

Friendly Fifth Friday News June 2, 2017

In an attempt to help our lodge leaders become more familiar with resources, changes, deadlines and other information, I will compile a weekly "Friendly Fifth Friday News" email to our leadership. Some of the information you might already have, but hopefully it will be a good reminder for all of us (me included) of all the great resources that Sons of Norway has to offer. **Please feel free to cut and paste any of this information for your lodge's use!**

Darlene Arneson, District 5 Secretary

Send all web posting info to inputd5@sonsofnorway5.com

Maintaining Momentum through the Summer

Posted on Tue, May 23 2017 12:00 pm by Joe Eggers, Sons of Norway staff

2017 has been a great recruitment year for Sons of Norway. Armed with the ambitious goals from the International Board of Directors, many lodges are already well on their way to not only making their goals, but exceeding them. The next challenge: overcoming the summer slump.

From June through August, recruitment numbers fall. In fact, it's not uncommon for the number of new members joining the organization to be down by as much as 50% compared to the busier holiday months. While the summer has been long considered a challenge for recruitment, it really should be thought of as an opportunity: Sons of Norway has plenty to offer its members and the summer is no different. Read on to learn about some of the different ways to keep recruitment going through the summer, and keep your lodge growing to 2020!

Start with your family

Family reunions are a popular summertime activity and give families an opportunity to reconnect with distant relatives. They're also an excellent opportunity to share Sons of Norway. Don't forget – your extended family likely shares your Norwegian heritage!

To help introduce Sons of Norway to family members this summer, be sure to keep a membership application and copy of *Viking* on hand. Both of these can be requested from the [Sons of Norway Supply Department](#).

Highlight Member Discounts

A highlight of many summers are the annual roadtrips. Whether it's to visit relatives across the country or to travel to an attraction, many of us will be hitting the road. Sons of Norway members have access to exclusive discounts that will help lighten the bill a bit; savings on hotels and car rentals mean there's more money to go toward your vacation itself. For those looking to travel a bit further, Sons of Norway's partnerships with Icelandair and Borton Overseas can save more than the cost of an annual membership.

If you know someone who's planning to travel this summer, point them to a Sons of Norway membership as a valuable cost savings resource. More information about member discounts, including travel discounts, is available on the [Sons of Norway website](#).

Sons of Norway as a Place to be Active

Getting active and outdoors is a summer goal many of us have. Whether it's taking an invigorating bike ride or a leisurely walk, a lot of people place a high value on enjoying the pleasant weather. Sons of Norway can provide a bit of extra encouragement. With the Sports Medal Program, active Sons of Norway members are rewarded for meeting fitness goals with a recognition pin.

Based on the Norwegian ideal of promoting a healthy lifestyle, the Sports Medal Program is the perfect motivation for any prospective member looking to participate in an outdoor activity. More [information about the program](#) is available on the Sons of Norway website.

Your Lodge Can Still Meet

The summer doesn't have to be Sons of Norway –free. Lodges take the summer months off because people are busy with other things. While it might make sense to take a few months off and not hold meetings, your lodge can still get together. A Midsummer gathering is a great reason to get together for a picnic without having an actual meeting. Plus, an informal social gathering is a great opportunity to invite potential members to discover what Sons of Norway has to offer.

Is your lodge looking for extra recruitment help? [Contact Joe Eggers](#), Membership Coordinator, to help put together a recruitment plan in place to assist your lodge reach its goals. His email is jeggers@sofn.com.

Darlene's thoughts about summer and lodge activities

Many of you know my philosophy on summer lodge meetings and activities. When in contact with lodges, I often hear that lodges struggle with meeting attendance as members 1) don't like to drive after dark and 2) deal with winter roads and conditions. But when summer comes and the roads are good and it's light until almost 9 pm, many of our lodges don't hold meetings. I encourage you to continue lodge meetings throughout the summer, plan fun events, visit other lodge meetings and activities, and go on some day trips (by bus or car pool) to festivals, heritage places or museums. Take advantage of our summer months to have some fun and provide those social and cultural opportunities that members join Sons of Norway for.

Social Media (from the Sons of Norway website)

Use these social media tools to help you put tactics in place to efficiently get your messages out to a wide audiences.

Using Facebook to Connect with Members

The article below if viewed online also provides links to the Official Sons of Norway Facebook page and other Nordic-centric pages.

Did you know that over the last two years, Sons of Norway has been recruiting twice as many young adults (24 to 55 years old) than it has in the last five years? With this influx of new, more active members come new opportunities to meet their expectations. This often means lodges will have to incorporate new tactics and resources to keep these new members connected with the lodge. We're already seeing some lodges beginning to use Facebook as a means to reach out to younger members, and their community as a whole. Let's look at some information about Facebook and best practices to make sure your lodge gets the most out of it.

Facebook is the largest social media network with more than 1.25 billion users. Originally created for college students, the site's fastest growing demographic is now 45 to 54 year olds, which has grown by 79% over the last two years. This combination of a strong base of young adults coupled with a growing number of middle aged users makes Facebook the perfect tool for Sons of Norway lodges.

Facebook is free to use. For the lodge, you'll want to create a Facebook 'Fan Page.' Think of a page as a Facebook website. The easiest way you can create a Facebook Page is through your own personal Facebook profile. [Watch this tutorial](#) for a better idea of how to get started creating a profile for your lodge. While it's geared towards businesses, the process is essentially the same no matter your page's purpose, in this case promoting your lodge.

Once you've created a profile, there are a few best practices that will help your lodge succeed on Facebook. To help us out, we checked in with Joan O'Bryan, Askeladden Lodge #5-610 in Kalamazoo, MI, whose been using Facebook to create a wider reach in their community.

Here are a few hints for creating your own successful page.

- **Keep your page updated.** To use Facebook to its full potential means keeping it updated with content like events and photos. At Askeladden Lodge, Joan keeps the page updated with interesting news and events from the lodge and Norway. Some of the biggest Facebook pages will update multiples times a day. As your lodge starts out, though, try and shoot for at least 2 posts a week.
- **Know your audience.** Among the tools you will have at your disposal, Facebook allows you to view the average age of your fans. A lot of Askeladden's fans are between 45 and 54. Knowing this allows Joan to tailor what she posts to maximize the lodge's engagement with fans on the page.

- **Don't be afraid to network.** Not only does Facebook allow your lodge to network with members and the community, it can help your lodge grow connections within the community. Don't be afraid to use your lodge's Facebook page to become fans of other groups your lodge may be interested in collaborating with in the future.

There are a lot of resources available on Facebook to keep in touch with Norway.

Social Media Policy for Lodges

This detailed policy provides guidance on social media oversight, passwords, proprietary information, expectations for adhering to policies, certain approvals and disclaimers, taking responsibility for your posts and more.

Social Media Policy for Lodges

Social Media Definition

For the purposes of this policy, the term “Social Media” refers to forms of electronic communication through which members create online communities or forums to share information (such as ideas, messages and other content). This can be done through blogs, discussion forums and other social media such as Twitter or Facebook.

Oversight

All social media efforts for lodges conducted by its members and officers on behalf of the lodge fall under the jurisdiction of the lodge’s Executive Committee, which shall have the final determination over all social media efforts and the policies laid out in the following document.

Passwords

In an effort to maintain a succession plan in the event of membership/officer changes, all passwords and usernames for the various social media tools shall be provided to the lodge president.

Proprietary information

Members/officers may not disclose any personal, confidential or proprietary information about other members, your specific lodge, Sons of Norway, its affiliates, vendors or partners. In addition, because Sons of Norway is constantly creating new projects, programs and benefits at the international level, the lodge is required to get approval from Sons of Norway HQ prior to releasing information or details about organization-wide subjects within social media channels.

As a member/officer of and representative for Sons of Norway within the social media sphere, you are expected to adhere to the following policy:

- Follow all applicable Sons of Norway policies
 - Always abide by the ethics policies set forth by Sons of Norway Headquarters and the lodge and live the mission/vision of the organization.
- Refrain from objectionable or inflammatory posts.

- Do not post anything that is false, misleading, obscene, defamatory, libelous, harassing, hateful, abusive, threatening, or embarrassing to another person or entity.
- Consequences for violating of this section of the policy will be determined by the lodge Executive Committee
- Don't speak for Sons of Norway.
 - Members/officers are not authorized to speak officially for Sons of Norway and may not be authorized to speak on behalf of the lodge.
- Act responsibly and ethically
 - When participating in online conversations or communities, do not misrepresent yourself. If you are not an International Board officer, HQ staff member, etc. do not represent yourself as one.
- Be professional, accurate and honest
 - One of the worst things you can do online is to build a reputation for being unprofessional or dishonest, because it can have wide ranging negative effects. Errors, omissions or unprofessional language reflect poorly on Sons of Norway and may result in liability for you, your lodge or the organization as a whole
- Use good judgment
 - Always think before clicking the send/submit/post/etc. button. Consider whether the information is appropriate to the audience, in-line with the official messaging, and if it misrepresents any facts (intentionally or otherwise), etc.
 - If you are ever in doubt, don't post it. Instead, contact the appropriate lodge officer or HQ staff member and discuss it further.
- Abide by the law and respect copyright laws
 - Ignoring copyright law can leave you, your lodge and Sons of Norway vulnerable to legal action.
 - Never take/use/post content written/recorded/created by someone else and try to pass it off as your own. Always be clear that it belongs to someone else.
 - Whenever possible, ask the individual who created the content for permission to use their content. At the very least, cite their name/username/location where the content was obtained.
- Be yourself
 - Each person's individuality is something that should be celebrated. Let your own personality shine through when using social media—that's part of its attraction.
- Add value
 - Part of what makes social media so unique and enjoyable for millions of users is the community aspect, where users bring new and interesting information to the community to share. This adds value for everyone participating, so always look for ways you can add value to the conversations happening.
- Be mindful of the permanent memory of the internet
 - It's been shown that no matter how hard you try, once content is uploaded to the internet it will exist FOREVER somewhere, be it on a public server, private workstation, etc.
 - Keep this in mind before posting anything to the internet because if you make a statement you might regret later on, there could be lasting repercussions.
- Be a scout for compliments and criticism
 - Social media is all about community and conversations. We want to be part of them, so always be on the lookout for mentions of Sons of Norway in the various social media sites you frequent.
- Always disclose your affiliation
 - This is important because if you do not disclose your affiliation/relationship with Sons of Norway right away it can reduce your credibility.
- State that it's YOUR opinion (IMHO)

- Whenever commenting on issues related to Sons of Norway or its subsidiary brands, it is a good idea to preface your statement with IMHO (In My Humble Opinion) unless you have been authorized to speak in an official capacity on behalf of the organization.
- Another way to approach this issue, in cases of blog posts or longer online communications, is to state that “the views expressed here are my own and do not reflect the views of my employer”
- Write in the first person
 - Always write in the first person for credibility. Use “I” statements, rather than “we.”
- Use a disclaimer if you post a comment outside Sons of Norway channels, publish a personal blog post or share an image that has something to do with your work at Sons of Norway.
 - In cases where you are weighing in on issues related to Sons of Norway with an opinion, use a disclaimer like the following: “The views expressed here are my own and do not necessarily reflect the views of Sons of Norway.”
- Get approval before announcing any company news via social media tools/sites
 - Never “break news” or make the first announcement of any company news without receiving the appropriate approval. Here again, if you are ever in doubt about how to proceed, don’t post anything. Instead, contact a lodge officer or the correct HQ staff and discuss the matter further.
- Be the first to respond to your own mistakes and take responsibility
 - Often in the social media arena people post comments/content that contains mistakes, factual errors, or inappropriate content. If you are ever party to this, it is your responsibility to take responsibility for the errors and make appropriate amends (correcting information, apologizing in cases where others were offended, etc.).
- Let subject matter experts respond to negative posts
 - This is self-explanatory. When a discussion occurs about a subject that you’re unfamiliar with, please refer comments to one of the many experts available on staff.

If you think that the expert might not be aware of the discussion, please make them aware immediately.

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Social Media Content and Calendar

This resource will provide links to timely Sons of Norway content that can be repurposed for your social media posts. This content can supplement or enhance your own local content that may include event notifications, community announcements and other topics of interest for your audiences.

Lodges may refer to their most recent copies of [Newsletter Service](#) and [Recruitment & Retention](#) newsletters – or the [Sons of Norway blog](#) - for timely topics and content for their social media posts. Our [Calendar of Events](#) is another great place to find content for your social media presence.

When considering which topics are most appropriate for your lodge/audience and when to post them, choose topics that are

Cyclical – lodge and community events, holiday-related or seasonal topics

Standard – product awareness, recruitment and retention, culture and heritage, Sons of Norway Foundation “ways of giving”

In the News – announcements from HQ, topics of interest from wider community

Breaking – changes to planned events, emergency notifications

2016-2018 Biennium District 5 Lodge Calendar and Other Deadlines (new this week in red)

June 2017

- June 27- Balance due for **Masse Moro Norwegian Heritage Camp** registrations.

July 2017

- July 16-29 - **Masse Moro Norwegian Heritage Camp** - Beaver Creek Reserve - Eau Claire, WI

September 2017

- September 29-30- District 5 Board of Director's Meeting- location to be determined

October 2017

- October 15- **Lodge liability premium due** to International SN office
- October 20-21- District 5 Local Lodge President's Conference
- Nominating Committee report due to Lodge

November 2017

- Elect Lodge Officers for coming year (unless you have two-year officer terms)

December 2017

- December 1 – SN Foundation **General Heritage and Culture** grants due
- December 15 –SN Foundation **Local Lodge Partnership and Helping Hands to Children** grants
- December 15- **D-63 Report of Elections** due. Send one copy to International Headquarters and one to District Secretary.

Note:

- **Check correspondence from the International and District and the International (www.sofn.com) and District (www.sonsofnorway5.com) websites for any updates and changes** Additional deadlines for the District 5 and International Conventions/Lodge Meetings will be added as those dates are established. Watch for future mailings and the District 5 website.
- The District 5 Convention will be June 27-July 1, 2018 at Hotel Radisson in La Crosse, Wisconsin.
- The International Sons of Norway Convention will be August ____ in Minneapolis, MN.

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