

Communication Tools for Members of the AZMNA Program

Communication is one of the most challenging aspects of coordinating this dispersed, statewide program. Below are some of the ways that we all can communicate between the Association and within your own chapter. **Have fun!**

Association tools:

AZMNA Website

We have an AZMNA website that includes basic information about the Association. In the future, we look forward to also including a blog where we may post news that might be of interest to AZMNA volunteers, announcements about chapter awards and accomplishments, etc. You can view the website at:

<http://www.azmasternaturalist.org/>.

Volunteer Service, Advanced Training, and other Opportunities via the AZMNA-Listserv (Google Group)

The AZMNA will send out volunteer and continuing education opportunities that come our way from our sponsoring agencies and other related causes and interests. If you, as a AZMNA Trainee or Member, are not receiving these messages, please contact your chapter advisor or tech person and ask them to check to be sure you are subscribed to your chapter's general membership google group. **These messages arrive in the inbox of the email address you provided to your chapter.**

Right now you are welcome to post and share information on this group. We recommend, though, **using your best judgment when sharing content** and replying to all so that everyone's inboxes are not filled to excess. If a conversation can be moved to a smaller group of respondents, please feel free to do that offline. If it becomes necessary, we will turn open posting off and make this group only for one-way information sharing.

AZMNA Statewide Newsletter

We will soon begin sending a quarterly statewide e-newsletter to our AZMNA Program's members and stakeholders across the state. The newsletter will only go out to subscribers, so be sure to look for an email when we are ready with instructions on how to sign up.

Chapter tools:

Chapter Google Groups

Each AZMNA Chapter has its own google group for *active* members and friends of your chapter. Similar to the All-Association google group, your chapter leadership team should be sure to keep the subscription list up to date. These messages will also arrive in the inbox of the email address you have provided. You are welcome to share opportunities and communicate with your chapter members there as well. Please use similar judgment when communicating using these groups as with the AZMNA-Listserv; move conversations from the membership at large as appropriate.

Photo Sharing

We'd like to create a repository of photos, by Chapter, in [Google Photos](#) for everyone to use. This is a place where we encourage all of our chapter members to share photos of their activities with each other, and it is an important repository of images that we use for brochures, presentations, the Web site, and other publicity purposes. Familiarize yourself with Google Photos and share anything you'd like with our account at info@azmasternaturalist.org.

Social Media (for secondary use)

Your Chapter may have some of these set up already. Please check with your Chapter's Leadership or Communications team for more details. This can be a fun tool to use for unimportant Chapter communications, such as photos, critter identifications, etc. (Because of the external membership nature of these sites, not everyone wants to sign up for this resource. Please use these only as secondary communication resources for things that aren't imperative that all members know about - don't exclude your members by using only this for member events, projects, or announcements.)

The AZMNA is on social media. If you are on social media, we recommend that you "like" our Facebook page at

<https://www.facebook.com/ArizonaMasterNaturalistAssociation> or follow us on Instagram at <https://www.instagram.com/azmasternaturalists/> and twitter at <https://twitter.com/azmasternat>

Chapters wishing to add an admin to our Association Facebook or Instagram can reach out to lorianne@azmasternaturalist.org and ask to be added so Chapter posts can be added to the pages as well.

Chapter Websites and Calendar of Events

Most of our Chapters have a website presence. This may be one of the most important places for you, as members, to find out more about your Chapter. We applaud you for all the time and energy you've spent on your websites. Many are quite intricate, informative, and fun to read, and some may even have places for you to contribute comments or stories. We encourage you all to have a look at your Chapter's website. Many are also a great source for local and internal events.

Chapter Newsletters

This is one of the most important communication tools for your Chapter and is where you, as a member, will find out what is happening in your Chapter, outside of a Chapter website and emails. Again, great job to all of you for these important tools that keep your volunteers informed and engaged.