



OCTOBER CHAPTER MEETING SATURDAY, OCTOBER 8, 2022 AGENDA

Call to Order

**Presiding
Pledge
Link's Song
Celebrations & Concerns**

Linkspiration

Operational Effectiveness

Adoption of Agenda

Minutes

Correspondence

President's Report

Officers Reports

2022 Fundraising Survey

MCL Strategic Planning

Audit Report

Social Media

New Business

Closing Remarks

“SISTER CIRCLE”

**Link Carolyn “TC” Roberson, President
Link Members
Link Members
Link Sue Gainer**

Link Lisa Ross, Chaplain

Link Crystal King

**Link Vickie Mitchell, Recording Secretary
(Executive Board Meeting Recommendations)**

Link Amelia Mayeaux, Corresponding Secretary

Link Carolyn “TC” Roberson

**Link Cordelia Tullous, Financial Secretary
Link Tammi Abney, Treasurer
Link Brenda Raney, VP Membership
Link Rosalind Bell, VP Program**

**Link Cherry Elder, Co-Chair
Link Kim Walker, Co-Chair**

Link Veronica Spencer -Austin, Chair

Link Carrol Huntley Little, Co-Chair

Link Alisa Allen

Link Carolyn “TC” Roberson

Adjournment



**Chapter Meeting Minutes
September 10, 2022**

The regular monthly meeting of the Mid-Cities (TX) Chapter of The Links, Incorporated was held at Hackberry Creek Country Club, 1900 Royal Lane, Irving, Texas, on Saturday, September 10, 2022.

Call to Order

- Link Carolyn 'TC' Roberson served as the presiding officer and called the meeting to order at 9:37 a.m. A quorum was established.

Members Present: 27

Tammi Abney
Alisa Allen
Priscila Barbour-Randle
Juanita Budd
Kim Cox
Ashlee Davidson
Alice Davis

Fran Dillard
Cherry Elder
Marnese Elder
Sue Gainer
Ellainia Griffin
Karen Gunn
Amy Hampton

Crystal King
Michon King
Morgan Mangana
Lauren McDonald
Vickie Mitchell
Marcia Page
Brenda Rane

Carolyn 'TC' Roberson
Shunda Robinson
Angela Ross
Veronica Spencer-Austin
Celia Walker
Kim Walker

Members Absent: 22

Jennifer Basped
Rosalind Bell
Claudia Coleman
Donna Davis
Marilyn Evans
Janiece Evans-Page

Charda Greene
Tangee Gibson
Carmen Johnson
Carol Huntley Little
Amelia Mayeaux
Angela Patterson

Marqueaux Price-Black
Kimberly Ritter
Lisa Ross
Erika Salter
Jennifer Stimpson
Michelle Thomas
Brenda Thompson
Cordelia Tullous
Ashley Waffer
Cheryl Williamson

Alumna Present: 3

Faye Barksdale
Terri Croxton
Laura Rodgers

Guest: 1

Ronetta Francis

Pledge and Song

- Chapter members participated in The Links Pledge and Song.

Celebrations & Concerns

- Link Sue Gainer recognized birthdays and anniversaries of members for the month of September.
- Chapter members shared celebrations and concerns.

Linkspiration

- Link Carolyn Roberson provided the Linkspiration.

Organizational Effectiveness

- Link Crystal King provided tips on Avoiding Accidental Diminisher Behavior (Handouts provided).

Adoption of Agenda

- Link Carolyn Roberson moved for adoption of the agenda.
✚ The motion passed.

Minutes

Link Vickie Mitchell – Recording Secretary

- An electronic copy of the minutes were sent to chapter members. Minutes were reviewed.
- Link Vickie Mitchell moved for adoption of the May 2022 chapter minutes. The motion passed.

Correspondence

Link Amelia Mayeaux – Corresponding Secretary

- Correspondence was not provided due to Link Amelia's absence.

President's Report

Link Carolyn 'TC' Roberson – Chapter President

- Updates from the 43rd National Assembly were provided.
 - ✚ Dues for the Links Foundation and the Links, Inc. will be increased by \$20 each to enhance technology tools & infrastructure.
 - ✚ Due to the increase, the MCL Chapter dues will increase by \$40.00.
 - ✚ Vice President of Programs will be changed to Program Coordinator and will no longer be an elected position. It will become an appointed position.
 - ✚ Chapters will elect four (4) chapter officers (President, Vice President, Recording Secretary, Treasurer).
 - ✚ The North Texas Cluster will host the next National Assembly at the Gaylord Texan located in Grapevine, Texas, in June 2024.

President's Report (con't)

- Important Dates
 - ✚ October 26-29, 2022: Western Area Leadership Summit (12-15 service hrs.)
 - ✚ May 31 – June 4, 2023: 46th Western Area Conference – Los Angeles, CA
 - ✚ Nov. 9, 2022: National Founders' Day
 - ✚ June 2024 – 44th National Assembly

OFFICER REPORTS

Financial Report

Link Cordelia Tullous

- No report was provided due to the absence of Link Cordelia.

Treasurer Report

Link Tammi Abney – Treasurer

- Verbal and electronic reports were presented to members for May 2022 – August 2022.
- Detailed reports are on-line. Report will be filed for audit.

Membership Report

Link Brenda Raney

- MCL has five (5) new transfer members.
- Chapter Roster will be updated.
- Road to 48 hours
 - ✚ September – Target completion of 33% (1/3 of service hour requirement)
 - ✚ November – Target completion of 66% (2/3 of service hour requirement)
 - ✚ March – Target completion of 95% with 5% projected for April
- Service Hour Recognition
 - ✚ Link Sisters who achieve 100 Service Hours
 - ✚ Chapter whose members reach their 48 service hours requirement by January 1, 2023
 - ✚ Chapter that exceeds their previous service hour total for the year
- Congratulations to Link Alice Davis as the first person to reach 48 hrs. for 2022-2023!
- Mark your Calendar!
 - ✚ Event to honor Link Sisters from 2020 & 2022
 - ✚ Ceremony for Alumna Members
 - ✚ Friendship Month Activity – November 2022
 - ✚ Holiday Activity – Combined with Programs

Program Report

Link Rosalind Bell – VP Programs – Report provided by Link Brenda Raney due to Link Roz's absence.

- A recap of the Chapter Retreat was provided.
- Link Rosalind Bell will meet with committee chairs prior to the October Chapter Meeting. The goal is to increase program impact.
- Health & Human Services update was provided by Link Lauren McDonald.
 - ✚ NAMI Walk – October 8, 2022 – Host is Plano (TX) Chapter
 - ✚ Donor Sabbath – November – Host is Plano (TX) Chapter
 - ✚ Mental Health Webinar – Sept. 17th at 11:00 a.m.

STANDING COMMITTEE/SPECIAL REPORT

MCL 2022 Fundraiser

Links Kim Walker & Cherry Elder, Chairs

- The Fundraiser Handbook will be updated.
- Members are encouraged to complete the survey by Saturday, Sept. 17, 2022
 - ✚ Title/Day of Week/Time of Day
- Fundraiser may possibly move to August, 2023
- Assessment: Virtual (\$500); Face-to-Face (\$1,500)
- Updated fundraiser committee list will be emailed next week
- Monthly Steering Committee meetings will be held
- Contact Links Cherry Elder and Kim Walker if there are questions

Announcements

- Gathering of the Girls will take place at the conclusion of the meeting. One (1) service hour will be received.

Adjournment

- The meeting was adjourned at 11:51 a.m.
- Members will receive two (2) service hours for today's chapter meeting.

Minutes submitted by Link Vickie Mitchell

Vickie Mitchell, Recording Secretary of the Mid-Cities (TX) Chapter of The Links, Incorporated



*Linked in Friendship, Connected in Service
Mid-Cities (TX) Chapter*

Financial Secretary Chapter Meeting Report October 8, 2022

"WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY"



Linked in Friendship, Connected in Service
Mid-Cities (TX) Chapter

FINANCIAL SUMMARY

FUNDS RECEIVED: \$125

FUNDS DUE: \$0

"WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY"



FUNDS RECEIVED

FUND TYPE	AMOUNT RECEIVED
September 2022 Chapter Meeting Guest Meal Fees	\$100
October 2022 Chapter Meeting Guest Meal Fees	\$25
TOTAL	\$125

"WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY"

- **REMINDERS**



Payments may be submitted two ways:

Online (preferred): via PayPal

Login using your Paypal account or visiting www.paypal.com.

Send payment to info@midcitieslinks.org

Mail checks or money orders to the following address:

Mid-Cities (TX) Chapter

P.O. Box 631094

Irving, TX 75063

"WE HAVE MUCH WORK TO DO, NOT JUST FOR A FEW BUT FOR MANY"



Treasurer's Reports

September 2022



Date: October 8, 2022

Subject: Treasurer's Report

Submitted by: Treasurer Tammi Abney

MCL Treasurer's Report – September 2022
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Operations - Comerica		Programs – Bank of America		Fundraising -- Comerica	
Beg. Balance	\$20,697.71	Beg. Balance	\$2,848.33	Beg. Balance	\$1,412.31
Deposits	17,747.94	Deposits	4,013.71	Deposits	4,515.69
Sub Total	38,445.85	Sub Total	6,862.04	Sub Total	5,928.00
Checks	-4,904.60	Checks	0.00	Checks	0.00
Debit Card/ACH	-654.00	Debit Card/ATM	0.00	Debit Card/ATM	0.00
Bank Fees	-0.00	Bank Fees/Charges	-29.95	Bank Fees	0.00
Total Expenses	5,558.60	Total Expenses	-29.95	Total Expenses	-0.00
Ending Balance	32,887.05	Ending Balance	\$6,832.09	Ending Balance	\$5,928.00
		Foundation	\$89,505.62	As of 5/10/22	

Treasurer's Activities – September 2022

- Processed voucher requests.
- Met with Madame President to sign Checks
- Met with CPA to complete External Audit
- Prepare Chapter Financial Documents for Internal Audit

Treasurer Go Forward Plans – October 2022

- Attend Executive Board Meeting
- Finance Committee Meeting
- Fundraising Committee Meeting
- Prepare Treasure Reports
- Process Voucher Requests

Bank Statements Expense Detail- September 2022

Operations-Comerica				
Deposits				
	Date	Deposit	Amount	Comments
	9/14/22	Deposit	\$75	3 Guest Meals for September Meeting
	9/15/22	PayPal Transfer	17,672.94	Dues and Assess. (\$4,515.69 to Fundraising)
Total Deposits			17,747.94	
Cleared Transactions				
	9/3/33	2374	-260.99	Sue Gainer (Courtesies)
	9/6/22	ACH	-104.00	Public Storage
	9/16/22	ACH	-550.00	Links Inc.(Bonding Insurance)
	5/5/22	2358	-127.92	Kim Lloyd (QuickBooks Feb-Apr 2022)
	9/20/22	2377	-4,515.69	Mid-Cities Links (transfer to Fundraising)
Total Cleared Transactions			\$5,558.60	
Uncleared Transactions				
	9/30/22	2375	-299.94	The Wilkins Group (Apr-June & July-Sep 2022 Web Hosting)
	9/30/22	2376	-\$22.00	Brenda Raney (Postage and Retreat Supplies)
Total Uncleared Transactions			-\$321.94	
Programs - BOA				
Deposits				
	Date	Deposit	Amount	Comments
	9/9/22	ACH Deposit	\$3,868.36	GoFundMe Deposit to Support Fire Victims
	9/13/22	ACH Deposit	\$145.35	GoFundMe Deposit to support
Total Deposits			\$4,013.71	
Cleared Transactions				
	9/1/22	Bank Fee	-29.95	Bank Fee
Total Cleared Transactions			-29.95	
Uncleared Transactions			\$0	
Fundraising - Comerica				
	Date	Deposit	Amount	Comments
Deposits				
		Check	4,515.69	Transfer from Operating to Fundraising per CPA Reconciliation
Total Deposits			\$4,515.69	
Cleared Transactions			\$0	
Uncleared Transactions			\$0	



Membership Committee

October 8, 2022
Submitted by Brenda B Raney
VP- Membership

We Have Much Work to Do, Not For A Few But For Many.

What's New - Membership



- Committees and Facet members named and distributed
- Chapter Roster updated
- Sub-committees are working on Friendship Month Activity and Holiday Party
- Liaison Mentoring for our Transfer Members

We Have Much Work to Do, Not For A Few But For Many.

What's New – Service Hours



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Mid-Cities (TX) Chapter

- **Link Rosalind Bell has achieved her 48 hours!**
- 4 members have over 40 hours
- 2 members have over 30 hours
- 8 Members have over 20 hours
- 14 members have between 11 -20 hours
- 13 members have between under 1-10 hours
- 7 members have 0 hours

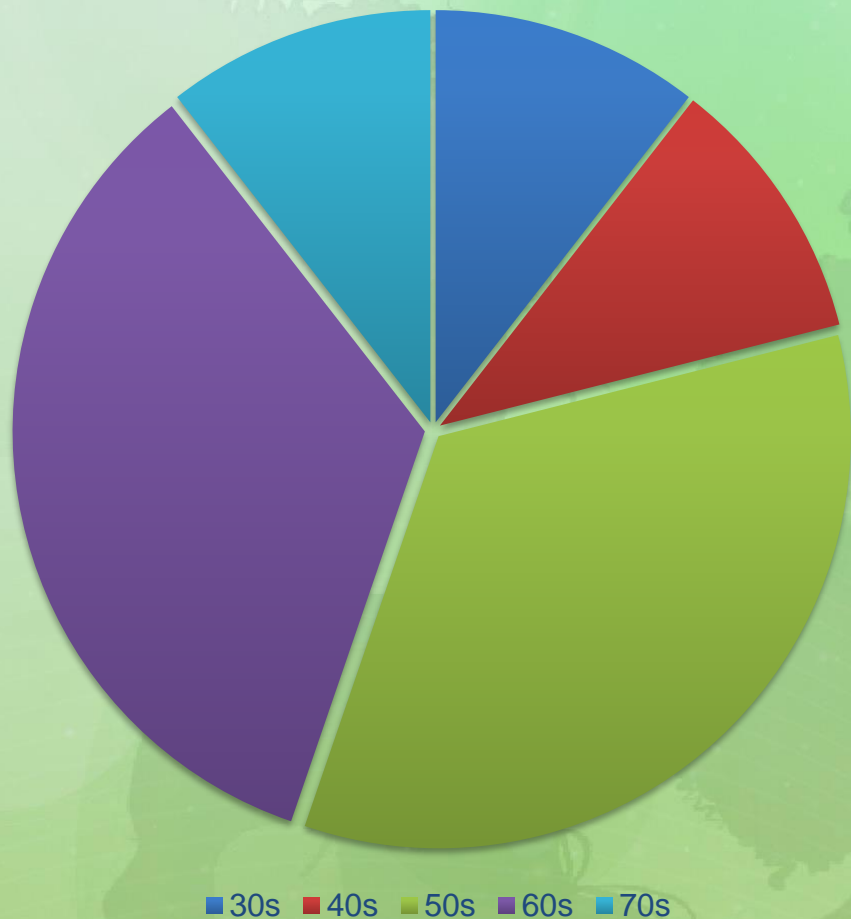
We Have Much Work to Do, Not For A Few But For Many.

Chapter Demographics



Demographic results – 38 people responded to the survey
MCL has 51 members – approx. 75%

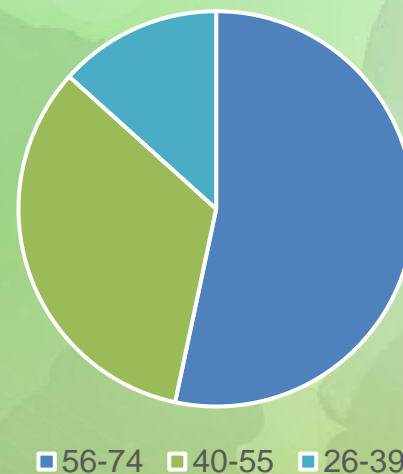
Age Demographic 2022-2023



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Mid-Cities (TX) Chapter

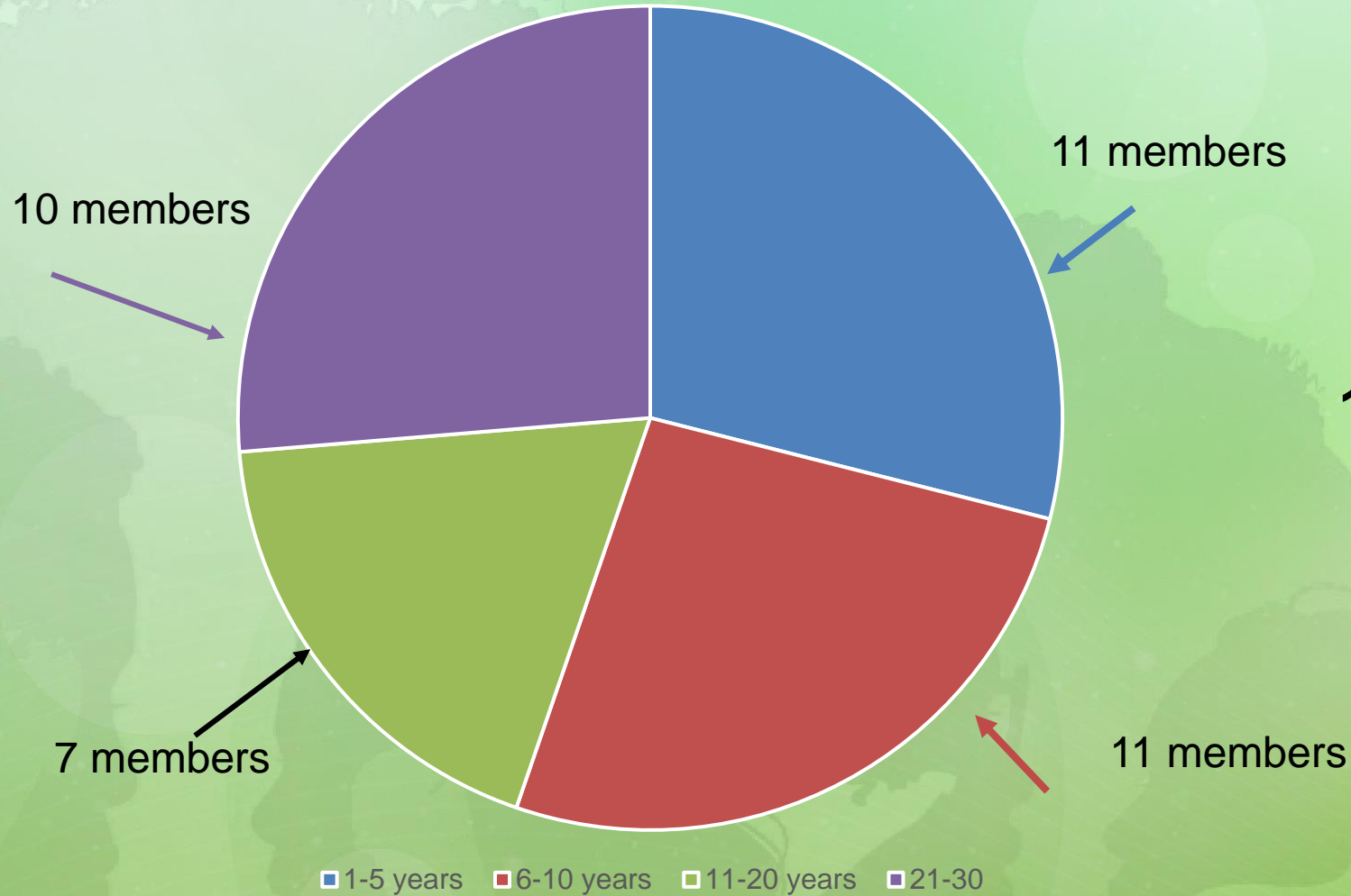
2021 MCL Chapter Snapshot

Age Ranges



No Veterans - 0
Baby Boomers - 24
Gen X - 15
Gen Y - 6
No Gen Z - 0

Links Membership 2022-2023



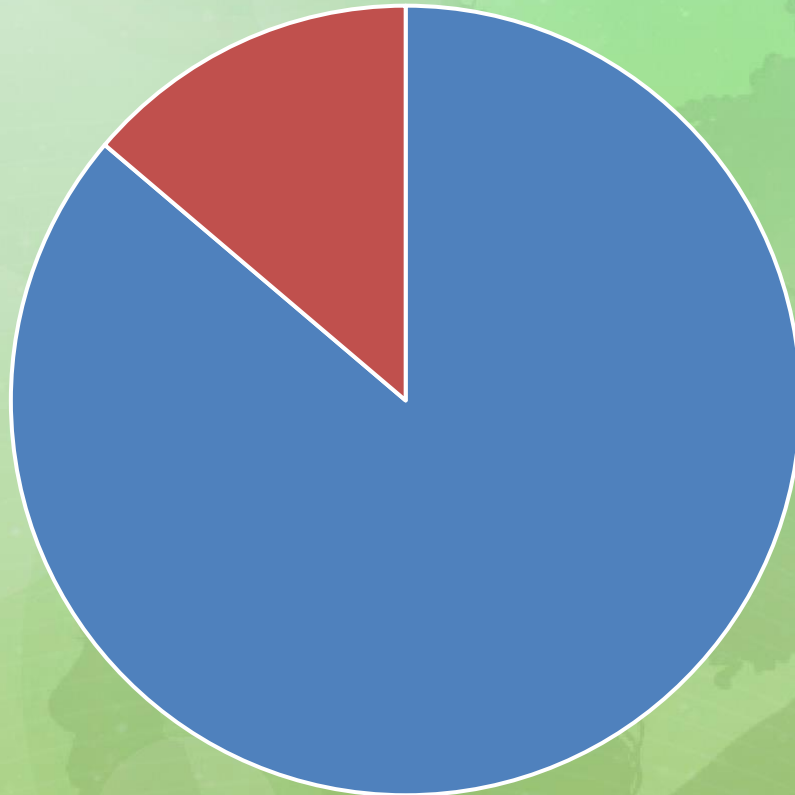
11 Members are DOLS

Do you have aspirations of holding a future leadership role within MCL?*



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Leadership Roles Response



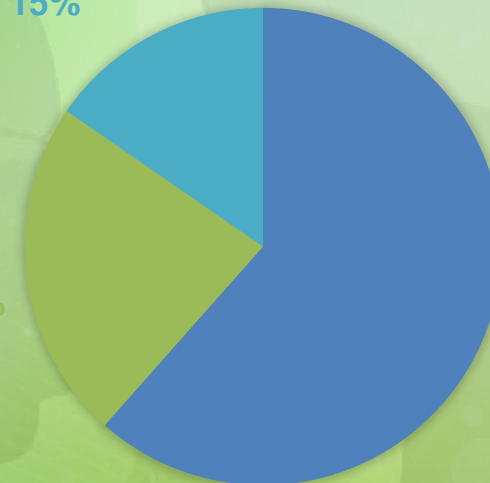
■ Yes ■ No ■ (White) ■ (Purple)

2021 RESPONSES

No Answer
15%

No
23%

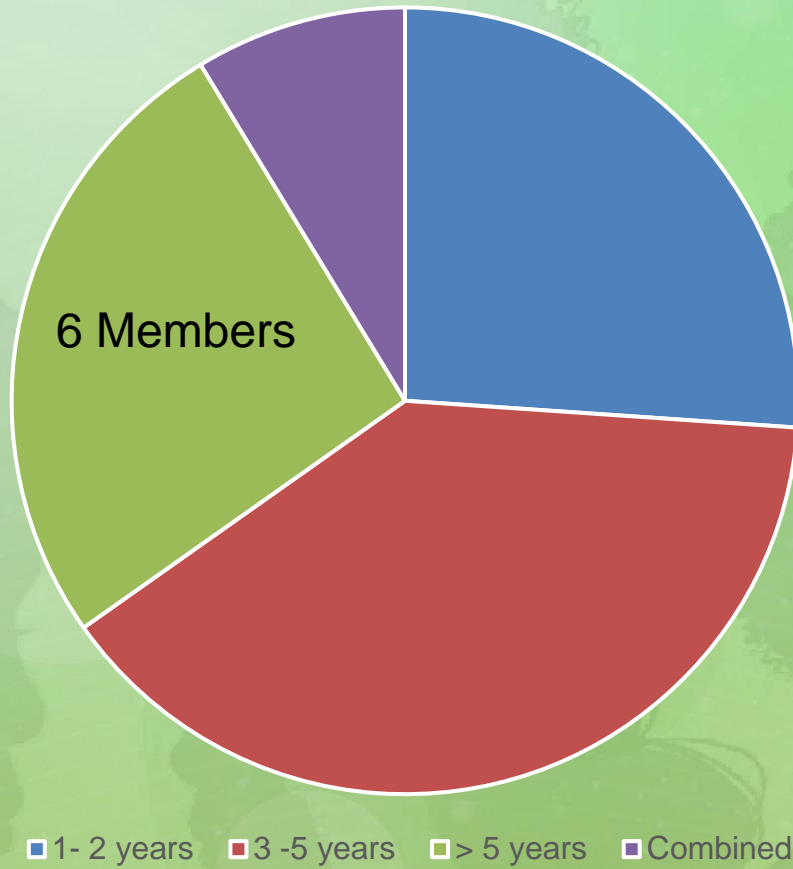
Yes
62%



Do you have aspirations of holding a future leadership role within MCL?*

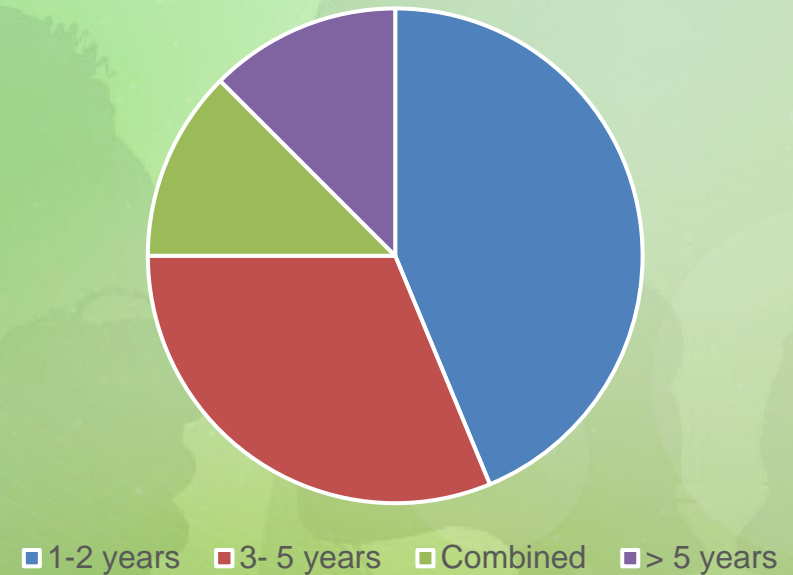


Leadership Time Frame



2021 Responses

Timeframe



Core Value



Legacy

We Have Much Work to Do, Not For A Few But For Many.



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What Legacy do you want to leave as a member of your Chapter?

What Legacy will your chapter leave in your community?

We Have Much Work to Do, Not For A Few But For Many.



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Service

Friendship

Empowered Women

Community Enrichment

Strong Shoulders upon which others will stand

We Have Much Work to Do, Not For A Few But For Many.



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Mid-Cities (TX) Chapter

Friendship Month

November

Thank You





Program Report

Rosalind Bell
Program Coordinator

We Have Much Work to Do, Not For A Few But For Many.

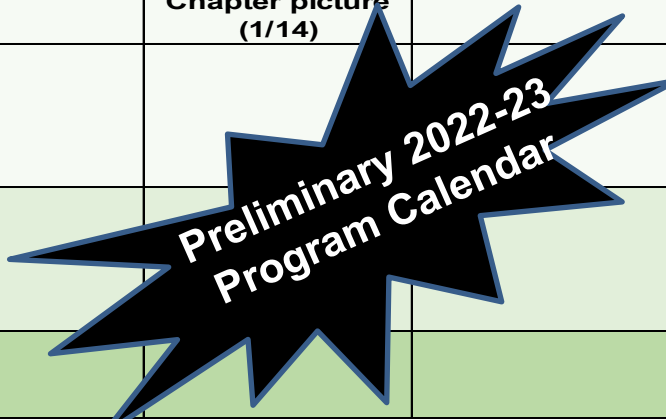
Agenda



- Preliminary 2022 – 2023 Programs Calendar
- Ad Hoc Work on Transitioning Current Programming Into a National Initiative or Program

We Have Much Work to Do, Not For A Few But For Many.

	2022				2023			
Month	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY
Key Activities/Dates	NTX Cluster - Walk-A-Thon & Donation (10/8) - Plano Chapter is the Host	Donor Sabbath/ Linkages to Life (11/13 ???)		Go Red Month				
	National Domestic Violence Month	Thanksgiving (11/24)	Christmas (12/25)		Valentine's Day (2/14)	Women's History Month		Prep for Back-To-School
Programming Activities for Chapter Consideration	Dress in Pink Chapter picture (ALL - 10/8))			Dress in Red Chapter picture (1/14)				
	Attend an activity with Brighter Tomorrows Staff (TBD)							
National Trends & Services (NTS)		Adopt-A-Family or several - donate food or gift cards				Advocacy for women & children + working with Black refugees	Advocacy for women & children + working with Black refugees	
Legislative Issues, Public Affairs & Disaster Relief (LI)	Get Out the Vote until Nov 8th							
Services to Youth (STY)			Adopt-A-Family or several - Walmart/Kroger gift cards or buy foods					
Educational, Linkages & Scholarship (Scholarships)				Peak time for completing the committee's work & scholarship awards	Peak time for completing the committee's work & scholarship awards	Peak time for completing the committee's work & scholarship awards	Peak time for completing the committee's work & scholarship awards	Peak time for completing the committee's work & scholarship awards
International Trends & Services (ITS)						Advocacy for women & children + working with Black refugees crossing the border	Advocacy for women & children + working with Black refugees crossing the border	
The Arts (Arts)	Art & Décor Project (TBD)				Adopt-A-Family or several - TBD			
Health & Human Services (HHS)	National Alliance of Mental Illness (NAMI) - Walk-A-Thon (9/8)	Donor Sabbath - TBD (11/13)	K.A.R.E.	K.A.R.E.	K.A.R.E.	K.A.R.E.	K.A.R.E.	K.A.R.E.



Transitioning Current Programming Into a National Initiative or Program



- Discussed the importance of identifying a National or Signature Program that might serve as an umbrella for Chapter programs.
 - We know this is an iterative process.
 - There are several existing programs that might be a good fit. To name a couple:
 - ✓ Dressing Her From the Inside Out (Partnership with Dress for Success)
 - ✓ Initiatives focused on Human Trafficking
 - ✓ HBCU Initiative
 - The key is to explore a couple of options to see where Brighter Tomorrows may fit along with other options to expand our impact.

We Have Much Work to Do, Not For A Few But For Many.

Transitioning Current Programming

(continued)



- The key is to explore a couple of options to see where Brighter Tomorrows may fit along with other options to expand our impact.
- There is more work to be done, but we discussed a couple of organizations that may be compatible with existing programming:
 - The Arlington Head Start Office (We worked with them for the National Assembly 7,500 Book Challenge)
 - Local Dress for Success organizations
 - The UN Model
 - Programs with the US Immigration Office
 - Texas Workforce Commission

We Have Much Work to Do, Not For A Few But For Many.

Programming Next Steps



Host a meeting for the newly named facet committee chairs – the meeting is open to all members.

1. Review the preliminary calendar, adding in additional programs and areas of interest and confirming which committees will own various program activities.
2. Revise the 2022 – 2023 program calendar and issue to members.
3. Facet committee chairs host meetings with their Chapter members to put work plans in place.
4. Identify Link sisters that are interested in advancing the thought leadership related to transitioning current programming to align with Links National Programs and Initiatives.
5. Identify the best days to host a Zoom virtual training for the Chapter with the Brighter Tomorrows Director of Community Outreach.



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Mid-Cities (TX) Chapter

Strategic Planning Committee Chapter Meeting Report October 8, 2022





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Mid-Cities (TX) Chapter



A vision without a plan is just a dream.

A plan without a vision is just drudgery.

But a vision with a plan can change the world.

Old Proverb

We Have Much Work to Do, Not For A Few But For Many.

Strategic Planning Report



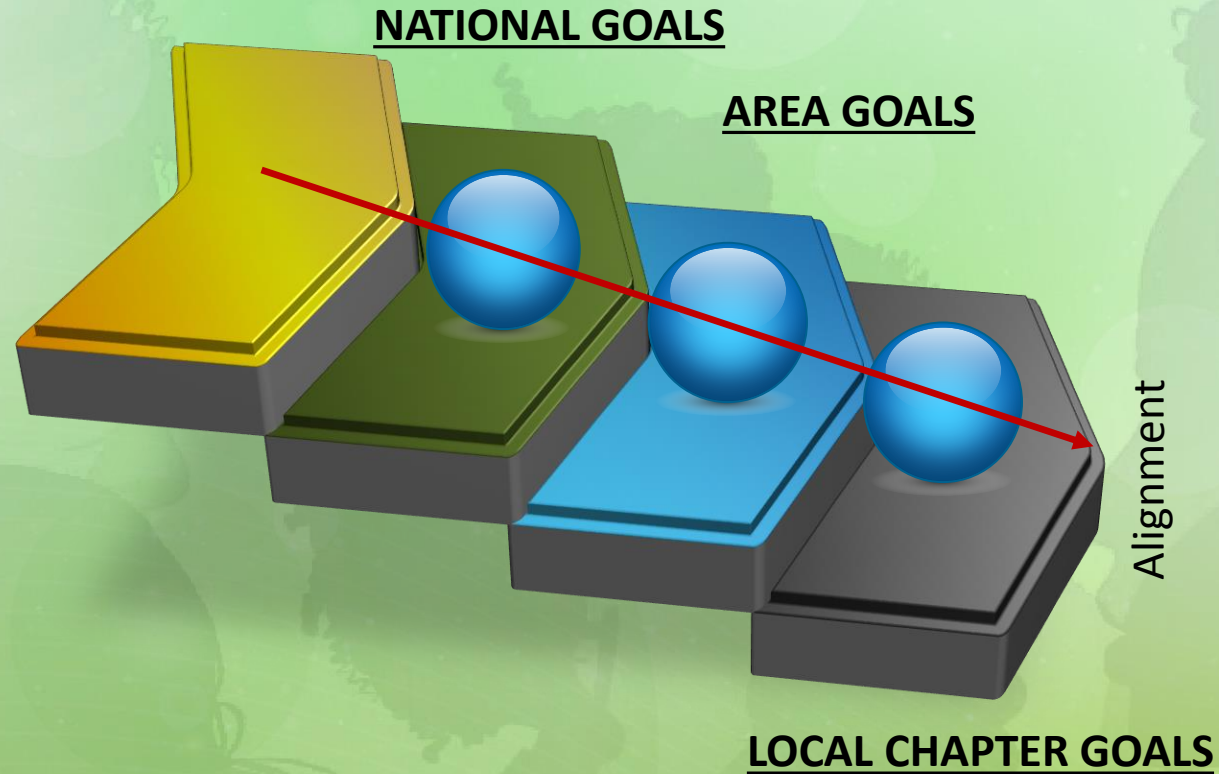
- ❖ Updates
 - Overview Western Area Strategic Planning Goals
- ❖ What's Next



Why Strategic Planning?

- ❑ **Our National Organization has indicated that: “Each chapter of The Links, Incorporated shall have an active Strategic Plan.”**
- ❑ **The chapter Strategic plan should align with the National Strategic Plan by the following:**
 - a. Each chapter should identify at least one Goal for each Priority.*
 - b. Each chapter should also identify and use at least one output measure from National for each of its aligned Priority Goals.*
 - c. Each chapter should use one of the National Cascading Methods:*
 - a. Identical: same priority/goal*
 - b. Contributory: translated, but congruent priority/goal*
 - c. New: unique goal that does not link directly to a National Priority goal*

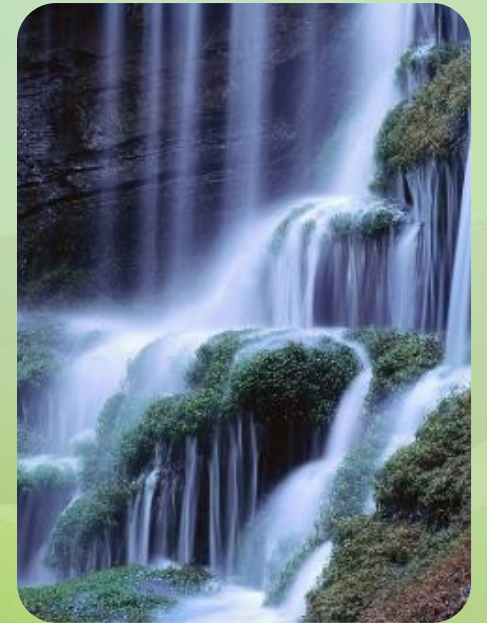
Cascading Goals



The Result of Cascading...

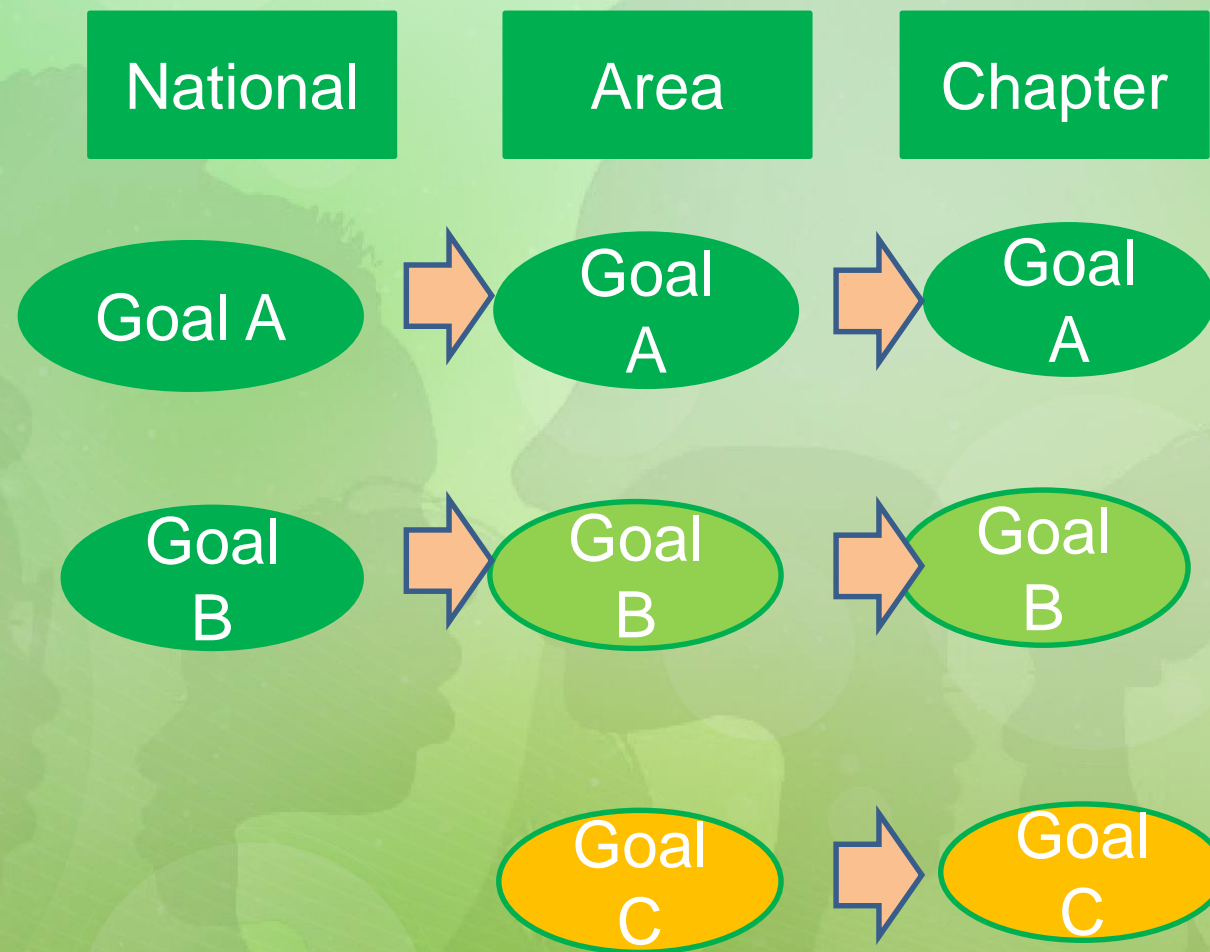


- Focuses the entire organization on strategic results.
- Creates 'line-of-sight' between the national, area and chapter goals.
- Provides a method to measure national achievement.
- Generates greater community impact when all chapters are aligned to national.



Cascading Methods

- Identical:
Same Priority/Goal
- Contributory
Translated, but Congruent Priority/Goal
- New
Unique Goal that does not Link Directly to a National Priority Goal



National Strategic Priorities

Five National Priorities drive the strategic direction of
The Links, Incorporated

1. Promote a culture of **friendship and engagement**
2. Promote a culture of **community service**
3. Promote a culture of **fiscal responsibility**
4. Promote a culture of **organizational excellence** and
alignment
5. Promote a culture of **brand awareness**



STRATEGIC PLANNING FOR CHAPTERS



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Mid-Cities (TX) Chapter

Contributory Goal Example

National Priority: Promote a culture of fiscal sustainability.
Goal: By 2020, increase the foundation endowment by 100%, to \$10 million, in 2020.

Area

Chapter Goal: Contribute to Links Foundation for the benefit of one or more HBCU schools in the amount \$10,000 during the biennium.

Identical Goal

National Priority: Promote a culture of friendship and engagement.

Goal: Increase membership numbers in the Under-40 demographic by 2% by 2022

Area

Chapter

Goal: Increase membership numbers in the Under 40 demographic by 2% by the 2022 Assembly.

New Goal Example

National Priority:

- Promote a culture of community service

Area

Chapter Goal: Establish a NSBE Jr. Chapter in 2021 with a minimum of 10 junior high school members and nurture its growth and development.



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Mid-Cities (TX) Chapter*



Cascading National, Area & Chapter Goals



MCL Membership Committee SMART Goals 2022-2023



- ◆ **Goal 1:** Emphasize and model **Core Values** incorporating training with the goal of **presenting at least 8** of the provided presentations.
- ◆ **Goal 2:** Increase **member engagement** with Chapter programming and operations.
- ◆ **Goal 3:** **Diversify Chapter membership** in age and expertise and increase/ retain membership levels.
- ◆ **Goal 4:** Ensure an **engaged & utilized membership committee**.
- ◆ **Goal 5:** Participate in **100%** of Membership National/Area Membership webinars.
- ◆ **Goal 6:** Retain **harmony and friendship**.

Western Area Goals



Linked in Friendship, Connected in Service
Mid-Cities (TX) Chapter

National Priority: Promote a culture of friendship and engagement.

Goal 1: Increase intergenerational member satisfaction within the organization by 2% over the baseline - as established in prior survey within 12 months of the start of the plan - to increase member engagement as reflected on chapter, area, and national implemented measures of satisfaction and engagement in 2022 and a 2% increase each year through 2025. **(Note - this is not limited to surveys but includes participation in chapter activities, friendship activities, etc.)**



Area Sub Goal: To increase engagement between alumna members and members under age 40 through the development of targeted programs as reported by 50% of chapters by Western Area Conference in 2023.

MCL Chapter

Goal 2: Increase member engagement with Chapter programming and operations.

– Contact Alumna members at a **minimum of once a month**

➤ The goal was exceeded Alumna members were contacted on average **2 times per month** in FY 2021-2022

**Contributory
Goal**

Western Area Goals



National Priority: Promote a culture of friendship and engagement.

Goal 2: Increase membership numbers in the under-40 demographic by 1% by the 2022 National Assembly, by 2% in 2023, by 3% in 2024 and by 4% in 2025.



Area Sub Goal: To increase the number of Western Area members under age 40, by 15% by the Western Area Conference in 2023.

Contributory Goal

MCL Chapter

Goal 3: Diversify Chapter membership in age and expertise and increase/ retain membership levels.

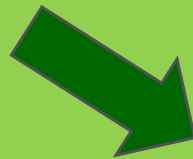
- Achieve **20% of Chapter membership under 40** demographics by 2022
 - With the intake of the new members in May 2022, **10%** of the Chapter membership will be under 40 years of age

Western Area Goals



National Priority: Promote a culture of friendship and engagement.

Goal 3: Increase retention of members as evidenced by the reduction in membership forfeitures and resignations by 2% each year through 2025.



Area Goal: To develop initiatives that increase member engagement and efficiency through the Annual Membership Service Hour Engagement Challenge and the MVP Award Initiative by 2023

New Goal

MCL Chapter

Goal 6: Retain harmony and friendship.

- As evidenced by **at least 90% of members** perceive Friendship as a Chapter strength.
 - The goal was exceeded with **100% of members** responding to the April 2021 SWOT Survey stating that Friendship and Sisterhood were MCL strengths

What's Next



- ◆ Strategic Planning Committee Meeting to define next steps to further facilitate implementation and tracking of 2022-2023 Action plans
- ◆ Performance tracking of the Chapter's strategic plan in National Strategic Planning Portal – October 31, 2022 deadline
- ◆ Monthly Chapter Reports on MCL status/progress, Western Area and National Strategic Planning Committee updates

MCL Strategic Planning Committee (2022-2023)

Veronica Spencer-Austin, Chair, MCL Chair Strategic Planning

Kim Ritter – Co-Chair

Carolyn “TC” Roberson

Tammi Abney

Rosalind Bell

Claudia Coleman

Alice Davis

Fran Dillard

Marnese Barksdale Elder

Marilyn Evans

Janice Evans-Page

Tangee Gibson

Crystal King

Carol Huntley Little

Brenda Raney

Shunda Robinson

Lisa Ross

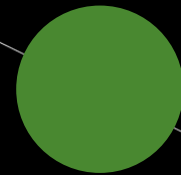


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Mid-Cities (TX) Chapter*

The Importance of Social Media

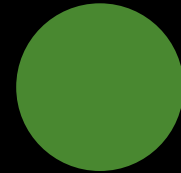


Staying
Connected



Members in Action

Involvement and Awareness



Programs that are for our Community

The cornerstone of our service

What is the value of Social Media for Mid-Cities (TX)



Generate Awareness

- ❖ Connecting with and expanding our audience
- ❖ Reach out and connect with people who want to support our events/fundraisers
- ❖ Introduce and Promote our Brand/Chapter

Communicate Online

- ❖ Opportunity to reach several people/groups at one time
- ❖ Immediate and direct contact with our audience
- ❖ Utilize platforms to inform, promote and share our stories
- ❖ Easy to communicate, easy to access. Phone, Pad, or computer



What is Right for Right Now regarding Social Media

- ❖ Saves us money – FREE Advertisement
- ❖ Past limitations and expectations
- ❖ COVID

Why We Share



What are the Social Media sites we use and why?

Special Reminder: We operate 4 Social Media sites, however we are currently active on 2 primary platforms. We will strategically roll out LinkedIn and re-evaluate Twitter effectiveness



Facebook

Mid-Cities TX Chapter
of the Links, Incorporated

Connects us quickly to family
and friends

Choose your audience

Drives Traffic to our Website

Helps build relationships

Has great analytics



Instagram

mcl.Chapter / Mid-Cities TX Links

Larger user base (MCL has fewer
followers on this platform

Higher Market Potential

People engage more with

Instagram

Helps build relationships



Twitter

Twitter requires more frequent
post

Less Social

Fewer MCL users

Not as many Links Chapters
use this platform



LinkedIn

Professional Network
Building presence on this
platform

Will utilize for Fundraising
efforts

Stay Tuned!

Future topics regarding Social Media & Chapter Website:



- Local and Corporate Websites
- Social Media Content
- Navigating our Social Media Sites
- National Platforms
- Other?

What can you do?

- ❖ Join/Follow
- ❖ Like
- ❖ Share
- ❖ Comment