

 Austin Swing Syndicate, Inc.

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**Board of Directors Meeting Minutes**

May 17, 2018

Old Business:

1. Communication Guidelines Handout: Lizi
2. Price list for new equipment to reduce Nomad costs: Nick
3. Floor plan for posters: Emelise and Jin Young

New Business:

1. Marketing Plan Reviewed
2. New chalkboards.
3. Social Media Template: Caitlin
4. Flyers Reviewed, print options reviewed
5. Lifestyle Bloggers follow up
6. Membership Management System Discussion: Emelise

**Syndicate Communications**

We represent our business when we directly or publicly send a message to a patron or communicate via marketing posts. Therefore, we must be professional in all forms of communication, especially electronically where it is easy to be misunderstood or appear unprofessional.

Tone

* “The customer is always right.”
	+ This is not literally true in all cases, but for good customer service we act this way unless there are extreme circumstances (ie. staff or other patrons are being threatened or harassed).
	+ Act as if every complaint is valid and deserves to be treated seriously. Do not minimize a complaint. Do not patronize the patron.
* Do not assume prior knowledge. Most of our customers are new and don’t know our history and traditions.
* If the intent of the question is unclear, politely ask for clarification.
* Be courteous and sincere, but do not communicate as if you are friends with the patron.
	+ This is, first and foremost, a business transaction.
* Use non-discriminatory language. Don’t assume anything about patrons’ backgrounds.
* Apologize, sometimes even if you’re not sorry!
	+ If something goes wrong, sometimes all patrons are looking for is an apology and a promise that we are working on doing better.

Writing Style

* Minimal use of exclamation points, ellipses, parenthesis, capitalized words
	+ Rule of thumb: maximum one of each per paragraph or message
* VERY minimal use of emojis
	+ Should only be used to convey tone when not clear, or add lightness to a message with a smile or wink.
	+ No more than one in a row.
	+ Never on signage.
* NO texting shortcuts such as “u,” “lol,” etc.
* Do not use idioms or regional expressions
	+ Non-native English speakers may get confused
	+ Tone may appear too informal
* Use separate paragraphs or messages when necessary to avoid giant block of text

General Guidelines

* Proof-read everything! This is deserving of TWO exclamation marks and capitalization!
	+ Proof-read for grammar and for clarity and organization of message
	+ Proof-read the rest of the thread for context before you send the latest message
* Use proper grammar. If you have a question about something (like if you can never remember the difference between “your” and “you’re”), look it up or ask someone.
	+ It doesn’t matter if the patron is using poor grammar or text-speak. We should always use correct grammar for communications coming from the organization.
* Once a conversation is started that person owns it unless they transfer responsibility
	+ If you are not sure about something, pass it off to someone with more authority.