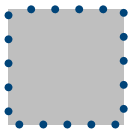




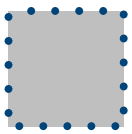
# Renovation Communication

## Checklist



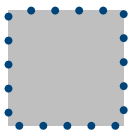
### **Document the BEFORE**

Set up a photo session to film and photograph the club BEFORE renovation begins. This is for the archives.



### **Create Your Timeline**

Use the timeline of the project to create a timeline for posts and announcements. Determine daily/weekly/monthly updates.



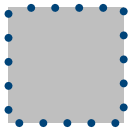
### **Get to know the WHO**

Who is making this happen? Architects, contractors, forepersons. Plan to interview, personalize the project.



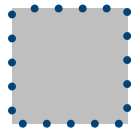
### **Build Your Strategy**

Create a photo/video shot list. Draft your posts in advance. Build into the timeline. What text & photo to what channel & when.



### **Execute**

Be consistent with the updates. Members will begin to expect daily/weekly/monthly updates once you've begun a pattern.



### **Document the AFTER**

Photograph and video the club AFTER renovation in a similar style to the BEFORE photos. #TBT material for years!

You can never over communicate on a renovation project. Members are likely paying for the project, and therefore are entitled to updates. A photo a day, a weekly video or message from the GM works to answer questions before they are asked. A plan for renovation can build enthusiasm and excitement.