

Sharing Our Success (SOS) Submission Form

Chapter Name:	South Florida
Chapter Membership Size:	Medium (101-299)
Chapter Contact Person:	Colette De Nardo
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Chapter Board Position:	President Elect
Chapter Website URL:	https://www.atdsfl.org/
Submission Title:	The WhatsApp Collaborative
What did you do? (a 2-3 sentence summary of your effort):	Our President changed the way we communicate between leadership and committees by implementing WhatsApp chat groups. Historically, we used text or email which sometimes lent to longer response times and potentially overlooked communication. Using WhatsApp has completely changed the way we interact, collaborate and support the chapter through social media platforms.
Who benefitted from this effort (Target Audience) Check all that apply:	Chapter Members Board Members Chapter Volunteers

Why did you do it? What chapter needs were addressed?

Our President's chapter vision is to Empower, Spotlight, and Include. These four WhatsApp groups allows for collaborative efforts and supports this vision:

- Empower: Committees are able to collaborate with each other and make decisions quickly.
- Include: The groups include chapter members along with BOD members so everyone is invested in the chapter. It also gives chapter members the opportunity to volunteer in various capacities.
- Spotlight: We are sharing our chapter wins through team communications and then to the community via social media.

We currently have the following channels:

ATDSFL Leadership 2024-2025: This group chat is for our Board leaders and allows for quick questions and answers from the board between BOD meetings.

ATDSFL Radical Welcoming Ambassadors: Members of this committee communicate when guests or new members have registered for events so we can ensure they feel welcome. For example, they make the extra effort to introduce themselves and connect them to others in the chapter.

COLD 2024 - 2025: This is our Champions of Learning Dinner group for the event planning committee. This has fostered conversation, ideas and image sharing between bi-weekly meetings so we can work efficiently and meet deadlines.

ATDSFL Influencers: Our biggest impact group of members who share our events on LinkedIn, Instagram and Facebook. Weekly on Wednesdays our VP of Communications shares links to our events on these three platforms and the group reposts, likes, and shares the information resulting in increased visibility and event attendance.

What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)

- We have higher social media engagement when we all contribute to "liking", commenting and reposting events and articles.
- Committee timelines are closely adhered to and we are able to quickly resolve challenges that arise.

What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)

Everyone downloaded WhatsApp on their phones and some Board and Chapter members also added it to their laptops. Our President created the ATDSFL Leadership 2024-2025 group, ATDSFL Radical Welcoming group, and ATDSFL Influencers group. I started the COLD 2024-2025 group for committee volunteers. You need to allow WhatsApp access to your contacts in order to start a group.

Is there anything you would do differently?	Not really. This has been an efficient way to communicate, especially on time sensitive messaging such as chapter events and committee planning tasks.
When did you start working on this effort?	Jul 01, 2024
When did this effort go live?	Jul 01, 2024
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	10
What resources did you use? Check all that apply:	Board Members
Which board positions were involved in the effort?	President and President-Elect
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	Chapter Leader ATD Chapter Leaders Conference (ALC) NAC Area Call
Would you be willing to apply to present on this submission at the ATD Chapter Leaders Conference (ALC)? *Request for Proposals (RFPs) open in May of each year at td.org/alc. Selected session facilitators receive complimentary registration.	Yes
email_consent	true