USMS PUBLICATIONS

FOR MEMBERS

ABOUT MEMBERS, BY MEMBERS
SWIMMER MAGAZINE

- Bimonthly member magazine—tangible benefit
- Complete online version available through MyUSMS account
- Generated by professional, paid contributors who also happened to be members
- Content planned year in advance
- Ideas come from all members
- Submission guidelines
  usms.org/content/articles
STREAMLINES

- STREAMLINES
  - Monthly to entire current membership
- STREAMLINES for Coaches
  - Monthly to coaches
- STREAMLINES for Volunteers
  - Bimonthly CRITICAL info for all LMSC and national-level volunteers and HOD members
- Subscriptions are initially automatic, but can be managed by recipient
USMS.ORG

- Stories
  - Biographies and first-person accounts
- Technique, health, fitness, sports medicine, etc.
  - Combination of paid and volunteer contributors
- Swimmer info page
- MyUSMS—an all-access pass
  - Read SWIMMER online
  - Online coaches
  - Participate in GTD, blogs, and forums
- Discussion forums
  - LMSC and committee forums
  - Staff blogs
SOCIAL MEDIA

- **Facebook**
  - Feel-good stories: positive content, images, links
  - [facebook.com/usmastersswimmingfanpage](http://facebook.com/usmastersswimmingfanpage)

- **Twitter**
  - Reminders, announcements, engaging with externals
  - [twitter.com/MastersSwimming](http://twitter.com/MastersSwimming)

- **YouTube**
  - Stroke technique, product reviews, promotional, clubs, etc.
  - [youtube.com/user/USMastersSwimming](http://youtube.com/user/USMastersSwimming)

- **LinkedIn, Google+, Instagram**
  - Limited use currently
COMMITTEES

• Getting the right content to the right audience at the right time. Promotion, reminders, and due dates for
  • National championship events
  • Election cycles
  • Awards
  • Convention
  • Volunteer recruitment
• And more. Anything that will help the committees perform their volunteer duties
• Accomplished through use of collaborative web platforms
  • Google Calendars
  • Google Docs
  • Dropbox
LOCAL AND NATIONAL MEDIA

At the NATIONAL level, USMS engages the services of a professional PR firm on an as-needed basis.

• April is Adult Learn-to-Swim Month

At the LOCAL level, the press is looking for content—your interesting stories. Cultivate relationships with your local news outlets

• Send us the links so that we can share

• When you talk to the local media you’re also representing USMS, an organization powered by hundreds of amazing volunteers and 60K+ swimmers. We work better as a team!

  • Fly your club/LMSC colors, fly our national colors
  • Identify clubs, LMSCs, and USMS with correct names
TOOL KIT

• Working With Your Local Media
  usms.org/admin/lmschb/content/effectivepress

• Websites, Social Media, and Newsletters
  usms.org/admin/lmschb/content/newshints

• USMS Publications Style Guide
  usms.org/admin/policies/style_guide.pdf

• USMS logos and logo style guide
  usms.org/logos

• Publications submission guidelines
  usms.org/content/articles
TOOL KIT

• Volunteers
  • Find that enthusiastic word nerd who communicates well

• Website
  • USMS logo prominently displayed and linked

• Social media platforms
  • Determine what your audience uses and deliver to them there. Be creative, be positive

• Email services
  • Don’t overdo it, make your messages count
  • Coordinate with National
WE WORK BETTER AS A TEAM!

Let us know how we can help
editor@usms.org