



## **Communication Tools:**

### **Zoom Video Conferencing-[www.zoom.us](http://www.zoom.us)**

#### Advantages

- Face to face interaction (computer camera needed)
- Instant Feedback on discussions
- Free for a limited time-40 minutes
- Unlimited number of meetings
- Can participate with phone only, no video images

#### Disadvantages

- Free for a limited time-40 minutes
- Basic plan is \$14.99/month
- Uses a lot of the users data plan
- Over 20 on line get small video images

### **Newsletters-printed and or electronically**

#### Advantages

- Share a lot of information-promote Chapter fun & events
- Read at the convenience of the member
- Wide distribution
- Reach Chapter participants and non-Chapter participants

#### Disadvantages

- Not all members have internet access
- No immediate discussion or interaction
- Tend to be rather large files when filled with graphics
- Outdated email address

## **Social Media-Face Book, twitter, etc**

### Advantages

- Reach many-tech world
- Can get instant interaction with responses
- Can share on other pages for wider distribution

### Disadvantages

- Inappropriate and negative responses are possible
- Misunderstood intentions
- Subject matter that should be on one's personal page, not group page
- If you do not follow page, you may not get information.

## **Web Sites**

### Advantages

- Lot of information
- Very informative
- Links to other important sites

### Disadvantages

- Many times has inaccurate information-not updated on a regular basis
- Generally, no immediate two way interaction
- May be difficult for user to navigate
- Internet access needed

## **Phone**

### Advantages

- Personal contact
- Instant interaction.

- Less chance of misinterpretation-voice inflection

#### Disadvantages

- Very limited in number of participants
- Time consuming if you have to reach many
- Call backs may not be timely
- Voice mail-however, call back until you reach someone

#### **e-mail**

#### Advantages

- Share a lot of information
- Can be wide distribution
- Read at the convenience of the member
- Reach Chapter participants and non-Chapter participant

#### Disadvantages

- Internet access needed
- Can sometimes be misinterpreted and easily misunderstood
- Feedback can be sporadic
- Outdated e-mail addresses

#### **Texting and smart phone Apps like WhatsApp**

#### Advantages

- Messages/updates are received instantly
- Fast two way communication
- Generally faster response time than email

#### Disadvantages

- Poor or no internet access
- Smaller size groups may work best
- If you fail to sign up for text updates, may miss timely information

#### **Face To Face**

## Advantages

- Most personal way of communicating
- Instant interaction
- Body language and voice inflection sets the tone of the conversation

## Disadvantages

- Limited number of participants
- Too many participants and may be hard to control conversation
- Easy to get off track

## **YouTube videos**

### Advantages

- Visual display of fun
- Reinforce the fun times of events

### Disadvantages

- May contain inappropriate video

## **Additional thoughts**

- Do not filter information-share what you are asked to share
- Do not hoard information
- Do not be afraid to use some humor
- Make communication fun
- Encourage brainstorming