



# LEADERSHIP TIPS

## HELPFUL HINTS FOR SPJ COMMUNITY LEADERS

Get involved in SPJ and meet like-minded journalists by joining a local chapter (or more) of SPJ's Communities:

### **Freelance • International**

Below are some ideas and tips for helping ensure SPJ Communities and Chapters are active and successful.

#### COMMUNICATE WITH MEMBERS

- Regularly engage with members with interesting questions, requests for ideas, and recommended resources.
- Submit information for Leads, SPJ's weekly email newsletter, which is sent to members every Wednesday.
- Populate the SPJ [Upcoming Events and Activities](#) page.

#### COMMUNICATE WITH EVERYONE

- Share events and plans on social media and encourage people to join.
- Share login information with HQ or your Regional Coordinator so that as community and chapter leaders change, new leaders can gain access.

#### ASK FOR YOUR ROSTER SO YOU KNOW WHO YOUR MEMBERS ARE

- Access your roster on the [Tools for Leaders](#) page.
- Invite non-SPJ members involved in the chapter or community to join SPJ.

#### CREATE MEMBER PERKS

- Share the personal and professional advantages of being engaged in SPJ.
- Special newsletters are a great way to share information and start conversations within the membership.

#### HOST DIGITAL NETWORKING EVENTS, WEBINARS AND OTHER EVENTS

- Since members are spread around the country and world, getting together via Google Hangouts, Microsoft Teams, and Zoom are good ways to connect.

#### CREATE RESOURCES SPECIFIC TO YOUR COMMUNITY/CHAPTER AND SHARE WITH SPJ HEADQUARTERS

- For example, the Freelance Community created a Freelance Guide, a tool for being more successful as a freelancer. SPJ HQ has a bank of resources on the [Tools for Leaders](#) page.
- Develop documents and guides for your members so they get the most out of their membership.

#### PARTICIPATE IN SPJ'S ANNUAL CONVENTION

- The annual convention hosts more than hundreds of SPJ members to discuss all things journalism.
- Consider ways to spread the word about SPJ Communities and chapters at the event.
- Propose and present a breakout session to share your chapter's best programs and practices.

#### FILLING COMMUNITY POSITIONS THAT ARE NOT FILLED THROUGH ELECTIONS

- Elections are conducted with the help of HQ each year.
- HQ will work with you on candidates and the election software.
- Continue encouraging interested members and project leaders to pursue leadership positions.
- If an open position is not filled through elections, the Community leaders can appoint someone to fill the rest of the term until the next election cycle.