ASM Ontario Chapter (Category III) – Communications  
By: Jordan Wilhelm – ASM Ontario Chapter Chair

For the past two years we have had our exec member Danielle De Rango, putting together some well-crafted and personal email for all the events we put on for our members. She has become an invaluable member of our exec team and puts very personalized and relatable stories in our emails. Using constant contact, she has increased our email click rates engaging our members. Furthermore our email list has grown to over 600 active contacts who are interested in the events were doing within our ASM Chapter.

This year we revamped our website and it’s something I have learned to do and continually update as the chair. On the front page we promote who we are, and what are goals are. We also have links to upcoming and past events that our chapter has held. We have even reached out to other local societies that have materials related events so that we can help promote their event and see if our members are interested. We’ve taken this approach to drive more traffic to our website as well as to create a relationship with other local societies to work on possible collaboration events in the future increasing numbers and ASM awareness amongst local engineers and metallurgists. Overall our new website has made it easier to update our members on what we have coming up for them in the future and has been a great platform for advertising for sponsors and having people register for our events.

With a new website I’ve learned to create banners that promote our events. This allows me to paste a link to our webpage and having a specific photo promote our events via 3rd party sites such as linkedin or facebook appear when the link is posted. An example of one of the banners I put together can be seen below. The linkedin post I made specifically for this event was shared by the McMaster University Engineering Alumni page and had a reach of several hundred people. This was considered a major success in terms of reach and getting our name our to people interested in our chapter.

Throughout our events we also tried to increase our chapter reach. After our student event this year, we were able to get several of our students to sign up for our email list so that they can stay informed with some of the events we run that are local to them. During our November event, hosted alongside two local PEO chapters, we gave a small pitch on why attendees should
look into becoming ASM members and why they may be interested in some of our chapter events.