

Insider Insights: A Three-Part Series Based on Our Annual Association Communications Benchmarking Study

# PART 3: SIZE MATTERS

In the first two parts of our series we learned that in 2015 associations used social media more frequently than any other communications channel and are striving to create content that their members find relevant. Now, we'll explore the unique challenges faced by small, mid-size and large associations.

## Associations of Different Sizes Face Unique Challenges



Small is defined as having  $\leq 1,000$  members

### SMALL ASSOCIATIONS

- Feel their communications programs are slow to improve
- Are still struggling to develop a mobile strategy
- Think they need better social media engagement



Mid-size is defined as having 1,000 - 5,000 members

### MID-SIZE ASSOCIATIONS

- Aim to customize member communications and integrate content across all channels
- Actively measure their communications effectiveness
- Are unlikely to offer young professionals access to their communications staffs or committees



Large is defined as having  $\geq 5,000$  members

### LARGE ASSOCIATIONS

- Report having trouble engaging newer members
- Blame their inability to customize member communications on technology shortcomings
- Rarely offer a seat on their board to young professionals

## High Level Recommendation (Take AIM)



### ASSESS

Ask members what type of information they want/need and determine which activities are likely to generate the most R.O.I.



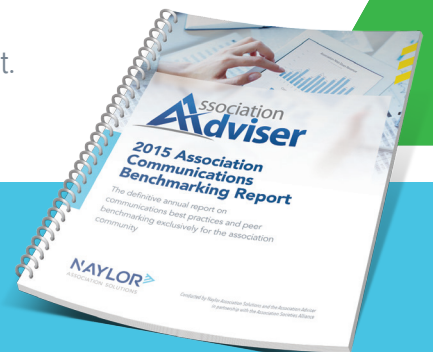
### INTEGRATE

Integrate your communications strategy into every communications channel. Repurpose content and cross-promote campaigns.



### MEASURE

Measure your audience's response to your campaigns. Take notes on how close you are to your intended target.



## How representative is this information based on the size of your association?

The 2016 dynamic benchmarking survey is now open! Sign up below to take the survey and download last year's report.

[communicationsbenchmark.naylor.com](http://communicationsbenchmark.naylor.com)

Since 2010, Naylor has partnered with Dr. M. Sean Limon of the University of Florida's Warrington College of Business Administration and numerous state societies of association executives to identify and deconstruct the top communications concerns cited by North American trade associations and professional societies.

More than 700 surveys were completed in 2015, with a majority of the participants being either the association executive director, or the vice president/director of communications.