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| **Chapter Name**  | New York City |
| **Chapter Number (ex. CH0000)**  | CH1026 |
| **Chapter Location (City, State)**  | New York, New York |
| **Chapter Membership Size**  | Medium (101 - 349) |
| **Contact Person for this Submission:**  | Greg Simpson |
| **Email Address:**  | gregory.simpson@atdnyc.org |
| **Phone Number:**  | (646) - 256 - 0357 |
| **Chapter Board Position:**  | President |
| **Chapter Website URL:**  | [https://atdnyc.org/](http://enotification.td.org/track/click/30530608/atdnyc.org?p=eyJzIjoidlJvZzBEN2hYRWpjc3dIWGI2ZGFzSEJYSkRrIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwczpcXFwvXFxcL2F0ZG55Yy5vcmdcXFwvXCIsXCJpZFwiOlwiYmI5ZjI1M2IxZTRkNGU2YWIzNjcyZGE2ZmRlNmE0MGZcIixcInVybF9pZHNcIjpbXCI0ZDQyN2FkMjJlZTc2YTBmNzNiMjdhZjBlYWNiY2VlMDU5NmI0MWQ3XCJdfSJ9) |
| **Submission Title:**  | Using Instagram to Promote Board Roles |
| **Submission Description:**  | The board member decided to utilize Instagram to promote the elections process, introduce chapter members to the board members and specifically their roles. This would allow easy visibility of the board members and provide Q&A info for those interested. The use of Instagram also promoted brand awareness in the NYC area and expanded target audience for the chapter. |
| **Need(s) Addressed? Please be specific.**  | The board member decided to utilize Instagram to promote the elections process, introduce chapter members to the board members and specifically their roles. This would allow easy visibility of the board members and provide Q&A info for those interested. The use of Instagram also promoted brand awareness in the NYC area and expanded target audience for the chapter. |
| **What is your chapter's mission?**  | Our mission is to serve the business professionals of Greater New York City with cutting-edge human performance improvement programs, resources, and events so they can deliver strategic value to their stakeholders; to expand their network of professional relationships; and to enhance their career opportunities. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?**  | Using Instagram to promote the elections process, introduce chapter members to the board members and specifically their roles provided ways for members to expand their network of professional relationships and make them aware of chapter leadership roles that can help them develop professionally.  |
| **National ATD's mission is to "empower professionals to develop talent in the workplace". How does this submission align with ATD's mission? Please provide specific examples.**  | Leadership Development by serving on chapter board provides transferable skills to help professionals develop talent in the workplace. |
| **Target Audience: (Who will benefit/has benefited from this effort?)**  | ATD NYC Board of Directors, ATD members looking for leadership opportunities, and potential NYC members not aware of the chapter |
| **Costs/Resources Used: (include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources)**  | Instagram, volunteer hours |
| **How did you implement: (please give a brief description)**  | New to Instagram; new board member wanted to create an account. This spawned from the year of experimentation. The whole board was new. The intent was to reach a broader target audience for NYC. The board member decided to utilize Instagram to promote the elections process, introduce members to the board members and specifically their roles. This would allow easy visibility of the board members and provide Q&A info for those interested.Joint Networking Event – SHRM & ODNY (organizational development NY) – Pictures & Q&A – Normalized pictures versus professional1. What three words describe you and why?2. What do you love about being on the Board? How has the experience change you?3. What trend are you most excited about in our industry?4. As we navigate the 4th industrial revolution, adaptability skills are key. What skill has helped you adapt and stay current in our changing environment?5. What advice would you give to a young person entering the Talent Development field today?6. Outside of Talent Development, what passion might we see you pursuing? |
| **What were the Outcomes: (Please include hard data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)**  | Kept the conversation going. Sparked a lot of interest and conversation around the positions. Posts generated content for the website and the newsletter. Ended up being a promotional campaign on multiple media sources.  |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)**  | Should do something similar like this more often. Should use Instagram to promote people and not just events. Quite the undertaking – 10 board members – Q&A Posts / Q&A (6 questions) |
| **Please list the specific ATD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc.):**  | N/A |
| **How did you become familiar with the Sharing Our Success (SOS) program?**  | Other |
| **If you selected "other", please explain your response.**  | Previously Submitted SOS |
| **Would you be willing 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**](http://enotification.td.org/track/click/30530608/td.org?p=eyJzIjoiNHZIbEd1UnpCNC1IZEVQLTJiOFlPN2xYRFpVIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcImJiOWYyNTNiMWU0ZDRlNmFiMzY3MmRhNmZkZTZhNDBmXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.**  | Yes |