



Council of Scottish Clans and Associations

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Communications Strategies and Standard Operating Procedures (SOPs)

Strategic Communications

The "Strategic Communications" section of the COSCA Strategic Planning Committee Report of June 2021 was approved by the COSCA Board of Directors. Specifically:

Website: This information will be provided in two different levels: general information for the public and more detailed and advanced instructions for the members-only section of the site.

Newsletter: COSCA will produce and distribute a brief, monthly e-mail newsletter that focuses on the core mission of supporting its member Societies. The newsletter will be timely and promote specific events (such as upcoming Gatherings and Tartan Day), easy to read with graphics and brief paragraphs, and encourage readers to visit the website with longer versions of the materials.

Social Media: COSCA will create a consistent brand across all platforms that immediately identifies its core mission and makes it unique from other online identities. COSCA will post an article about and linking to one of the blogs or pages on the COSCA website. This will be posted on Facebook, Instagram, and Twitter. COSCA will join other appropriate Facebook groups and share its posts in order to generate a wider audience for its posts.

Standard Operating Procedures (SOPs)

Member Services: COSCA will develop detailed, in-depth articles for the Members Only section in "Member Services." These are organized by the categories of Clearinghouse, Management, Communications, Membership Development, Genealogy, etc.

Blog: From these articles, COSCA will create briefer "Blogs" that exclude some of the details. Each Blog concludes with the statement "If you are a Delegate or Alternate of a COSCA Organizational Member, you can access the complete article with many more details here" and includes a link to the full article. This should encourage potential Organizational Members to join in order to receive the benefits of the Member Services.

Social Media: From the Blogs, COSCA will create summaries for the COSCA Facebook and Instagram accounts, within the required word limits and graphics restrictions. Each post includes the standard hashtags: #scottish #highlanders #scottishsocieties #highlandsocieties #clans #scottishclans #scottishsocieties #scottishclansman. COSCA may add other hashtags, as appropriate.

COSCA Updates: At the end of each month, COSCA will copy all the social media posts and paste them into the newsletter. If necessary, COSCA will recycle posts from about two years ago with specific Member Service articles. The *COSCA Updates* are distributed on the first day of every month. This is sent to over 1,000 contacts, both members and non-members.

Society News: At the end of each month, COSCA scans over 200 Facebook pages of Scottish heritage societies for news items, reviews Facebook news feeds, reads clan and family newsletters, and engages in several clan chats.

If you would like to join the COSCA Communications team, please contact Bart Forbes at COSCA@bforbes.com.