



POWER COMMUNICATION & MARKETING



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PR & Marketing
Coordinator
2019-2021

Master Director
York Harmony
Chorus

PR & Marketing Team



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Regional Management Team
PR & Marketing Coordinator



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Public Relations (PR) VS Marketing

Public Relations is the practice of understanding the purpose of an organization (your chorus) and its relationships within society. It is the planned and sustained activity of engagement between these two parties to influence behavior change, and build mutual understanding and trust.

Marketing is the process of interesting potential customers (members) and clients in your products and/or services. The key word in this marketing definition is "process"; marketing involves researching, promoting, selling, and distributing your products or services.

The main difference? Marketing is focused on promoting and selling a specific product, whereas PR is focused on maintaining a positive reputation for a company as a whole.

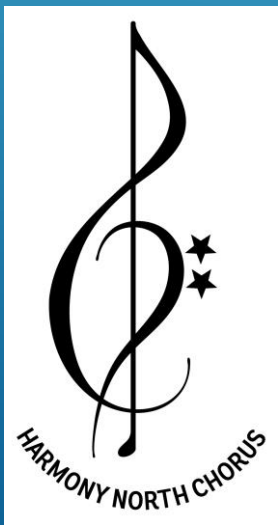
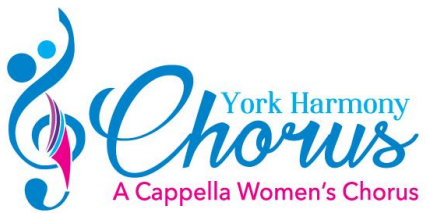


Designing a Logo.....



- ❑ Understand why you need a logo, what's the purpose?
- ❑ Define your brand identity, who are you?
- ❑ Find inspiration for your design.
- ❑ Research your competition, choruses, other musical organizations...
- ❑ Choose your design style.
- ❑ Pay attention to colour.
- ❑ Choose the right typography (typeface, point size, line length, linespacing, letter spacing).
- ❑ Communicate with your designer.
- ❑ Evaluate your logo options.
- ❑ Integrate your design into your brand.





Graphic Basics

COLOUR Line TEXTURE
SHAPE SCALE
space value

COLOUR

Not only does color have a big effect on the overall aesthetics of your design, color can evoke strong reactions in people. Red, for instance, is an intense color, used to convey energy, passion, and action; on the other hand, yellow can convey happiness, and blue peacefulness.

Line

It seems simple, but a well-placed line can make or break a design. Are your lines straight and gridded? Hand-drawn and squiggly? Off centered? Diagonal? All of these things affect aesthetic and overall feeling.

SHAPE

Like color, shapes can also convey moods in design. Angular shapes like squares and triangles are often seen as more aggressive where smooth curves are more "passive. Squares are familiar and stable, where circles convey a feeling of peace.

SCALE

Scale in design is how one element relates to another. Size is how big each element actually is (the actual dimensions on the page). You can't have one without the other, and both contribute to which parts of the design are most focal.

Submitted by Jen Febel



space

Often called “blank space” or “white space,” this element is crucial in design. Space allows the eye to relax, and take in the other aspects of the page. A design with no space is overwhelming and incredibly busy, so it is crucial to give your viewer enough space.

TEXTURE

The world is full of varying textures, and people are very familiar with this. Adding texture to your designs brings a sense of realism to your work that helps your viewer connect with your piece. Texture helps create unique work, and can bring your design to the next level.

value

Otherwise known as the lightness or darkness of the color (you might refer to value as “shade”), value can be a great tool to create focal points in designs and make your visuals more cohesive. Lighter spectrum values can give a subdued feel, where darker values can seem ominous. Pairing light and dark values in one design can create a striking contrast.

A note about using photos

Resolution is important when using photos in your design!

Never use images that are fuzzy or pixelated as it looks unprofessional and confuses the eye.

COLOUR Line **TEXTURE**
SHAPE **SCALE**
space **value**



Resources

- ❖ To create designs for Social Media Canva
- ❖ To create flyers PowerPoint, Adobe Software
- ❖ Free fonts dafont.com
- ❖ Stock Photography Pixabay, Stockvault, Pexels
- ❖ E-blasts and E-Newsletters Mail Chimp
- ❖ Surveys Survey Monkey

A Note about using photos

Resolution is important when using photos in your design!

Never use images that are fuzzy or pixelated as it looks unprofessional and confuses the eye



Tips for Creating Effective Flyers/Promo

- Create a catchy headline or title.
- Use colorful or striking graphics.
- Limit your fonts choices to two three choices
- Photos.... Use high resolution photos - no blurry or jagged photos.
- Incorporate your logo with the design
- Focus on the benefits of your product or service. Keep your content brief
- Communicate to your target market in their language
- Use compelling testimonials and case studies.
- Organize your page with boxes, borders, and areas of contrasting colors. ...
- Make your points easily identifiable. ...
- Create a call to action - what do they do next.. Call, Email, Register??
- Include your contact information (Website, Facebook, Instagram)
- Don't get too complicated.



Promotional Flyers/Promo



CIRCLE of HARMONY
COME SING WITH US!

Looking for a creative outlet!
Give a cappella a try!
Sing and learn with our award-winning chorus and explore our special new members program.

The fun starts September 16, 2020 at 7:15 p.m. and continues for 8 Wednesdays.
Find out more and RSVP now at circleofharmony.ca

Rehearsals are held online via Zoom; in-person rehearsals will resume in 2021 at QE Park CCC, 2302 Bridge Road, Oakville

Circle of Harmony is a registered charity.

oakville park's council OAKVILLE CULTURAL GRANTS



NEW YEAR, NEW HOBBY, NEW MEMBERS PROGRAM!

CANADIAN SHOWTIME CHORUS





Save the Date!

CANADIAN SHOWTIME CHORUS
SPRING SHOW
AS LONG AS WE'RE SINGING
APRIL 23, 2020 @ 7:30 PM
TICKETS AT WWW.HARMONYCONCERTS.CA

INTERNAT



**BLUE
MONDAY**

SING THOSE BLUES
AWAY BY JOINING
BYTOWN BEAT
CHORUS

**NEW MEMBER NIGHT
TONIGHT**



**Come Sing
With Us!!**

**Eastside
Harmony**

- + Virtual Open House
- + January 14th 7pm
- + Register @ eastsideharmony.org
- + Or email info@eastsideharmony.org





The Heartland Singers is doing a bottle drive to support Distress Centre of Halton!

I will collect your empties from you! Sat Oct 17th/Sun Oct 18th Message me for details!

All proceeds support Distress Centre of Halton
For more information about Distress Centre of Halton go to dchalton.ca



The Heartland Singers is a beneficiary of Ontario Charitable Gaming Association

VIRTUAL OPEN HOUSE

Come visit the Bay of Quinte Chorus!

Monday 19 April 2021, 7-8pm
Zoom Meeting:
<https://us02web.zoom.us/j/85179914233?pwd=cG1QYjIzbXJwRXhRQ1dQa09lWmJSQT0?>

The Bay of Quinte Chorus sings barbershop style music in four-part a cappella harmony. We meet virtually on Monday evenings and welcome women of all singing skill and musical experience. This Open House will provide information and give a taste of what it is like to be part of a Sweet Adelines International chorus.

<https://www.facebook.com/BayofQuinteChorus>

LOOKING FOR A CREATIVE OUTLET?
Give a cappella a try!



Even a global pandemic can't stop the music!

Come join Master Director, Martha DeClerq, and award-winning York Harmony Chorus for our FREE Virtual Open House and discover our 5 week New Member Program!

When: Tuesday, January 19th, 2021
Time: 7:00pm EST (via Zoom)

Learn to sing a cappella harmony!
RSVP to Anne at yhcmembership@gmail.com

www.yorkharmonychorus.ca

*NOTE: Rehearsals to take place every Tuesday @7pm via Zoom until in-person rehearsals can resume






**Need a creative outlet?
GIVE A CAPPELLA MUSIC A TRY!**

Adelphi Women's Chorus Perth, NY	Madison Women's Chorus Caledonia, ON	Lake Ontario Region 16 Sweet Adelines International
Brampton Women's & Men's Chorus Brampton, ON	North York Women's Chorus Toronto, ON	
Bay of Quintes Chorus Belleville, ON	Simcoe Women's Chorus Port Hope, ON	
Brantford Women's Chorus Chatham, ON	Upper Mersey Women's Chorus Kitchener, ON	
Canadian Soprano Chorus Orillia, ON	North York Women's Chorus Toronto, ON	
Chorus of Hamilton Chorus Hamilton, ON	St. Catharines Women's Chorus St. Catharines, ON	
Delaware Women's Chorus Chatham, ON	St. Catharines Women's Chorus St. Catharines, ON	
Edmonton Women's Chorus Edmonton, ON	The Hamilton Women's Chorus Hamilton, ON	
Georgetown Women's Chorus Georgetown, ON	West Hamilton Women's Chorus Hamilton, ON	

Lake Ontario Region 16 is proud to be one of 24 Sweet Adelines International regions that span across the globe. Our region is made up of 16 choruses from both Canada and the United States. We welcome women from all backgrounds and nationalities to join us in sharing the joy of a cappella harmony.

We are looking for motivated singers just like you to join our Sweet Adelines International choruses - so come join us!

Presently our choruses are accepting new members (only) due to Covid-19. Just sing on the chorus nearest you. We will be releasing to this chorus website where you will find all the information needed to attend these virtual rehearsals.

Find friends. Find fun. Find community. Come visit us!



Featuring Special Guests:



The Ladies



FRIDAY JULY 9TH & 10TH, 2021

7:00pm - 9:00pm EDT / 10:00am - 12:00pm EDT

During this **FREE** and intimate online experience, you will receive expert instruction from SAI faculty who will guide you in the learning of "Shallow" by Lady Gaga/Bradley Cooper - A Star Is Born, followed by the creation of an audio/video recording that will be compiled together into a full Virtual Chorus. The final video will be yours to share with friends, family and on social media! Saturday session will feature special guests, The Ladies quartet!

Click here to register online today!

Ignite the Passion



YOUNG WOMEN
Harmony
SWEET ADELINES INTERNATIONAL




Wake up!
with Vocal Warmups

Saturdays mornings @9am via Zoom



2020 VISION
& beyond...




CHORUS GROWTH PLANNING WEBINAR

ATTENTION ALL REGION 16 MEMBERS - THIS WEBINAR IS FOR YOU!

All Region 16 members are encouraged to **save the date** and join guest faculty, Jennifer Cooke, for this innovative 2-part Growth Planning Webinar. Directors, Team Leaders/Presidents, Membership Chairs won't want to miss it! Chorus Members, Board/Team Members, Musical Leaders and Quartets... This event is for all members, most especially anyone in a leadership capacity. Come one, come all!

PART I: JUNE 20TH & PART II: JUNE 27TH, 2020
@ 9:00am - 12:30pm

FREE for all Region 16 members
To register, keep an eye on your Inbox for registration link to be sent out the first week of June



Questions? Contact Susann McKinley: susann.mckinley@yahoo.com

[Click for event schedule](#)



SAY HELLO TO YOUR NEW REGIONAL MANAGEMENT TEAM FOR 2021-2022!





IT'S OUR FAVOURITE DAY OF THE WEEK!!
Westcoast Wednesday!



Join Us!

info@westcoastsings.com
www.westcoastsings.com

WWW.WESTCOASTSINGS.COM

Westcoast Wednesday!



WESTCOAST HARMONY CHORUS



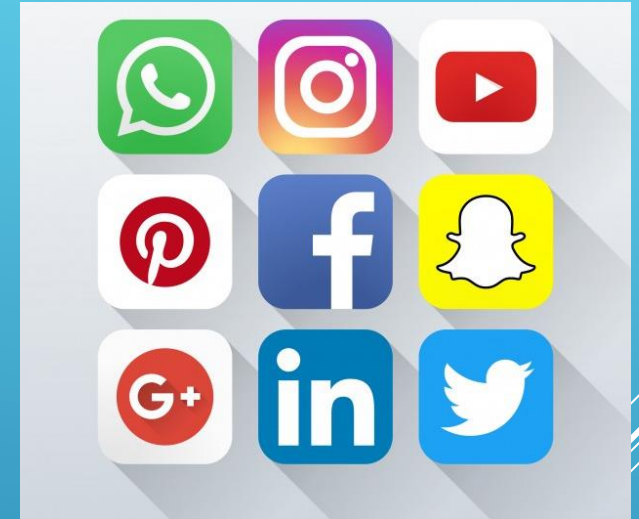
Social Media Marketing with Meaghan DeClerq

Know your Target Audience

- Is this page for your chorus/ fans, potential members
- What are your demographics
- Who is this social media for ...you....your followers?
- Be conscious on who follows you. Don't over-post.

Ideas for Posting:

- Showcasing you, what you are doing?
- Rehearsals on Zoom
- Fundraisers
- Shows, Performance Videos,
- Chorus Historical Photos



Overall Social Media Tips:

- 1. Check your Facebook Insights - Analytics, what is getting traffic and what is not.
- 2. Schedule posts in advance - It's a huge stress reliever.
- 3. Have your members share your posts, not only share but comment.
- 4. Pick one or two social media platforms to focus on at first. Start with Facebook, Instagram, then move to Twitter,
- 5. Use your members strengths. (photographs, graphic designers, editors, word smiths)
- 6. Don't be afraid to boost your posts or create a Facebook ad.
- 7. Like and Tag "Lake Ontario Region 16 Sweet Adelines" and "Sweet Adelines International" on Facebook





Trending Social Media Sites



Facebook is one of the most widely used apps in the world. There are 2.41 billion monthly active users. Facebook is the primary platform to connect with a broad audience in one place. Facebook is used by millions of users where people can share their views, images, videos, etc.

This application is very authentic as it provides the privacy option in the setting where users can make the account private or public. Facebook has another child app called 'messenger'.



Messenger is used for chatting with other users. The app helps to share messages, photos, and videos with your friends and family without a login on the Facebook account.





YouTube is a video hosting service. There are 2 billion monthly active members. YouTube comes with enhanced features. It is compatible with ios and android. This app allows the user to upload, view, share, rate, report, and comment on the video.

YouTube has content for any age group which generates videos according to the interest of the person.



Instagram is the app that has become a sensation these days. There are 1 million people connected on Instagram across the globe. Amongst all, Instagram has unique features which provide two types of account to its members.

One is a private account in which you can make friends of your own choice. The second one is the business account, users can promote the brand, profile or anything visitors want in the profile.

On Instagram, visitors can share images, videos, live videos, stories. Recently it adds the new feature that is IGTV that supports long videos.





TikTok is the latest video sharing social network. TikTok is rising day by day. It was the world's most downloaded app in 2018. There are 550 million active users on TikTok.

It can record the video for 60 seconds and add music with special effects with the edit feature. This application is the most popular worldwide.

TikTok helps to promote the business online by sharing small advertisements. By adding some filters and effects, the user can create the video more effectively that makes the big difference in the promotional video.

<https://www.tiktok.com/@barbershopharmony?lang=en>



Twitter is the real-time microblogging website on social networking app. The message is known as tweets where registered users can tweet, and unregistered visitors can read the tweets. Twitter has 330 million users.

Twitter is the ideal social media platform for the best customer services. Users can choose to read the tweet of your interest like sports, news, entertainment etc.





Snapchat app has 314 million users. Snapchat is a multimedia messaging app where users can do instant messaging, video chat, share videos, etc.

In this, the end-user can send the video and image along with the message.

Few Other Sites

LinkedIn - Used for professional messaging

WeChat - All in one messaging platform

Reddit - A network of communities based on similar interests.
More discussion based

Clubhouse - Drop in audio only, live podcasts, invitational site



Creating more Traffic through Hashtags

A **hashtag** is a word or keyword phrase preceded by a hash, also known as the pound sign (#). It's used within a post on **social media** to help those who may be interested in your topic to be able to find it when they search for a keyword or particular **hashtag**.



GREAT Reasons to Use Hashtags:

1. Hashtags simplify the process-Searching a hashtag pulls results for each post using that hashtag. Using a hashtag helps you reach your target audience, and likewise makes it easier for other to find your information.
2. They compel an action-When a user sees a post that is of interest, they will likely spend time looking through content brought up by the hashtag.
3. Hashtags are being used by more and more platforms, impacting the amount of information put directly in front of social media users.
4. They reward the - Hashtags make finding information easier for social media users. A unique hashtag makes your message stand out to the users who ding the hashtag valuable.



#hashtag # cheatsheet

Primary Region 16 Tags (choose1)

#sairegion16

#Region16Chorus

#Region16Quartet

Add your geographic location

#YHCsings

#BBCsings

#OSCsings

#Region16sings

#CSCsings

#YHCEastGwillimbury

Add a SAI Tag

#SweetAdelines

#SweetAds75

#LifeOnAHighnote



Choose additional tags that tie into your content and message

#R16inHarmony

#BarbershopSingers

#barbershop

#acappella

#ChoirLife

#HarmonyTogether

#Singwithus

#ZoomRehearsals

#TogetherinSong

#Sing

#Community

#Lovesinging

Be creative in your hashtags





Sweet Adeline Marketing



<https://sweetadelines.com/resources/marketing-materials>



I will be
your tenor
your rhythm
your listening ear
your biggest fan
your harmony



Marketing Strategies

1. Find out who and where your prospects come from
2. Don't ignore existing prospect while trying to make new ones
3. Decide on your Social media marketing platforms
Facebook, Facebook Ads, Instagram, Tik Tok, Blogs, other musical organizations, sponsors etc.
4. Focus on creating compelling non-musical content
5. Send your chorus information to blogs, organizations and press outlets
6. Create and/or update your own website on a regular basis. Always add new projects you are involved in.
7. Set a schedule when you are going to start your plan, when everything is to be completed. Don't inundate your platforms, have a plan.
8. Keep analyzing what is working and what is not....
9. Learn from everything you do.....



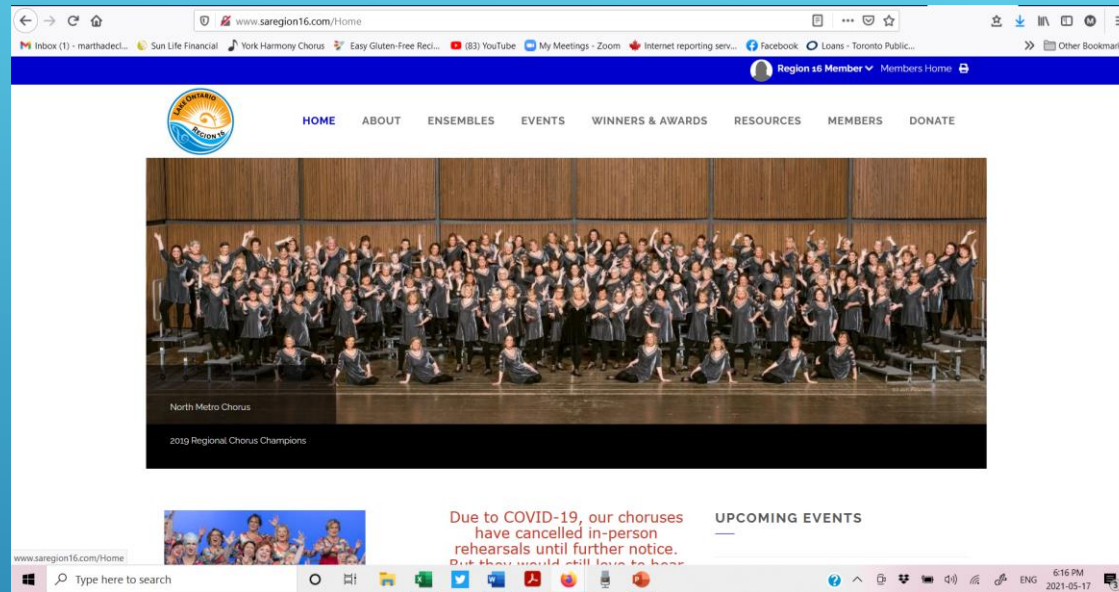
Exciting News With Vanessa Echlin

Coming SoonPR & Marketing Page on the Regional Website

1. Info graph/picture of what each social media apps do and what they are best to market
2. Social media coordinator job description - what is needed to make the job effective.
3. COVID 19 - Interest Story and Press Release
4. Benefit of singing info image - to be made.
5. Sample flyer - dimensions
6. Sample graphic for social media - with dimensions
7. Ppi vs dpi - info graph
8. Canadian and United States Flags
9. Regional Logos - various versions



Lake Ontario Region 16 Website



<http://www.saregion16.com/Home>

<http://www.saregion16.com/dbpage.php?pg=membersonly>

Facebook Marketing Group - <https://www.facebook.com/groups/r16marketing/>



*Life is about Using the Full Box
of Crayons*

Dream in Colours

Think Out Of The Box

Make Your Own Magic

Be Creative

Be Positive

Stay Inspired

In HarmonyMartha

