TIP SHEET:
Spreading "Good Will" by Recognizing and Congratulating Members for their Contributions

A guide to why it is valuable to promote and acknowledge member contributions

Congratulating and acknowledging the achievements of our IEEE members and volunteers is one simple way to promote "good will" around the organization and bring increased visibility to IEEE. The following are tips and templates modeled after posts that delivered the best engagement and performance metrics during a social media performance test. These can be quickly customized.

Goal:
Increasingly promote IEEE on social media platforms and create "good will" by acknowledging members who have won an award inside or outside of IEEE.

What We Learned Worked Well:
1. Creating original congratulatory posts (Facebook)
2. Retweeting content, while congratulating accomplishments (Twitter)
3. Regular retweets (Twitter)
4. Including a strong visual
5. Awards posts performed better than traditional posts on Facebook

Example of Sample Congratulations:
1. Winning an award from IEEE and/or its Societies
2. Winning an award from outside of IEEE
3. Publishing a paper
4. Being named an IEEE Fellow

Copy Templates:
Congratulations to <member grade and name> who will be presented with the <award name> on <date>!

Congratulations to <member grade and name> who was awarded the <award name> from the <organization> for <contributions>!

Congratulations to <member grade and name> who recently had research published in IEEE <journal or magazine name>.

Congratulations to <member grade, name, Society affiliation> who was recently named an IEEE Fellow for <citation describing accomplishment>!

Did you know? <member grade and name> founded/created <contribution> which helped shape <technology>? Thank you for your contributions to the world of <technology type>!

◈ IEEE

This week, we are recognizing <member grade and name> who founded/created <contribution>, which helped shape <technology>? His/her work helped shape today's <type of technology/product, etc.>.

Sample Thank Yous:
Note: These can be custom social media replies, in the event that people post that they have become a member, or attended an event, and tagged IEEE or a society

1. Thank you for becoming a member
2. Thank you for attending conference / event

Visual Examples of "Good Will" In Action:

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Published by Finn Partners [?] · November 28, 2018 · 🌐

Congratulations to all of the 2019 IEEE medal recipients! This year's IEEE Medal of Honor recipient, IEEE Life Fellow Kurt E. Petersen, is being recognized for his unique and innovative contributions to the Micro-Electro-Mechanical Systems (MEMs) field. Learn more about all the 2019 IEEE medal honorees: http://bit.ly/2QstbxW IEEE Awards

KURT E. PETERSEN
2019 IEEE MEDAL OF HONOR RECIPIENT

IEEE
Published by Finn Partners [?] · November 16, 2018 · 🌐

This week, we're recognizing engineer, computer scientist and IEEE Fellow, Ruzena Bajcsy. In 1979, she helped create #robots that could sense and respond to their environment. She now heads an innovative institute where researchers develop smart low-power sensors that both compute and communicate. She is also Professor of Electrical Engineering and Computer Science at UC Berkeley.

via eecs.berkeley.edu

RUZENA BAJCSY
ENGINEER & COMPUTER SCIENTIST

IEEE
Published by Finn Partners [?] · December 14, 2018 · 🌐

This week, we're recognizing physicist and the eighteenth president of Rensselaer Polytechnic Institute Dr. Shirley Ann Jackson. While at Bell Laboratories, Jackson conducted research in the areas of theoretical physics, solid state and quantum physics, and optical physics. Her research with subatomic particles enabled others to invent the portable fax, touch-tone #telephone, fiber optic cables, and more.

Original via Flickr: World Economic Forum/Qilei Shen

DR. SHIRLEY ANN JACKSON
PHYSICIST

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@IEEEorg

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Congratulations to #IEEE Fellow John Tsitsiklis who will be presented with the 2018 IEEE Control Systems Award this week! bit.ly/2R1kACF @IEEEAwards

3:00 PM - 17 Dec 2018

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