



2.4 Communicating

Communication between members of your group is crucial for the successful planning and delivery of your activities. Although meetings are the most effective way to communicate with each other, it's important you use email, phones and websites to send messages and encourage discussion.

Emailing

Email is the easiest way to communicate to large groups of people. If you work hard to get lots of names on your mailing list and to write clear and friendly emails then you'll establish a good communication base.

General tips:

- **Group email address.** To put on posters, etc and to use for communicating with STAR national and other organisations (e.g. glasgow_star@gmail.com)
- **Bring a mailing list** to all events so people can sign up
- **Regular email times** and standard layouts help a clear flow of information
- **Be realistic about your readers!** Remember that many people on your mailing list may not open your email (since they signed up for lots of societies), so be honest to yourself about how many people are getting your message!

A typical method will be to send a **weekly update** of announcements for anyone interested:

- **Clear subject heading:** 1) Who it's from (2) What it's about
- **Include contents** at the top if you have a few items
- **Highlight key info** - any dates, times, locations so they can be found
- **Keep it brief.** Most people will skim-read for the key information, so make it easy!
- **Be specific** if you are asking your readers to do something
- **Make any invitation or action clear.** If you want people to come to a meeting or click on a link make sure they know it!