

Overview: Communications Tools for GSA Member-Leaders

April 2023

This is a summary of options that GSA member-leaders have at their disposal for communicating and receiving information relative to their GSA work. Each has its own strengths, weaknesses, and target audiences. The GSA Communications Group is happy to discuss and assist with any of these tools to further GSA goals. More detailed information on many of these options is available on your leader [resource toolkit](#) page. A contact list follows at the end of this document.

GSA Website

The [GSA website](#) contains all relevant information pertaining to GSA and is updated daily. Some of the content is dynamically synced with the GSA member database, such as committee lists.

GSA maintains an online [geoscience calendar](#) for meetings and conferences of interest to the geoscience community. (Please, do not submit workshops, symposiums, and programs of short duration; we do not have the resources to keep up with the plethora of offerings throughout the U.S. and the world.)

Online Member Community (members-only)

GSA's online [Member Community](#) is hosted by Higher Logic and synced with our member database. It requires a member sign-in to access and places members in various groups based on their database record. So if your member record indicates you are a member of a particular Division you'll be placed in that group's community, same with service on a Division Management Board, etc.. 'Communities' vary in scale, but they all have the same core functionality which includes:

- Centralized discussion groups (reply from email functionality; like an enhanced listserv)
- Resource Libraries help archive shared documents and collaborative work products
- Member directories

GSA's searchable [member directory](#) is hosted through the online Member Community, and like other community features requires a member sign-in to access. GSA also hosts an Open Forum on the Member Community, which gives all GSA members a platform for member-to-member communication. This tool is appropriate for member dialogue or receiving feedback on a question. The Open Forum is moderated and participants agree to abide by its code-of-conduct.

GSA workgroups, such as committees and Section/Division management boards, also have workspaces in the online Member Community where they can conduct and archive their business. Division leaders and Section leaders have communities set up where they can share information and ideas among other Divisions and Sections. [Learn more about the GSA Member Community.](#)

Division Websites

Each Division has their own GSA ‘microsite’ hosted by Higher Logic, which integrates with their Division member community—including a Division member directory, discussion forum, and resource library.

Divisions appoint their own web managers and GSA provides training and support (knowledge of HTML is helpful, but not mandatory). Member communities are ideal for intra-Division discussions and hosting Division newsletters.

[Divisions: Learn how to upload your Newsletter to the Member Community.](#)

GSA Today

[GSA’s monthly print and online member news journal](#) is the primary publication-of-record for Society members. It includes a peer-reviewed science article and adheres to formal editorial policies. Certain content can be expected to appear in monthly issues from year to year, such as the Presidential Address, new member rosters, GSA Connects Meeting information, and more. *GSA Today* is available online in a flip-book format or as a downloadable PDF.

GSA Today has a two-month lead-time for copy deadlines, and is therefore unsuitable for items on a short-term turn-around time. (The January issue has a 1 November deadline, and so forth.) It goes out to all members monthly, 11 times/year, with a combined March/April issue. Members can opt-out of receiving it in print and/or opt-in to receiving email alerts when a new issue is available. The online link is featured monthly in *GSA Connection*.

GSA Connection

GSA’s [monthly e-zine/newsletter](#) is sent mid-month each month, to arrive by email in-between *GSA Today* issues. It has a one-week copy deadline, making it a good channel for time-sensitive news and deadline reminders. It goes to members and opted-in nonmembers, with a distribution to approximately 38,000 people, and includes announcements and links to information beyond GSA (e.g., research funding opportunities, calls for input from the science community, or associated society events.) Many *Connection* items also go out through GSA’s social media channels.

GSA Today and *GSA Connection* accept (and depend on) [paid display and classified advertising](#) from external organizations. For this reason, we do not allow job ads to be posted in our community forums,

microsites, and social media channels. Inquiries, requests for quotes, or any advertising sales leads should be directed to [Ann Crawford](#).

Speaking of Geoscience

GSA's guest blog, [Speaking of Geoscience](#), is an outlet for members to share their experiences, voice their opinions, and stimulate discussion on a variety of topics. The blog is public-facing. We regularly post updates from our science policy fellow, as well as topics related to GSA programs, field geology, education, and much more. We invite inquiries about contributions at any time. [Learn more about the guest blog.](#)

Social Media

GSA has an active institutional presence on [Twitter](#) (@geosociety), [Instagram](#), [Facebook](#), [LinkedIn](#), and [YouTube](#). We post GSA news daily, as well as pictures, videos, press coverage, announcements and news of interest to the broader community. We have a robust following, and these are excellent channels for very immediate engagement on a topic. Some GSA Divisions also engage independently on social networking sites. [Learn more about this topic.](#)

Blast e-mail

GSA provides blast e-mail capability with excellent analytic capabilities through Informz. Targeted member groups receive emailed information from Council, staff, Sections, Divisions, or Committees, as needed. Emails are sent from headquarters, and GSA never gives out members' email addresses or personal contact information without permission. We do not sell our membership lists. A GSA member/leader may request an email communication through their appropriate staff liaison. [Learn how GSA blast mail works compared to communicating through the Member Community.](#)

Press releases

GSA maintains a media relations program and is available to distribute information to the press and facilitate interviews as appropriate. We regularly highlight GSA publications, GSA meetings,

award-winners, or special Society news. [Press releases](#) also go out through social media channels. Contact [Justin Samuel](#) if a member/leader would like to discuss issuing a GSA-related press release.

Webinars

GSA has the capacity to host webinars for up to 500 participants via GoToWebinar. This is a good channel for sharing presentations with audiences across our discipline. Live webinars are recorded and archived in the [GSA webinar library](#) for on-demand or “simulated live” viewing. We encourage Divisions to contribute to webinar programming, and GSA will consider accommodating up to five Division-led webinars each year on the basis of competitive application. Any GSA Division leader who would like to consider planning a GSA webinar should contact [Justin Samuel](#) for more information, and/or [submit an application](#) for consideration.

Print Designs / Other

GSA’s design professional may be tapped for certain projects, such as GSA logo designs or informational brochures.

[GSA logos for download and their usage guidelines](#) are on the website. Guidelines for Sections or Divisions who wish to revise their current logo can be found [here](#).

For these or other special marketing questions or requests, please contact the Director of Marketing and Communications.

Director of Marketing and Communications

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Committee staff liaisons are listed at the end of each committee roster on the [GSA website](#).

Associated Societies Liaison

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