can and should include the number of coworkers each section member has at his or her company if it is based within the district), approximate revenues, recent projects, contribution to the local economy, and positive effect on the community. Utilize NACE's printed materials and NACE's website, including a highly effective brochure on the Cost of Corrosion Study and IMPACT Study. NACE's Government Relations Department is available to help and answer questions. During the section's follow-up meetings, focus on industry updates and policy discussions related to specific legislation or industry problems.

**b.** Section members and their coworkers should write letters to lawmakers and inform them about the importance of corrosion control in preserving the nation's infrastructure.

**4.** After an initial meeting with a lawmaker, invite the lawmaker and their staff to visit section members' offices, facilities, and job sites. This helps the lawmaker learn about the work of NACE members and can present additional opportunities for discussion.

**a.** From the lawmaker's point of view, they are getting a chance to meet numerous voters in one location. In arranging a facility visit, announce it to all the local newspapers and other media. Hire a professional photographer or enlist a section member to take photos then distribute the event's photos and video to the media. NACE's Public Relations Department can assist in these efforts.

**b.** Offer to have the lawmaker throw the first pitch, referee the coin toss, or give him an opportunity to speak at the event. However, inviting the lawmaker is not enough: the section should designate a member to chaperon the lawmaker and introduce her to attendees. In effect, the host must be visible and help the lawmaker “work-the-crowd.” Most veteran politicians are skilled in the process.

5. When meeting any lawmaker remember that you are more than a constituent, you are a voter, and in politics votes are currency. Nothing matters more than voters. If lawmakers lose voters, they lose elections. Lawmakers want to meet you. Help them meet you. Your section and the industry will benefit.

Currently, corrosion is overlooked by legislators and policymakers. NACE's membership can change this by explaining to government officials how corrosion degrades critical infrastructure and affects the lives of constituents.

The success of any NACE grassroots campaign is entirely a function of NACE's membership mobilizing and sustaining the effort. No other association has the knowledge, experience, and passion. We must make our voice heard to change how policy makers prepare for corrosion.

## NACE Government Relations

### **Making Your Voice Heard**

What happens on Capitol Hill affects NACE members, corrosion professionals, and the overall corrosion industry, and NACE is working to change the way policy makers view and address unmitigated corrosion.

### **Policy Changes Start With You**

Every registered voter is in a powerful position to share their concerns and opinions with their representatives in Congress. All Members of Congress rely solely on constituents in their districts and states to get elected and sent to Washington, DC. Members of Congress and staff place the highest emphasis on what they hear directly from you – their constituents and voters.

### **How to Get Involved**

Whether it's an email, a phone call, or an in-person meeting, policy makers want to hear from you, their constituent, about the daily challenges you, your family, and your businesses face. The only way to make ensure policy makers fully address your concerns is to make your voice heard. Grassroots support is the most effective part of our efforts on Capitol Hill. Each spring, NACE members come to our annual Legislative Day on Capitol Hill where they spend an entire day meeting directly with all of their [representatives in Congress](#). There are several other ways members can be involved without coming to Washington, such as making phone calls, sending letters and emails, and meeting with their Members of Congress in their district office.

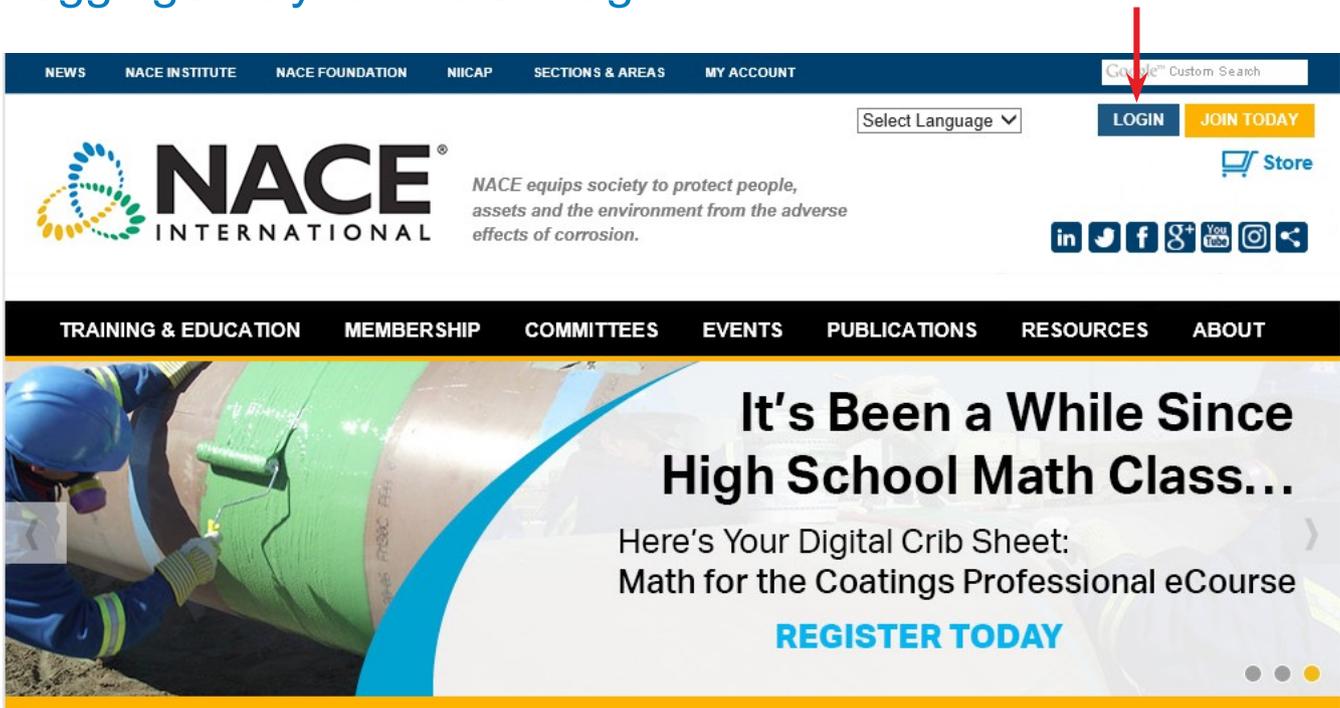
To learn more about NACE’s government relations efforts or to get involved, please visit: [nace.org/About-NACE/Government-Relations](http://nace.org/About-NACE/Government-Relations).

Should you have any questions or need more information, please contact NACE’s Manager of Government Relations, Adam Christopher at [Adam.Christopher@nace.org](mailto:Adam.Christopher@nace.org).

## Connect through your NACE Profile

Do you have your NACE profile set so people can connect with you? The NACE Website can help you network with other NACE members in your Section and worldwide. Encourage your Section members to keep their profiles up-to-date; make this a regular reminder at Section meetings.

## Logging In to your Profile Page



At the top of the NACE International homepage you can select LOGIN and enter your Username and Password to access member only pages and to update your membership profile. Your Username and Password were created when you joined NACE, however; if you have forgotten your information you can click on Forgot your username/password or contact NACE FirstService for assistance at 1-800-797-6223 or +1 281-228-6223.

## Membership Profile Page

Below is a completed profile. It includes information related to an account including: Certifications, Committees, Registrations, Education Map, Invoices, Publications, Itineraries, and Education History.

All business with NACE can be managed through this page.

This is your NACE profile page. Click here to see how your profile appears to other NACE members and clients.

**Dwight Brown**  Edit Profile  100%

 [Change Photo](#)

NACE Id: 264486  
Southern Nevada Section,  
Western Area  
United States

Bio

[Update](#)

Custom NACE Public Profile Url: [Create Url](#)

**NACE INTERNATIONAL**

- Committee Memberships
- Corporate Portal
- Downloadable Products
- Education History
- Invoices
- Member Forum
- NACE Membership
- Paper Trail
- Publications
- Section/Area Officers
- Testimonials
- Volunteer with NACE

**NACE INSTITUTE**

- Certification Applications
- My Certification Portal

What are you working on?  [Post](#)

**Messages**

 Help us understand your role in corrosion prevention and control! Has your job or information changed in the last year? Update your NACE profile today!

**NACE Individual Member (2 year)**  
Member since 3/23/2010

2/1/2017  1/31/2019 (expiration date)

Renew your NACE membership today!  
[Free Downloads](#) | [Member Directory](#)

[Download Printable Membership Card](#)

**Purchase and download activity over the past 12 months:**

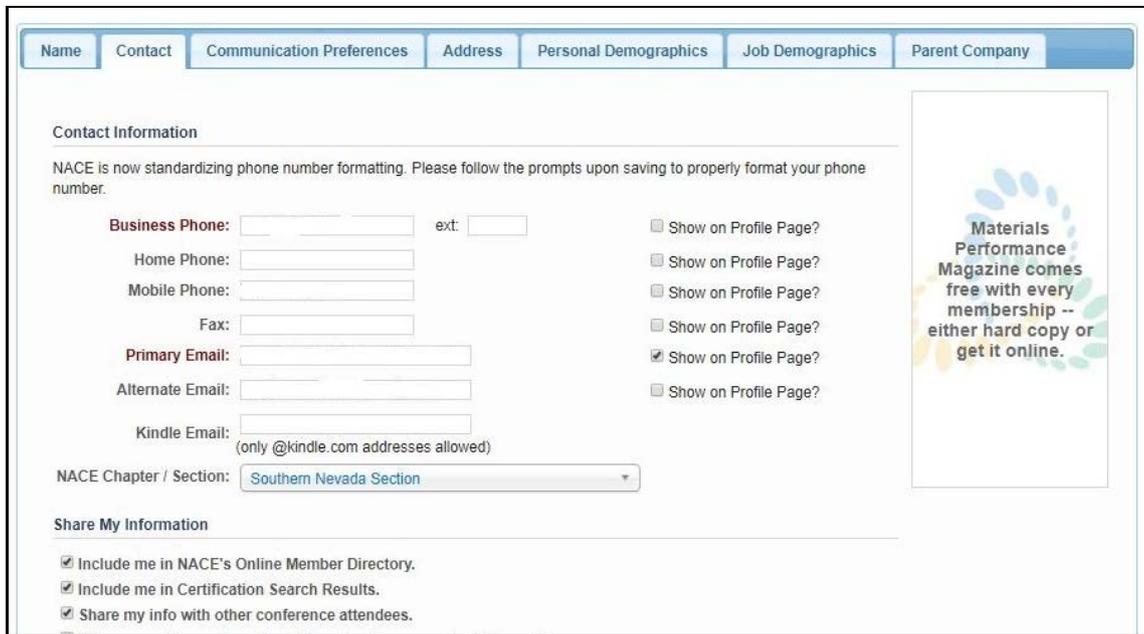
Total Purchases:	\$1,325.00 USD
Total Downloads:	0

NACE Membership Has Saved You: \$215.00 USD This Year

As you can see there are many ways for you to connect with your fellow colleagues and NACE members by sharing a photo of yourself, providing contact details and a brief bio, as well as status updates.

## Edit your Profile

When clicking on EDIT PROFILE there are two tabs that are critical to review: Personal Demographics and Contact. Both of these tabs have SHOW ON PROFILE PAGE check boxes which must be checked to share that specific piece of information with your fellow corrosion industry peers via [nace.org](http://nace.org).



The screenshot displays the 'Contact' tab of a profile editing interface. At the top, there are seven tabs: Name, Contact, Communication Preferences, Address, Personal Demographics, Job Demographics, and Parent Company. The 'Contact' tab is active. Below the tabs, the 'Contact Information' section includes a note: 'NACE is now standardizing phone number formatting. Please follow the prompts upon saving to properly format your phone number.' The form contains several input fields: Business Phone (with an 'ext:' field), Home Phone, Mobile Phone, Fax, Primary Email, Alternate Email, and Kindle Email (with a note '(only @kindle.com addresses allowed)'). To the right of each phone and email field is a 'Show on Profile Page?' checkbox. The 'Primary Email' checkbox is checked. Below these fields is a dropdown menu for 'NACE Chapter / Section' with 'Southern Nevada Section' selected. At the bottom, the 'Share My Information' section has three checked checkboxes: 'Include me in NACE's Online Member Directory.', 'Include me in Certification Search Results.', and 'Share my info with other conference attendees.' On the right side of the form, there is a promotional graphic for 'Materials Performance Magazine' with the text: 'Materials Performance Magazine comes free with every membership -- either hard copy or get it online.'

Under PERSONAL DEMOGRAPHICS is a text box for your bio and SHOW ON PUBLIC PROFILE. Completing these fields will allow you to share your bio.

Completing your profile can give you an extra edge when you are seeking new business or a new job.