



U.S. Masters Swimming
LMSC Communications
Peer-to-Peer

June 2, 2022 Webinar

LMSC Development Committee
Peer-to-Peer Webinar



LMSC Development Facilitators

Linda Chapman swims with Puget Sound Masters in the Pacific Northwest LMSC. Linda currently serves on the Webinars Team and LMSC Standards Team for the USMS LMSC Development committee as well as serving as Chair of the Pacific Northwest LMSC.

Kris McPeak swims with (and is the co-owner of) SilverPeak Performance in Pasadena, CA. Kris currently serves on the Mentorship Team for the USMS LMSC Development committee & is Treasurer for the Southern Pacific LMSC.

Tom Moore swims with Minnesota Masters Swimming in Minnetonka, MN. Tom currently serves on the Webinars Team for the USMS LMSC Development committee as well as on the USMS Diversity & Inclusion committee.

Katherine Olson swims with the Sioux Falls Prairie Masters team in Sioux Falls, South Dakota. Katherine currently serves on the Mentorship Team for the USMS LMSC Development Committee and is the current Chair and former Communications Chair for the South Dakota LMSC.

Panelists

Kysa Crusco swims with the Granite State Penguins, a workout group of New England Masters. Kysa currently serves as the Communications Chair for New England LMSC as well as a member of the Championship Meet Committee for the LMSC

Daniel Paulling is the Director of Communications and Publications for USMS. He serves as the editor-in-chief of *SWIMMER* magazine, manages content development and production for the *STREAMLINES* newsletter series and the articles and videos that appear on usms.org, and oversees USMS's social media channels. In his spare time, he swims for fitness with the Sarasota Sharks Masters.

Welcome Everyone!



- The webinar will begin in a few minutes; please stand by as everyone gets connected
- All attendees will be muted throughout the presentation
- You can submit questions to the moderator via the Q&A 'Chat' window



LMSC Development Facilitators



Linda Chapman



Kris McPeak



Tom Moore



Katherine Olson



LMSC Communication Panelists



Kysa Crusco



Daniel Paulling





Peer-to-Peer Webinars

Annual session hosted by LMSC Development and any relevant national committee for a specific LMSC role focused on establishing and growing mentoring relationships.

<https://www.usms.org/volunteer-central/lmscs/peer-to-peer-calls> Upcoming Schedule (subject to change):

9/30 – LMSC Membership Coordinator

11/4 – LMSC Secretary

1/6 – LMSC Leadership (Chair / Vice-Chair)

2/3 – Event Hosting (Sanctions, Safety, Officials, LMSC Records, Top10 Recorder)

3/3 – LMSC Treasurer

3/31 – LMSC Diversity & Inclusion Coordinator

4/7 – LMSC Coach & Club Development

5/5 – LMSC Awards & Recognition

6/2 – LMSC Communication

6/30 – LMSC Fitness Event Coordinator

7/7 – LMSC Hall of Fame

9/1 – LMSC Community Service

Agenda

- Resources - Linda
 - LSMC Communication Chair Role Description
 - Guide To Local Operations, Marketing and Communications page links
- Peer-to-Peer Relationship Building Program – Katherine & Kris
- Group Discussion: LMSC Communications – Daniel, Kysa & Katherine
 - Website
 - Newsletter
 - Email
 - Social Media (Facebook, Twitter, Instagram, ...)
 - Press Releases
- Q&A

LMSC Communications Coordinator Resources



- [LMSC Communication Coordinator Role Description](#)
The Communications Chair's purpose is to provide communications to the LMSC members, volunteers and coaches within their LMSC.
- Guide To Local Operations, Marketing and Communications page
<https://www.usms.org/volunteer-central/guide-to-local-operations/event-management/marketing-and-communication>
 - [How to Market, Advertise and Promote Your Program](#)
 - [Club Marketing Resources](#)
 - [USMS Communications and Publications Overview](#)
 - [Working With Your Local Media](#)
 - [Websites, Social Media, and Newsletters](#)
 - [Update LMSC Information on USMS.org](#)

P2P Relationship Building Program

- We want to connect each LMSC Volunteer with 1-5 Peers in similar LMSCs.
[Program Overview Link](#)
- Fill out online sign-up form (closes Sunday 6/12)
- [>>LMSC Communications – Sign Up Link<<](#)
 - Your contact info
 - Challenges?
 - Best Practice suggestions?
- LMSC Development will send you contact information for your Peer(s), along with some suggested conversation starters – we recommend you share contact information with each other, do a phone call in the next 30 days to get to know each other, then do a follow up in 3 months, and whenever you need a ‘buddy’ to talk to about being an LMSC Chair or Vice-Chair.

Group Discussion



Website, Newsletter, Email, Social Media, Press Releases

- Timing
 - Plan communications based on the calendar (membership renewal, annual mtg., etc)
 - Communications based around local events (meets, open water, clinics, meetings)
 - How often do you communicate?
- Content
 - How do you balance providing information for members with recruiting volunteers
 - How do you solicit articles from members / volunteers / coaches ?
 - How do you generate new content
- Platforms
 - What content goes where?
 - What content can be used in multiple ways?
 - What tools do you use for newsletter and email management?
 - What are the strengths of the various social media platforms and how does that affect the type of content that gets used?

Q&A



- Questions?

Upcoming Webinars

<https://www.usms.org/volunteer-central/lmscs/peer-to-peer-calls>



June – *Pride Month*

- Thur 6/2 **LSMC Communication Coordinator P2P**
- Thur 6/16 **Coaches Community: “Lap Swimming 101: building a bridge from ALTS to Masters”**
[Register](#)
- Sun 6/19 *Juneteenth*
- Thur 6/23 **LSMC Update – Focus on Leadership Development** (Peter Guadagni) [Register](#)
- Thur 6/30 **LSMC Fitness Event Coordinator P2P** [Register](#)

July – *Disability Pride Month, “Try Masters Swimming” Month*

- Thur 7/7 **LSMC Hall of Fame Coordinator P2P** [Register](#)
- Thur 7/14 **ALTS Community: “TBD ”**
- Thur 7/21 **Coaches Community: “TBD”**
- Thur 7/28 **LSMC Update – Focus on Creating an Inclusive Culture at your LMSC** [Register](#)