



# Effective Communications in a Distracted Age:

Why Lake Organizations Need to Optimize  
Electronic Communications

---

Wisconsin Lakes & Rivers Convention ~ April 2, 2020  
Presented by Michael Engleson & Karen Reynolds, Lakekit.net

*Lakekit.net is a program of Wisconsin Lakes*



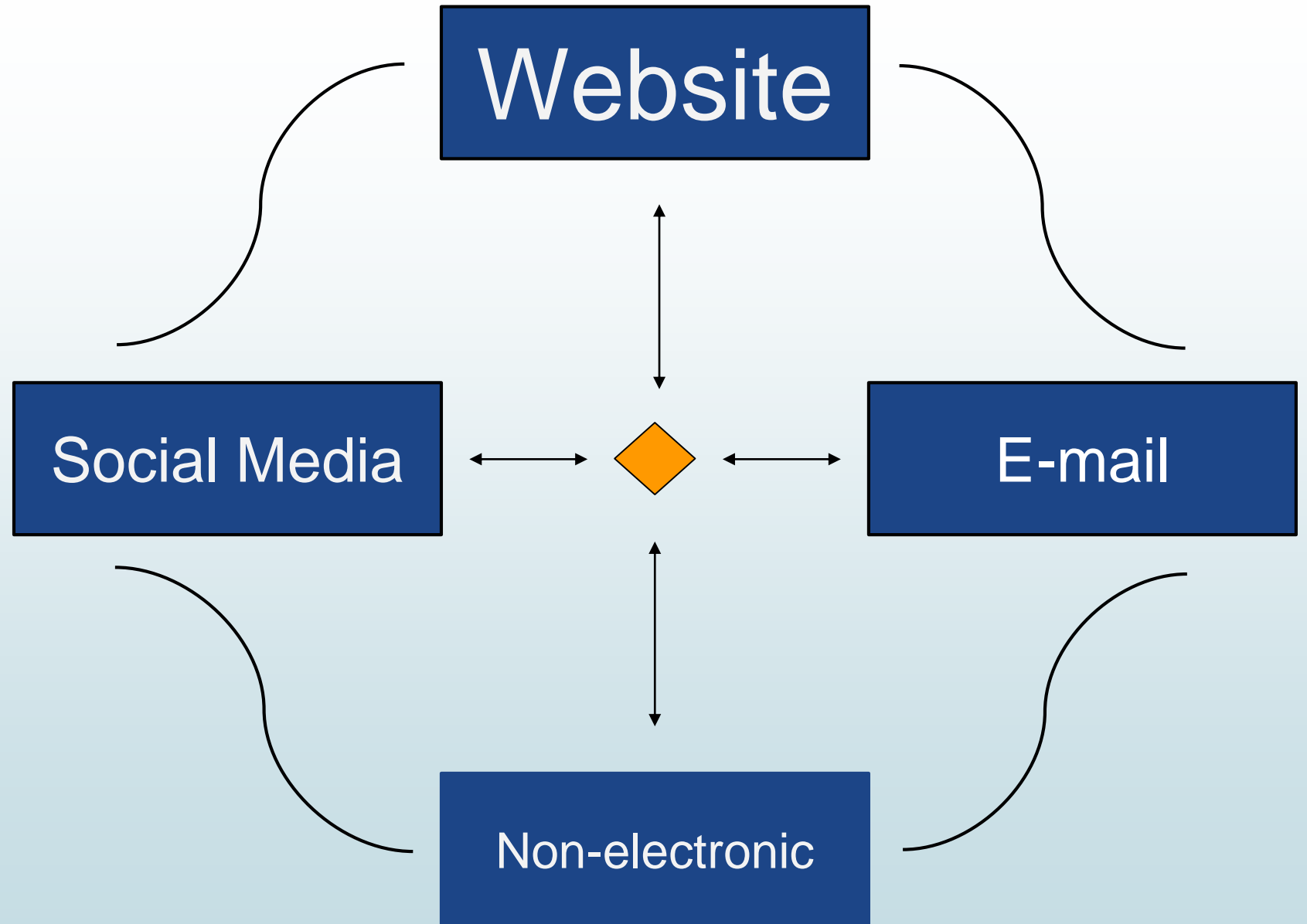
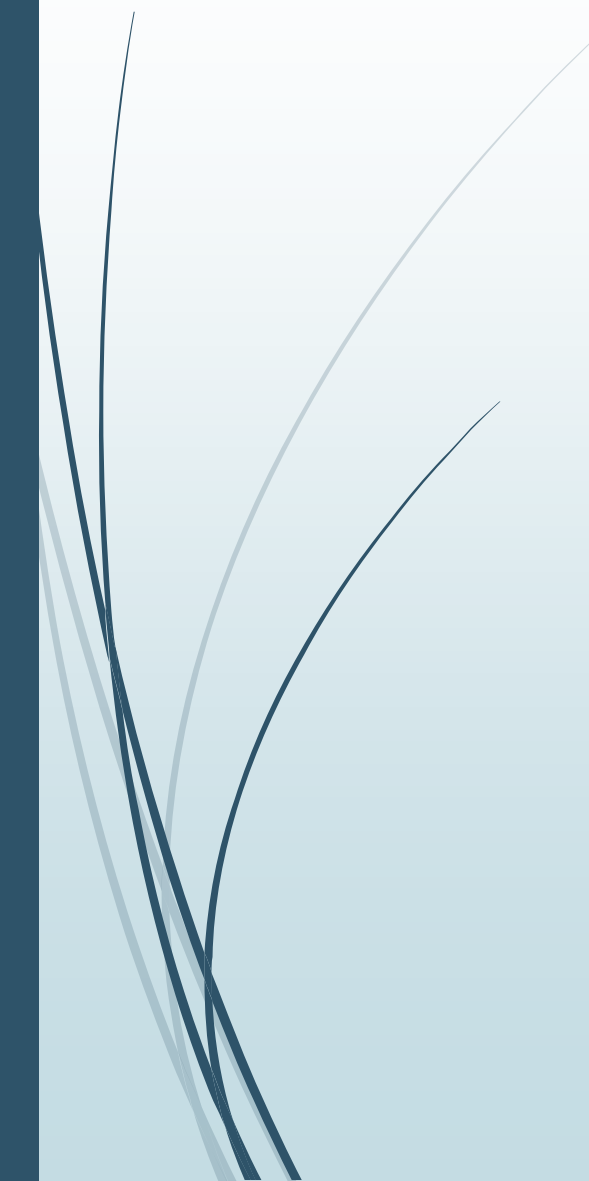
# Evolution of communication for organizations

- Paper: Print newsletters, flyers, membership mailings
- Emails
- Websites
- ... *Social Media*



All have their strengths and  
standalone benefits, but what if...

WORKING TOGETHER THEY CAN  
BE STRONGER THAN AS DISTINCT  
PARTS?





# Effective website = good foundation

- Multiple ways to organize
- Searchable
- Repository for documents (e.g. meeting minutes)
- Accessible and common
- Control over content

A dark blue arrow points to the right from the left edge of the slide. Several thin, curved lines in shades of blue and grey originate from the left side and sweep across the slide towards the right.

# An effective website can be a good foundation

## Posts

- e.g. A blog
- Easily updated
- Searchable (keyword, category, etc)
- Posts are the story, other communications are teasers, linked to the post



# Why a WordPress CMS Website?

- Free, open sourced content management system
- Powers over 60 million websites
- Most popular website content management system
- Stores your content like text and images
- Allows you to create and publish webpages
- Device-agnostic



Parts of a  
typical  
website  
page







# What is Lakekit.net?

- Network of Wisconsin lake organization websites
- Lakekit.net mission
- Member organization
- Individual URLs
- Technical administrator
- Administrators for each individual Lakekit.net site

# Structure of Lakekit.net





## Why Lakekit.net?

- Lower expense per site
- Cost to bring on a new site
- Includes hosting, domain registration, and back-ups
- Includes free SSL
- Training provided



## Why Lakekit.net?

- Fewer administrative duties
- Flexible site design
- Drag-and-drop editor for building content
- Lakekit.net members – individual lake associations, lake districts and regional organizations like county-wide lake groups
- Community of other lake organizations

# A quick look at Lakekit.net resources



LAKEKIT.NET

Websites for Wisconsin Lake Organizations



MEMBERS ONLY ▾

HOME

GENERAL GUIDE ▾

FORUMS

CONTACT US

NEWS

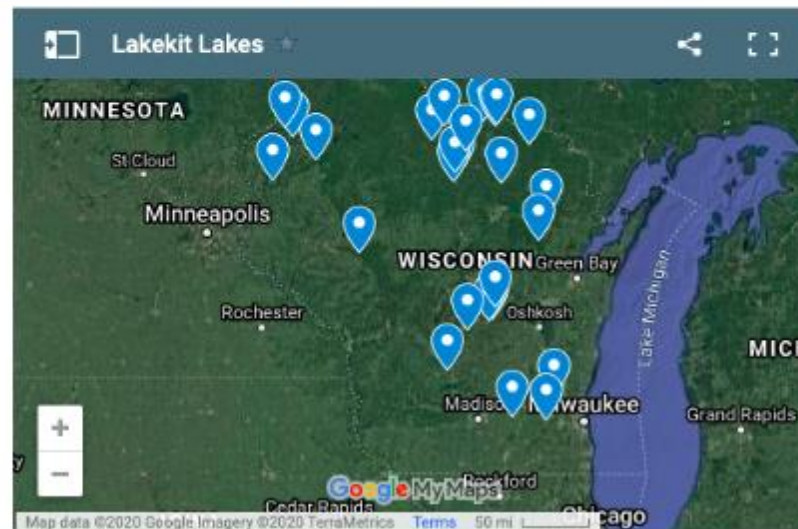
## Who We Are

- We are a network of Wisconsin lake organizations who collectively help each other build and maintain their websites without needing extensive technical knowledge.
- Our mission is to help lake organizations use technology to communicate effectively.
- Each organization has an individual and separate WordPress website on the network.



- **Wisconsin Lakes**, our state-wide non-profit dedicated to conservation, enhancement, and restoration of

## Site Locations



## Site Examples

## Site Search

Search the site...

## Membership

Join the network anytime with free volunteer help for a basic site or a modest fee for a more complex site

Contact us with your questions.

## Learning Tools

[General Guide](#)

Resources for building and maintaining a lakekit.net site

[Easy WP Guide](#)

A free online WordPress manual



## Features of Lakekit.net website

- <https://lakekit.net>
- Members Only section, including instructions
- General Guide
- Forum
- Contact link for individuals interested in Lakekit.net
- News feed




## Quick look at a few Lakekit.net sites

- Sites look different
- Each uses same way of building and maintaining web pages
- <https://gilbertlakewis.org>
- <https://rocklake.org>
- <https://basicsite-3.lakekit.net>



# Gilbert Lake Advancement Association, Inc.



Search... 

[News and Events](#)

[High Water Level Info](#) ▾

[About Us](#)

[Officers and Directors](#)

[Safety](#)

[Lake Plan](#) ▾

[Store](#)

[Records](#)

[Gallery](#)

[Members Only](#)

[Click here](#) for the Wisconsin Health Department's webpage regarding coronavirus cases in Wisconsin.

## Upcoming Events

- **Spring Board Meeting** – 9:00 AM  
Saturday, May 23, 2020, W5724 S  
Gilbert Lake Road
- **Annual Meeting** – Saturday, July 4,  
2020, W5724 S Gilbert Lake Road, 9 AM  
for payment of dues, 9:30 AM for

## News

### Current Articles about High Groundwater Levels in Wisconsin

March 5, 2020

[Click here](#) for the National  
Weather Service Green Bay Spring  
2020 Flood Outlook.

[Click here](#) for a Wisconsin Public

### Waushara – Waupaca Counties Clean Sweep Program

March 4, 2020

Do you need to dispose of  
hazardous waste like flammable  
liquids, lead or oil-based paint,  
aerosol cans, mercury

## Wisconsin Lakes News

### Photo Contest/Poster Session Deadline For WI Lakes & Rivers Convention

March 11 is the deadline for  
submitting photos for the  
photo contest or posters  
submissions for displaying  
posters at the



# RLIA

## Rock Lake Improvement Association



[Home](#)

[About Us](#)

[Our Meetings](#)

[Lake Reports](#)

[Lake Information](#)

[Rules/Laws](#)

[Links](#)

[Join](#)

Search...



### Announcements/Events

- [When is Ice Safe?](#) [More info](#)
- [Manage Runoff, Reduce Erosion](#)



### Meetings

AGENDA for Monday, February 17, 2020 at 6:30p.m.



### News

[RLIA Facebook Posts](#)



## Welcome to our Lake Webegum site

A demo site for Wisconsin's network of lake organization websites

[Instructions To Setup This Site](#)

We work to keep our lake healthy.

We hope all that come can enjoy our lake.

We are a Wisconsin Lake Association. Our aim is to inform lakeshore owners and visitors on

- Who we are



## Lake News

**Be Salt Wise!**

February 17, 2020

**Microplastics Everywhere**

February 16, 2017

## Contact Us

with your questions

## Our Lake

**Big Cedar Lake**

[View larger map](#)



# E-mail Programs

- Why use
  - Single service everyone can use
  - Tracking - who opened each email and when
  - Contact database
  - Security
- Options - Mailchimp, Constant Contact, others

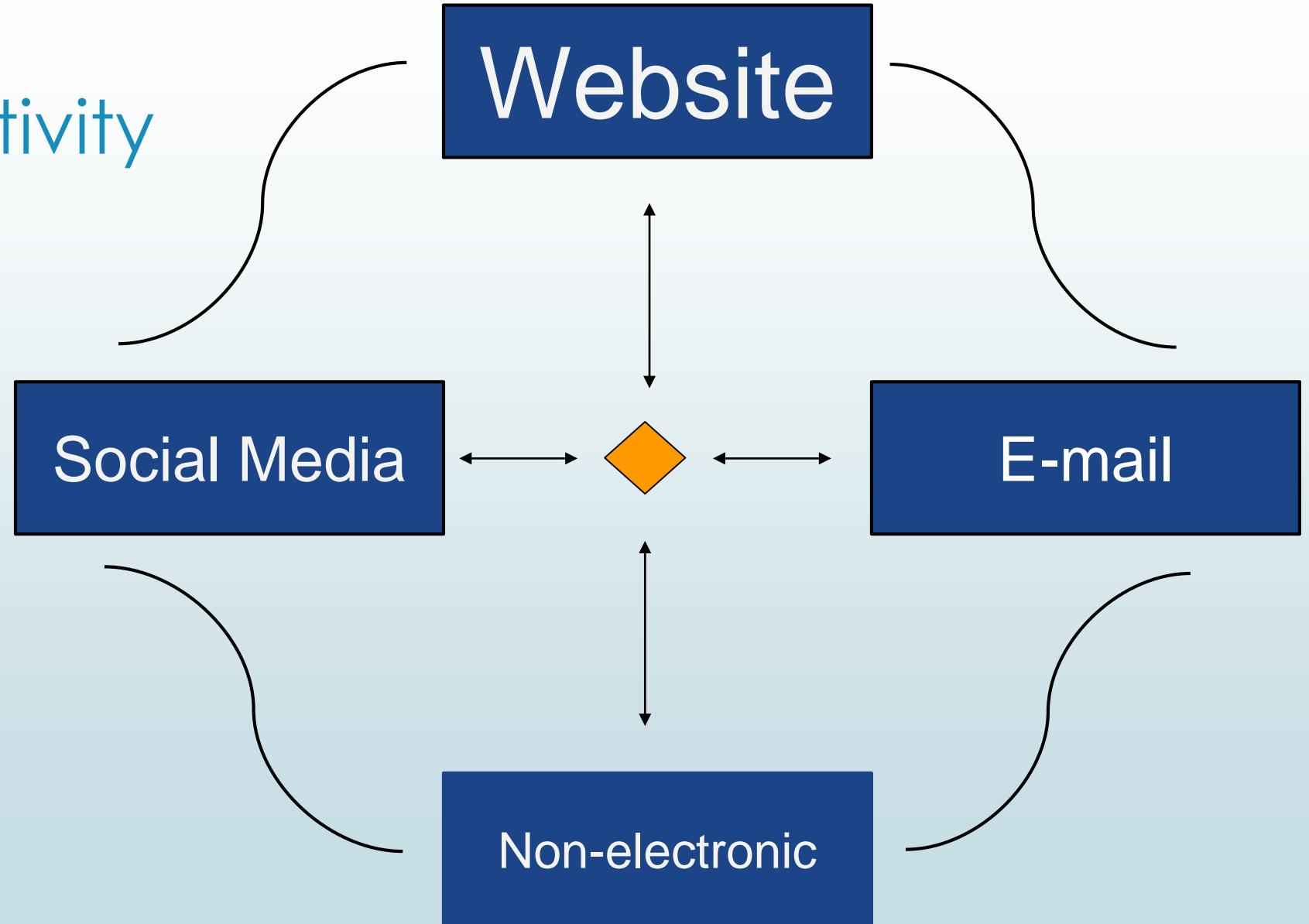


# Using Social Media to Expand Your Reach

- Examples: Facebook, Twitter, Instagram, YouTube, SnapChat, TikTok...
- Can get info out really quickly
- Different applications, different audiences
- Most platforms can be used for discussion and feedback
- DON'T ask your grandkid to do it for you!



Building  
connectivity





# Example of a communication stream

- 1) Blog posts on website
- 2) Paragraph teasing each post with links in periodic email newsletter
- 3) Link to email newsletter posted on social media
  - a) Individual social media posts link directly to each blog post as well
- 4) Print newsletter highlights major stories, including one or two of the blog posts, points readers to the website, social media feeds, and provides instructions on how to sign up for emails

*Heavy users of your communications channels get the same information presented to them in four different but connected ways.*



# Interested?

If you are interested in learning more or talking with us about

- Building a website on Lakekit.net
- Converting an existing site
- Developing a communication strategy for your organization
- Understanding what the heck a TikTok is

Use the “Contact Us” form on the Lakekit.net site at <https://Lakekit.net>\*

*\* - May not include info on TikTok. Better ask your grandkid about that one...*



## Questions?

Go to [lakekit.net](https://lakekit.net) and use the Contact Us form

Michael Engleson  
Executive Director  
Wisconsin Lakes

[mengleson@wisconsinlakes.org](mailto:mengleson@wisconsinlakes.org)  
(608) 661-4313

Karen Reynolds  
Steering Committee Volunteer  
Lakekit.net