



Communications Committee

Social Media and Communications

Communications Chair Centralized Training

Module 3

2026-09-15

Presenters: Mohammed Murtaza, Franco D'Atri, David Roberts

Disclaimer

This presentation is maintained by the Communications Committee of ASHRAE. It does not present official positions of the Society, nor reflect Society policy. The Communications Committee may not act for the Society and the information presented here has not had Society review. To learn more about ASHRAE activities on an international level, visit [ashrae.org](https://www.ashrae.org).

This presentation lists the most commonly used commercial names of Social Media platforms as examples only. There are many other Social Media websites currently available that are not listed. Neither ASHRAE, nor the presenter represent, endorse, or promote any of these platforms.

Agenda



Communications Committee

What We Will Cover

- Social Media Tips and Guidelines
- E-mail Marketing
- Newsletters
- Cross Chapter Communications Tool



Social Media Tips and Guidelines



Importance of Social Media



Communications Committee

How can it help chapters?

1. Spread knowledge & standards

ASHRAE develops widely used HVAC&R standards and design guides.

Social media helps:

- Share **updates** quickly
- Create high-value **educational content**
- Translate complex **technical info** into digestible content
- Reach a qualified professional **target audience**
- “Without social media, this information would spread much slower and reach fewer people”



Importance of Social Media



Communications Committee

2. Build a global community

- Social platforms **connect** members across countries
- **Attract** potential new members
- Encourage discussions, **collaboration**, and idea-sharing
- Help local chapters stay **visible** and **active**



Importance of Social Media



Communications Committee

3. Attract students and young professionals

- **Younger engineers** live on platforms like LinkedIn, Instagram and YouTube.
- Social media introduces ASHRAE to **the next generation**
- Promotes **scholarships, competitions, and career paths**
- Makes the organization feel **modern and accessible**



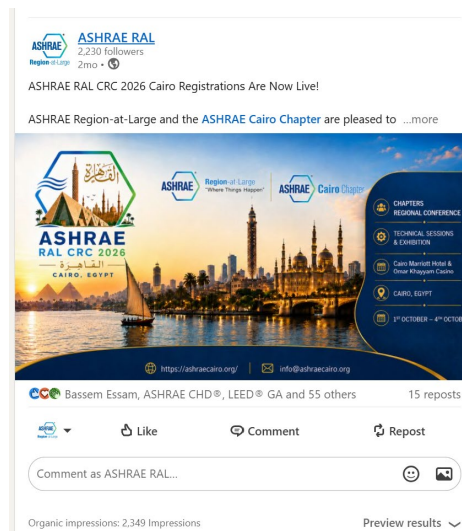
Importance of Social Media



Communications Committee

4. Promote events and conferences

- Social media boosts **attendance** and **awareness**
- Provides **live** updates, highlights, and **networking** opportunities
- Keeps **engagement** going before, during, and after events



Example posts promoting events



ASHRAE Capitulo Monterrey • 2nd
Sociedad Americana de Ingenieros en calefacción,...
2mo •

+ Follow ...

¡Reserva la fecha! 📅 Te esperamos el jueves 12 de octubre a las 19:00 horas (hora centro de México) en el Salón Fundadores del Casino Monterrey, ubicado en Juan Zuazua No. 1049 Centro, Monterrey. ...see more

[See translation](#)



ASHRAE Monterrey Chapter



RESPIR
UNA MÁSCARA PARA TU ENTORNO

SESIÓN TÉCNICA

ASHRAE 241: REDUCCIÓN DEL CONSUMO ENERGÉTICO A TRAVÉS DE LA CALIDAD DE AIRE INTERIOR

JUEVES 12
OCTUBRE 2023

CASINO
MONTERREY

REGISTRO 7:00 PM CST INICIO 7:50 PM CST

DR CHRISTOPHE SUCHY

CENA | SESIÓN | WINE NETWORKING

SOCIO \$500 ESTUDIANTE \$250 VIRTUAL GRATUITO

NO SOCIO \$650

INFORMES (81) 3131-6033

*INCLUYE ESTACIONAMIENTO

*DRESS CODE: BUSINESS CASUAL

 ASHRAE MONTERREY

 ASISTENTE@ASHRAEMONTERREY.ORG

Welcome! You are invited to join a meeting: ST: 12 OCTUBRE. After registering, you will receive a confirmation email about joining the meeting. buff.ly

 20

4 reposts



ASHRAE Falcon Chapter

7,727 followers

11mo •

ASHRAE Falcon Chapter UAE

HVACR Nexus 2025 is coming to Dubai!

Complimentary registration (limited seats). Link ...more



ASHRAE Region at Large
"Where Things Happen"



REGION AT LARGE
CRC 2025 DUBAI



HVACR Nexus
Connecting Innovation and Sustainability



HOSTED BY
ASHRAE Falcon Chapter



IN COLLABORATION WITH



DESTINATION PARTNER
DUBAI
Sustaining, Stimulating, Economy and Tourism

HVACR NEXUS 2025:
CONNECTING INNOVATION
AND SUSTAINABILITY

Technical Conference & Exhibition

OCT 2ND - 5TH
Lapita Hotel & Resort
Dubai - United Arab Emirates

 Chapters Regional
Conference & Exhibition

 Technical Conference

Contact : crc@ashraeuae.org
For more info visit, www.ashraeuae.org

 88

4 comments • 16 reposts



ASHRAE Region XII

1,178 followers

1w • Edited •

+ Follow ...

Many thanks to [ASHRAE Jacksonville](#), our Chapter that hosted our [ASHRAE Region XII](#) 2026 Chapters Regional Conference (CRC). Our Host Committee, led by ...more



ASHRAE Region XIII



ASHRAE Jacksonville Chapter

CRC 2026



 53

2 comments • 2 reposts

Importance of Social Media

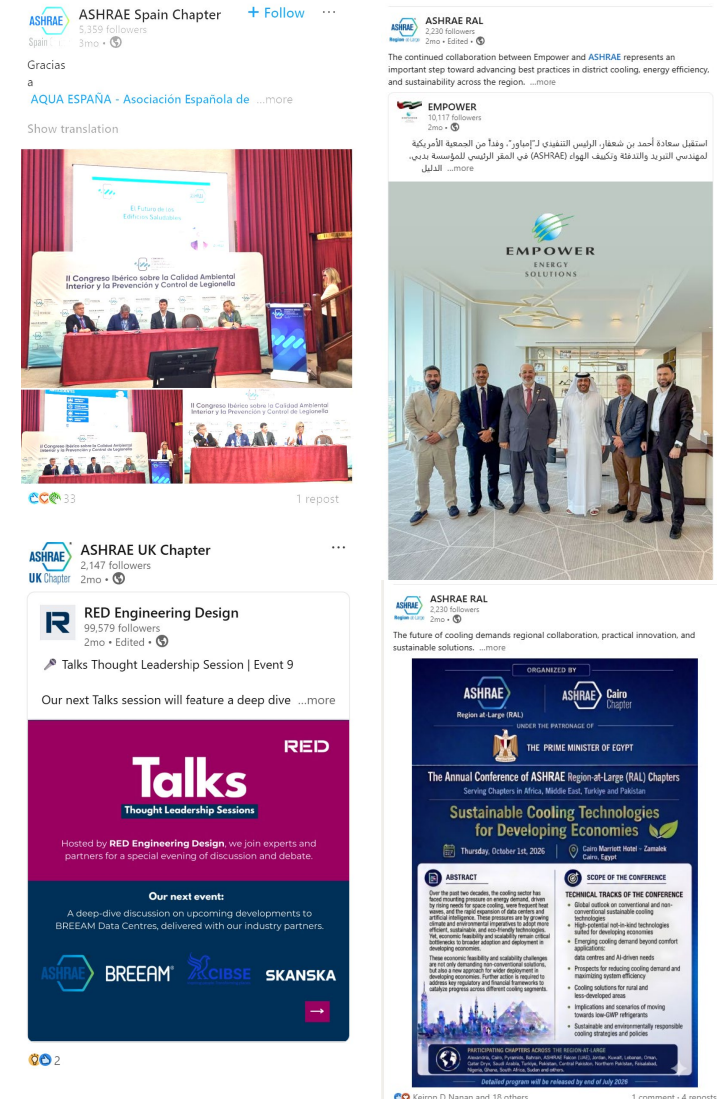


Communications Committee

5. Help to become an opinion leader



- Social media needs to go beyond posting announcements. By sharing **expert opinions** and **research**, the chapters.
- Strengthens its authority in **HVAC&R**
- Engages with **policymakers, companies** and **academia**
- Shapes conversations around **future technologies**
- Positions as a **leader** in sustainable building practices and **technical resources**



ASHRAE Chapters Most Utilized Platforms

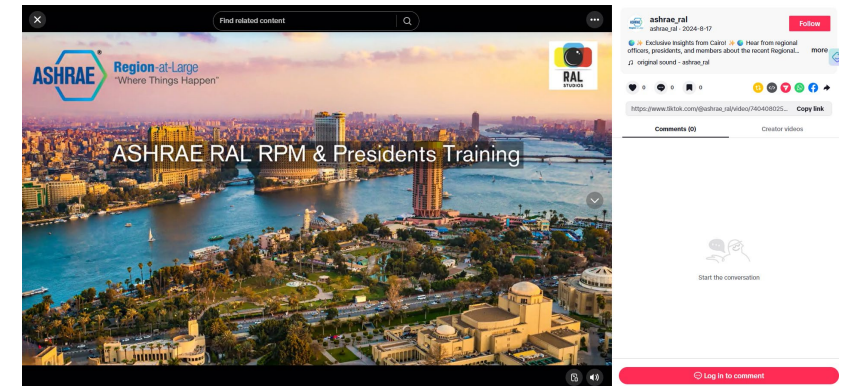
	Platform	Core Purpose	Best use for ASHRAE
	LinkedIn	Professional networking	✓ Expert opinions on HVAC&R and sustainability ✓ Promotion of events and technical articles ✓ Connecting with engineers, companies and policymakers ✓ Building authority
	Facebook	Community updates	✓ Events ✓ Local interaction
	Instagram	Visual event highlights	✓ Infographics ✓ Behind the scenes of events ✓ Short educational reels
	X	Quick announcements	✓ Quick news and opinions ✓ Discussions about relevant topics
	YouTube	Recorded lectures	✓ Recorded webinars and lectures ✓ Tutorials ✓ Panel discussions and expert interviews ✓ Building authority

Why not to use TiKTok?

Expand influence where attention already exists



- Reach young people
- Expand to a wider audience
- Build a modern, influential image



Social Media Ownership



Communications Committee

Important ASHRAE rule:

Social media accounts belong to the **ASHRAE group, not individuals.**



Email Address

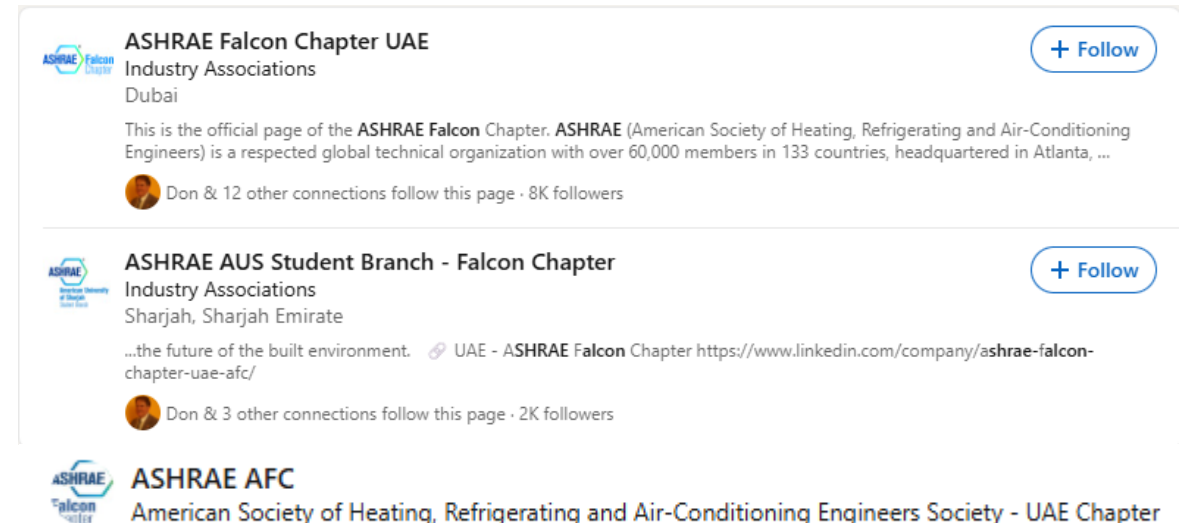
info@ashrae.uk

Guidelines

- Use official chapter email accounts
- Do not use personal emails
- Maintain access for future officers

Example: ASHRAE Falcon Chapter LinkedIn

Multiple unofficial pages



Always maintain professional communication.

Online communication must be

- Honest
- Accurate
- Respectful
- Professional



Content Guidelines

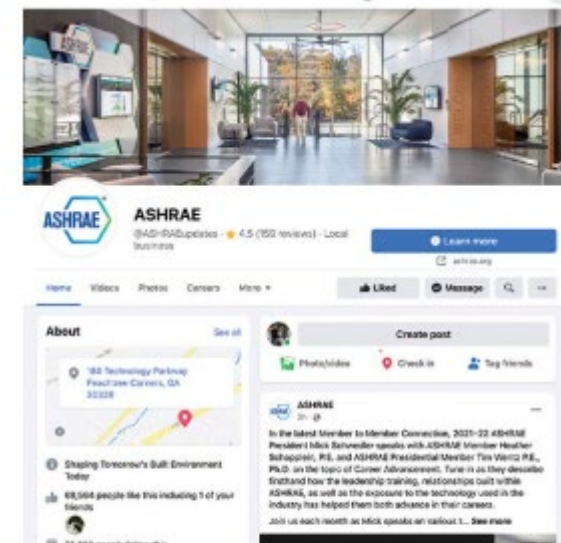


Communications Committee

Social media content should be:

- Accurate
- Approved by leadership
- Follow ASHRAE policies
- Respect copyright

Content posted online should be reviewed for appropriateness and timeliness.



Social Media

LEARN MORE

[ASHRAE Branding Guide](#)

Avoid Commercial Promotion

ASHRAE Policies Restrict:

- Product advertising
- Company promotion
- Commercial marketing

- ASHRAE communication should remain **neutral and technical**.



See the policy at <http://ashrae.org/commercialism>

Topics to Avoid



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Do not post about:

- Politics
- Religion
- Offensive topics
- Personal attacks

These subjects are inappropriate for a technical society.



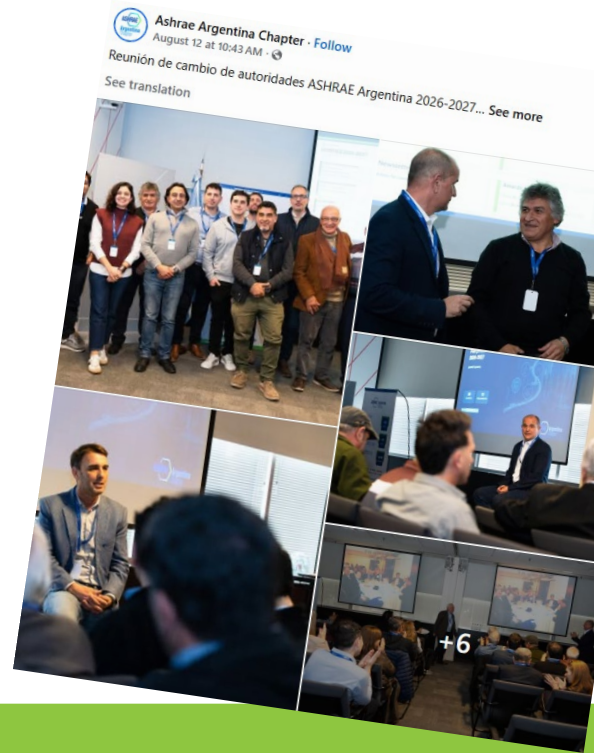
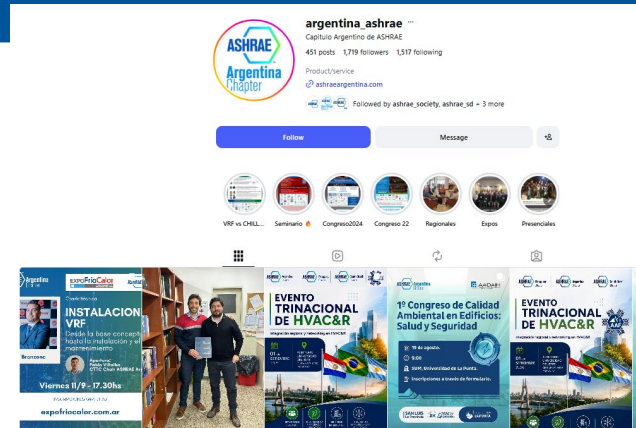
Types of Social Media Content



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Good examples:

- Event announcements
- Speaker highlights
- Technical insights
- Member recognition
- Student branch activities
- Event photos and videos



Earn PAOE Points



Communications Committee

CC2 | For each chapter social media posting, with photo, supporting the current ASHRAE **Society Theme** |

5 points; (100 points maximum)

		SOCIAL MEDIA:
CC9.1	10 points; (50 points maximum)	10 points per 10% growth per Social Media Channel compared to previous year.
CC9.2	20 points; (240 points maximum)	For each month there is at least one post featuring an event photo from the last 30 days (20 points per month).
CC9.3	10 points; (100 points maximum)	For public posts that tag or mention Society accounts in the post message.
CC9.4	10 points per post; (50 points maximum)	For public post that uses the hashtag #myashrae.
CC9.5	25 points; (no maximum)	For each social media post where a member illustrates how certification has helped their career.



Sarah E. Maston, P.E., BCxP, LEED AP
2026-27 ASHRAE President

The presidential theme can be found:

ashrae.org/president



Test your HVAC&R problem solving skills by playing the new HVAC Hero game! See how many kWh you can save as you navigate the building with your new friend, Muggy.

CLICK HERE FOR MORE INFORMATION



Social Media Engagement Tips



Communications Committee

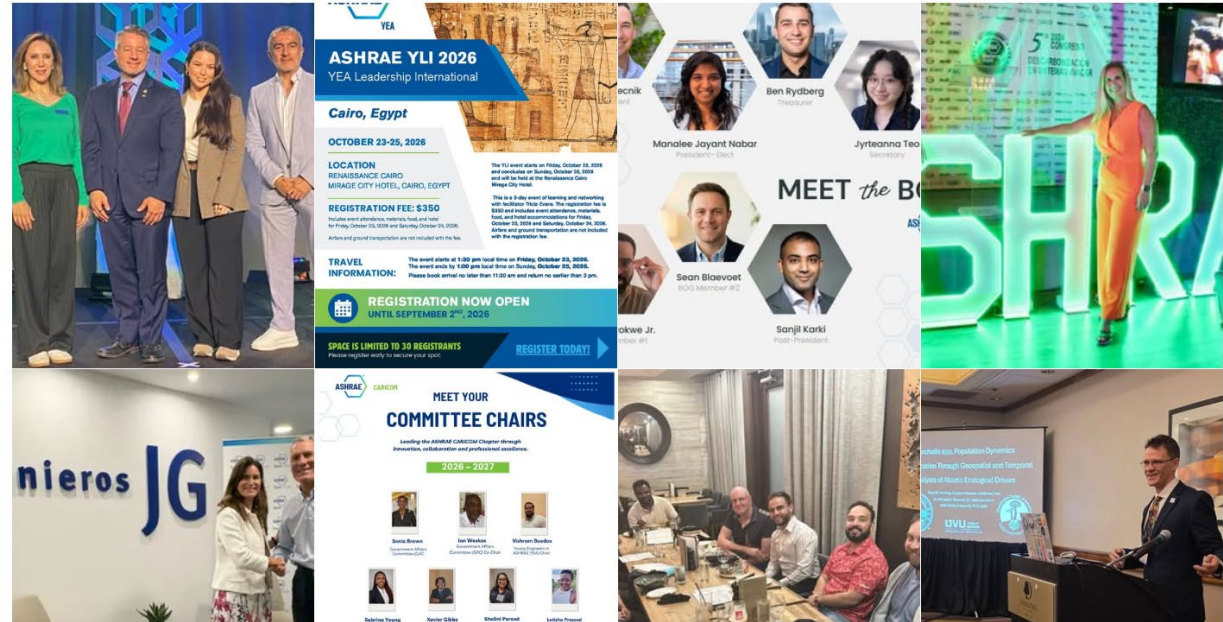
Best practices:

- Use high-quality visuals
- Keep captions short
- Tag speakers and partners
- Post consistently
- Use relevant hashtags like **#MyASHRAE**

Recommended posting frequency: **2–3 posts per week**

- No universal best day or time to post on LinkedIn.
- **Tuesday, Wednesday, and Thursday mornings** generally see higher engagement.
- Use analytics to determine when your audience is most active.
- Test and optimize posting times based on performance.

#myashrae



Posts with #MyASHRAE on Instagram

#MYASHRAE

Handling Negative Comments



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If negative comments appear:

- Avoid public arguments
- Respond professionally
- Contact individuals privately
- Inform chapter leadership
- ASHRAE encourages avoiding online conflicts.



Follow ASHRAE

Be sure to follow ASHRAE Society!

-  linkedin.com/company/ashrae
-  facebook.com/ASHRAEupdates
-  x.com/ashraenews
-  youtube.com/user/ASHRAEvideo
-  instagram.com/ashrae_society

Newsletters

Tips and Guidelines

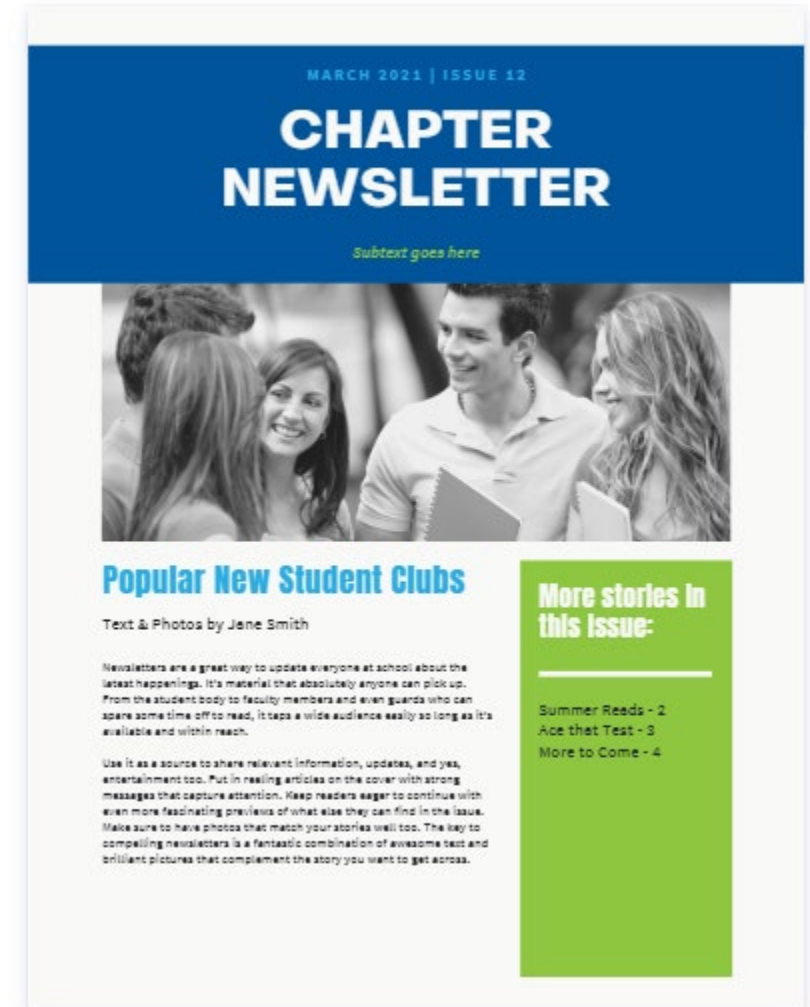


What we will cover



Communications Committee

1. What is a newsletter and why is it important to ASHRAE?
2. Content and frequency
3. Types of newsletters
4. ASHRAE templates on Marketing Central
5. Live exercise: design one together



A newsletter is a regularly distributed publication that keeps your chapter members informed, engaged, and connected to ASHRAE.

Why is so important:

- Builds credibility and positions chapters as a technical reference
- Reaches members who don't follow social media
- Creates a written record of chapter's activity and impact
- Keeps non-active members connected and reminds them why they joined
- Gives sponsors visibility

Content types:

- **Chapter updates** — what happened last month (events, news and announcements)
- **Events recap** — what we did, who was there, and the highlights
- **Event announcement** — promote what's coming up
- **Technical reading** — articles about ASHRAE and the HVAC&R industry
- **Member spotlight** — highlight achievements and recognitions

Frequency:

- **Monthly** — For very active chapters
- **Bi-monthly** - Sweet spot for most chapters
- **Quarterly** - Minimum acceptable

Types of newsletters



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ASPECT	EMAIL NEWSLETTER	PDF NEWSLETTER
VISUAL EXAMPLE		
DISTRIBUTION	Delivered via email inbox.	Shared via email, website, direct download, or print.
FORMAT	Designed to be viewed on screen (responsive on mobile and desktop).	Designed for reading on screen, downloading, or printing.
CONTENT LENGTH	Short and concise. Summary of news with links to more details.	More extensive and detailed. In-depth news, photos, graphics, and sections.
DESIGN & LAYOUT	Simple and clean templates. Focus on clarity and call-to-action.	Editorial design and professional layout. Rich in images, columns, and sections.
INTERACTIVITY	Clickable links, buttons, and forms.	Clickable links available in digital PDF (interactive version).
KEY BENEFITS	• Easy and quick to create • Fast delivery by email • Ideal for chapters with low activity or few volunteers	• More professional • Better visual appeal and easy to read • Enhances the image of the chapter

Marketing Central



Communications Committee

Search: "Marketing"



What Are You Looking For?

[JOIN](#) [VOLUNTEER](#) [MAKE A GIFT](#) [BOOKSTORE](#) [LOG IN](#)

[ABOUT](#) ▾

[TECHNICAL RESOURCES](#) ▾

[PROFESSIONAL DEVELOPMENT](#) ▾

[CONFERENCES](#) ▾

[COMMUNITIES](#) ▾

[MEMBERSHIP](#) ▾

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MARKETING CENTRAL

SHARE THIS [%](#) [f](#) [✉](#) [📄](#) [↗](#)



ASHRAE
Acronym Guide



Presentations



ASHRAE
President



ASHRAE
Branding Guide

Resources To Use | categorized by type

[Logos](#) [Forms](#) [PDFs](#) [Presentations](#) [Templates & Graphics](#) [Toolkits](#) [Tradeshows](#) [Videos](#) [Virtual Backgrounds](#)

TEMPLATES

[Generic ASHRAE PowerPoint](#)

[ASHRAE Letterhead](#)

Templates and Tools for Chapters

- [Templates and Tools for Chapters](#)
- [Membership Promotion Resources](#)

Free Canva Templates

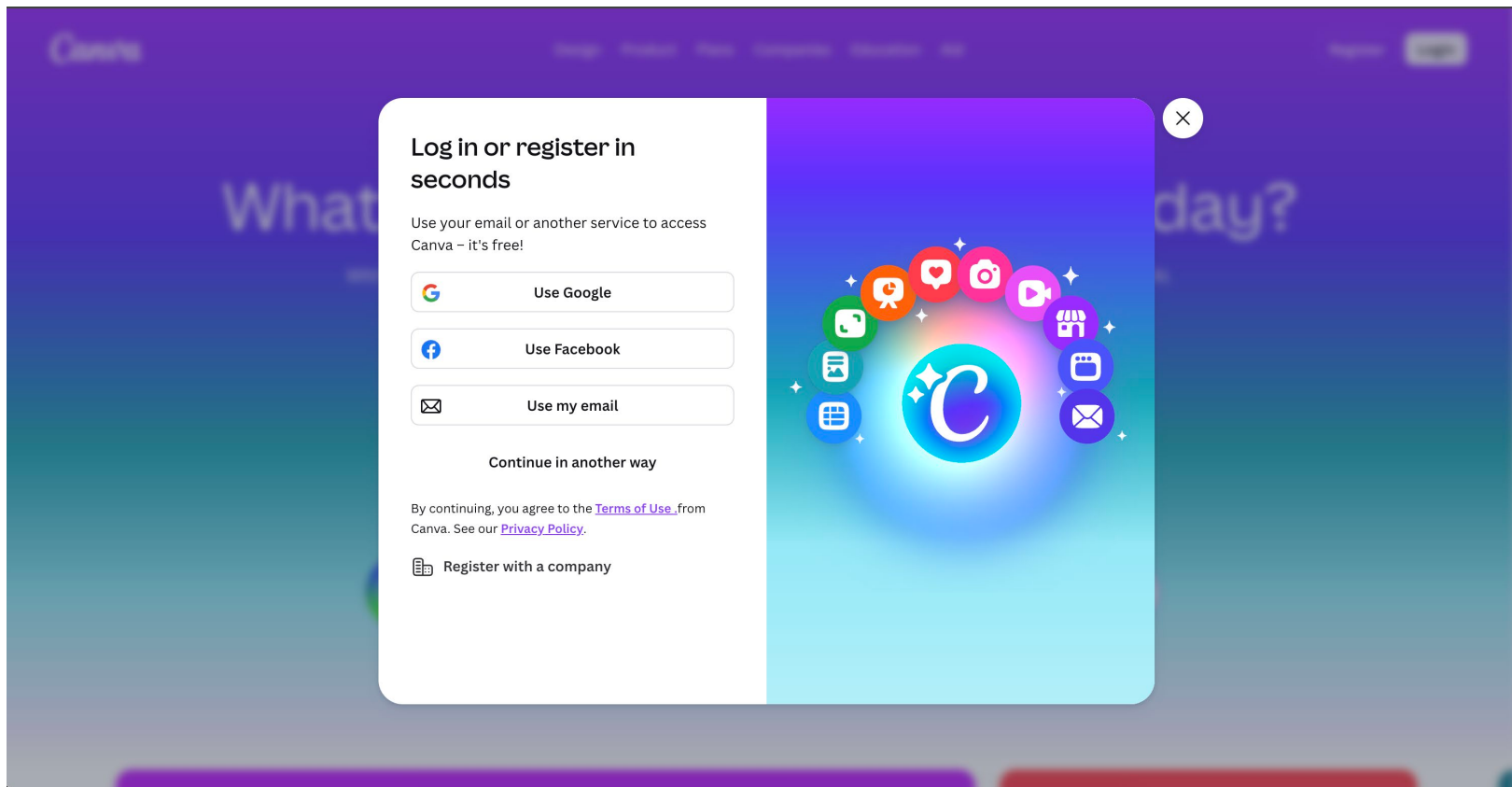
Free Canva templates enable your Region or Chapter to have professional-looking graphics. Simply edit the designs to suit your needs. A free Canva account is required. Need more information? ASHRAE Communications Committee has a [video tutorial](#) on how to use Canva or you can learn more about using templates here. If you have questions or encounter issues, email [ASHRAE Marketing](#) and we'll be happy to assist.

- [Chapter Meeting](#)
- [Chapter Newsletter](#)
- [Email Header](#)
- [Golf Outing](#)
- [Happy Hour](#)
- [Upcoming Tour](#)
- [Presentation](#)
- [Tech Session](#)
- [Virtual Meeting](#)
- [YouTube Cover Image](#)
- [Introducing New Leadership](#)
- [Member Graphic for Social](#)

Chapter Newsletter

Live exercise: let's design together

If you don't have an account go to canva.com and sign up with your email. It's free.



Email Marketing Tips and Guidelines



Importance of Email Marketing



Communications Committee

Email remains the **most reliable communication tool** for chapters.

Used for:

- Event invitations
- Newsletters
- Chapter announcements
- Member communication



The monthly Chapter Notes Newsletter provides important information. These updates are relevant to ASHRAE volunteers as well as content for Chapter/Region websites and newsletters.

We welcome your content submissions at marketing@ashrae.org

August 2026

Approaching Deadlines

- YEA Leadership International
Registration Deadline September 2
- Communications Virtual Central Training Part I
Registration Deadline September 15
- 2027 Leadership U
Registration Deadline September 16
- New Chapter Treasurer Training
Registration Deadline September 17
- Member Promotion Virtual Centralized Training
Registration Deadline September 18
- Fall 2026 YEA Leadership Weekend 1.0
Application Deadline September 23
- Communications Virtual Central Training Part II
Registration Deadline September 23
- 2026 Decarb Conference
Registration Deadline September 23
- BCxP Application Discount
Application Deadline September 30
- Student Activities Travel Grants
Application Deadline September 30

[Communications](#) | [Conferences](#) | [Continuing Education](#) |
[Membership](#) | [Students and YEA](#)

Communications

2026-2027 Communications Virtual Centralized Training

There is still time to sign up for 2026-27 Communications Virtual Centralized Training!

2026-27 Communications Virtual Centralized Training

Part I - September 15, 10 AM-1 PM EDT | [Register Now](#)
Topics Include: ASHRAE Structure and Communications Roles, PAOE, Marketing Central, Basecamp, ASHRAE 365, Virtual Meetings, Social Media & Email Marketing

Part II - September 23, 10 AM-1PM EDT | [Register Now](#)
Topics Include: Strategic planning and goal setting, Content Creation and Website Best Practices.

Don't miss this two-day virtual training designed especially for Chapter Communications Chairs and Regional Communications Chairs, built to strengthen your skills, expand your toolkit, and connect with your ASHRAE community. Please share this information with everyone in your Region or Chapter who handles Communications.

Show off your chapter!

Email photos from your latest event along with a brief description to social@ashrae.org for consideration to be featured on ASHRAE Society's social media channels.

Speaking of social, make sure your [Chapter Settings](#) are up to date! Log in to add your chapter's events and confirm your chapter's social media links (Facebook, Instagram, LinkedIn, & X) are current so members and followers can easily find and connect with you.

Watch this [Office Hours video](#) from Communications Committee for more assistance.

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Conferences

2026 ASHRAE Building Decarbonization Conference
September 23-25, 2026
Seattle, WA



The 2026 ASHRAE Building Decarbonization Conference is where vision meets execution. Designed as a dynamic exchange of ideas, insights, and real-world solutions, this premier event brings together leaders across the built environment to tackle the most pressing challenges in energy efficiency, occupant health and comfort, and greenhouse gas reduction - across both new and existing buildings.

This conference uniquely convenes HVAC engineers, technical solution providers, building owners, utility program managers, local governments, and financial services leaders - professionals who are under growing pressure to meet aggressive decarbonization mandates without sacrificing performance or profitability. If you're looking for practical, cost-effective pathways to comply with evolving regulations while delivering measurable results, this is the room you need to be in.

Decarbonization That Delivers: From Policy to Projects to Performance

To register or view the conference program click [HERE!](#)

Use Email Platforms

Mass emails should be sent through professional platforms instead of personal email accounts.

Examples used by ASHRAE chapters:

- Mailchimp
- Constant Contact
- StarChapter
- WildApricot



Follow Email Regulations



Communications Committee

Always comply with local laws.

Examples include:

- CAN-SPAM (USA)
- GDPR (Europe)
- CASL (Canada)

Recipients must always have the option to **unsubscribe**.

VitaMail				
Country	Law	Consent Model	Unsubscribe Deadline	Max Fine
United States	CAN-SPAM	Opt-Out	10 business days	\$53,088 per email
European Union	GDPR + ePrivacy	Opt-In (explicit)	Immediate	€20M or 4% global revenue
United Kingdom	PECR + UK GDPR	Opt-In	Immediate	£17.5M or 4% global revenue
Canada	CASL	Opt-In	10 business days	CAD \$10M per violation
Australia	Spam Act 2003	Opt-In	5 working days	AUD \$1.1M per day
Brazil	LGPD	Opt-In	Immediate (best practice)	2% Brazil revenue, max R\$50M
India	DPDP Act 2023	Opt-In (explicit)	Not yet specified	~\$30M USD
Singapore	PDPA + Spam Control Act	Opt-In	Immediate (best practice)	SGD \$1M (increasing)

All figures current as of 2026. Laws change. Consult a qualified attorney for jurisdiction-specific advice.

Avoid Spam Filters



Communications Committee

Best practices:

- Avoid spam trigger words
- Limit attachments
- Use links instead of files

Large attachments can cause emails to be blocked by spam filters

Spam filters catch misleading content, overused phrases, and unauthenticated emails. Fine-tune your emails for better inbox placement

Stay out of the spam folder. Personalize emails, craft clear subject lines, use clean HTML, and ensure proper authentication settings.



Email Design Tips



Communications Committee

Good email design should be:

- Clean
- Simple
- Mobile-friendly

Over **40% of emails are opened on mobile devices**, so mobile design is critical.

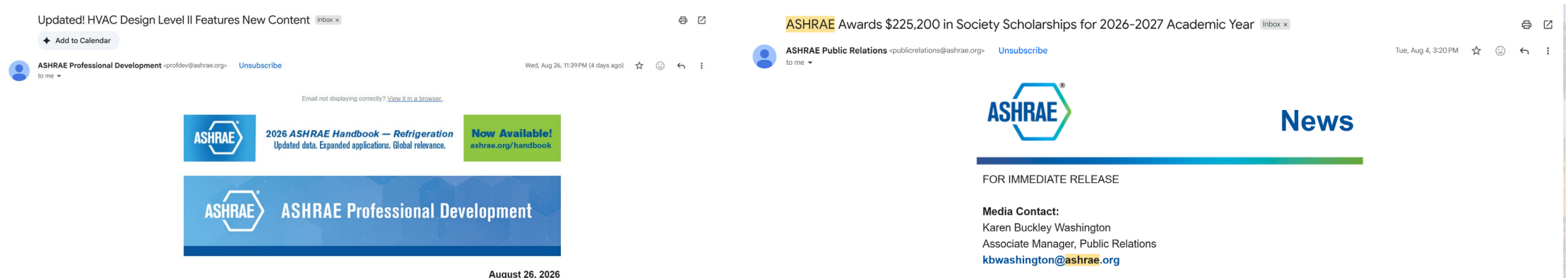


Writing Effective Subject Lines

Examples:

- “ASHRAE Technical Seminar – Register Now”
- “YEA Networking Event – Limited Seats”

Subject lines should be **clear and relevant**.



Keep Emails Relevant

Members receive many emails daily.

Sending relevant information increases engagement and reduces unsubscribe rates.



Key Takeaways

Successful communication requires:

- Professional content
- Compliance with ASHRAE policies
- Consistent communication
- Valuable information for members

Communication is not just about posting — it is about **building engagement within the ASHRAE community.**



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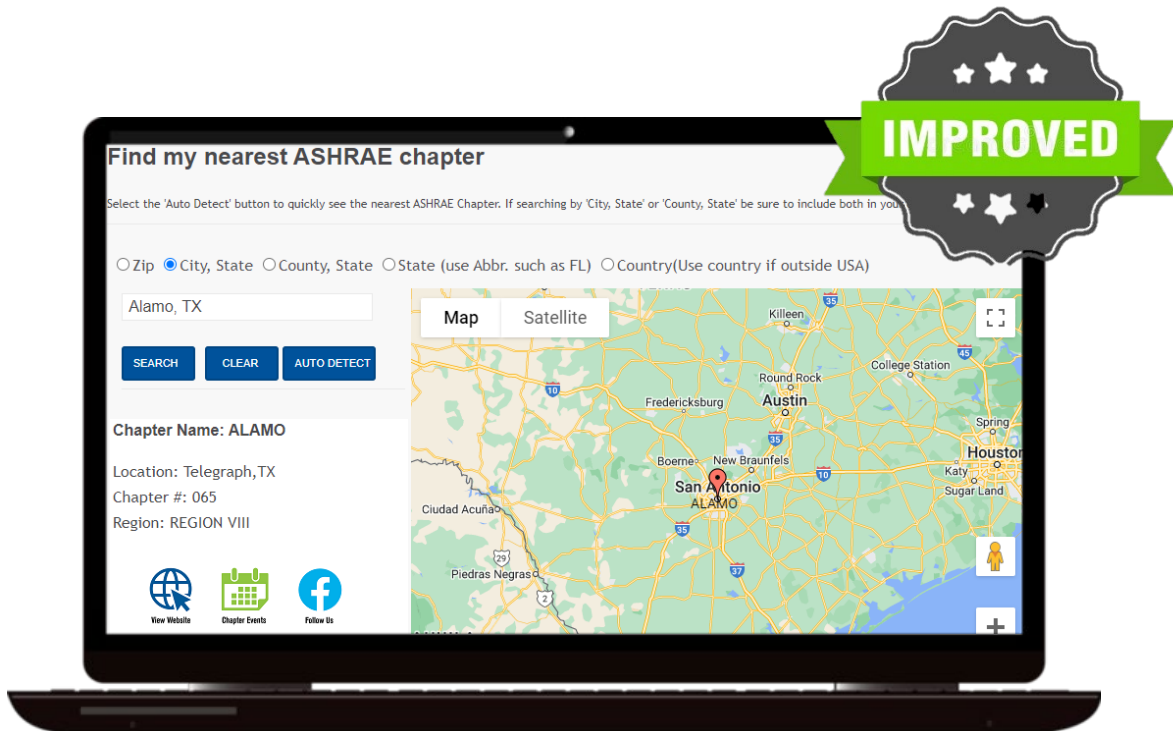
Cross Chapter Communications Tool

NEW & IMPROVED CHAPTER COMMUNICATIONS TOOLS

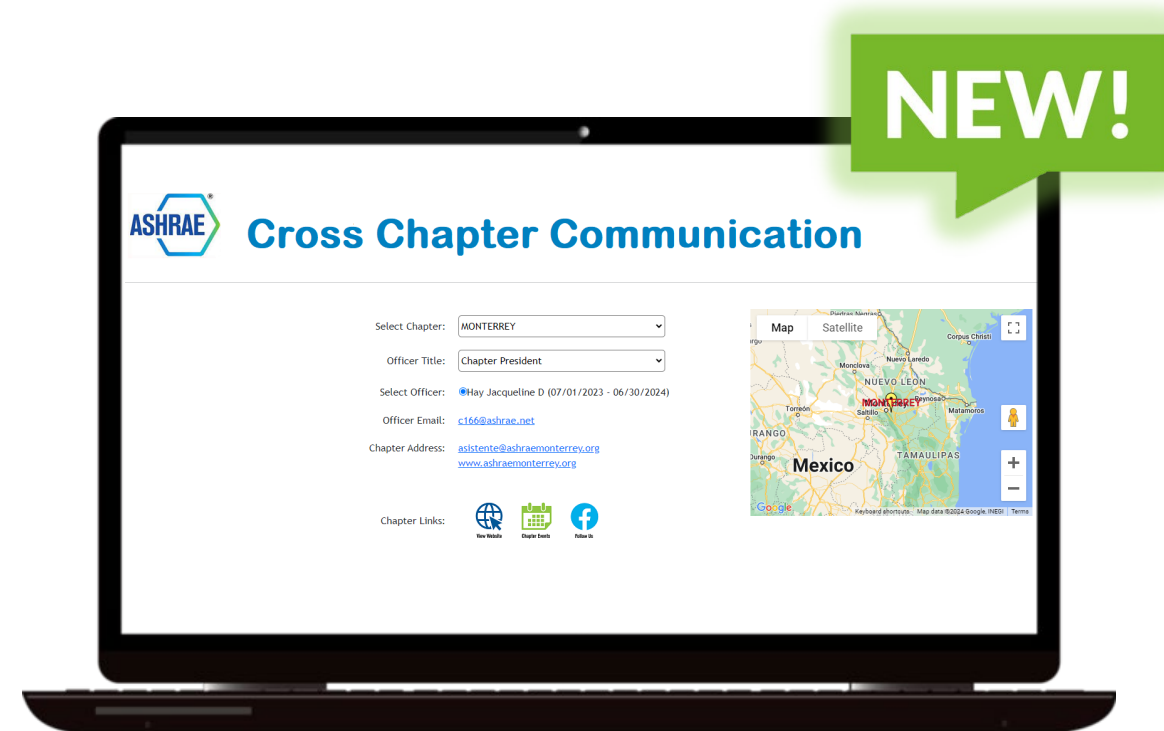


Communications Committee

ASHRAE Chapter & Event Locator



Cross Chapter Communications Tool



Imagine if you could...



Communications Committee

- Find any ASHRAE chapter anywhere in the world.
- See their upcoming events instantly.
- Connect directly with other chapter officers and committee chairs.
- Learn from their best practices.
- Build partnerships across regions.



**That's exactly what these new
communication tools were designed to do!**

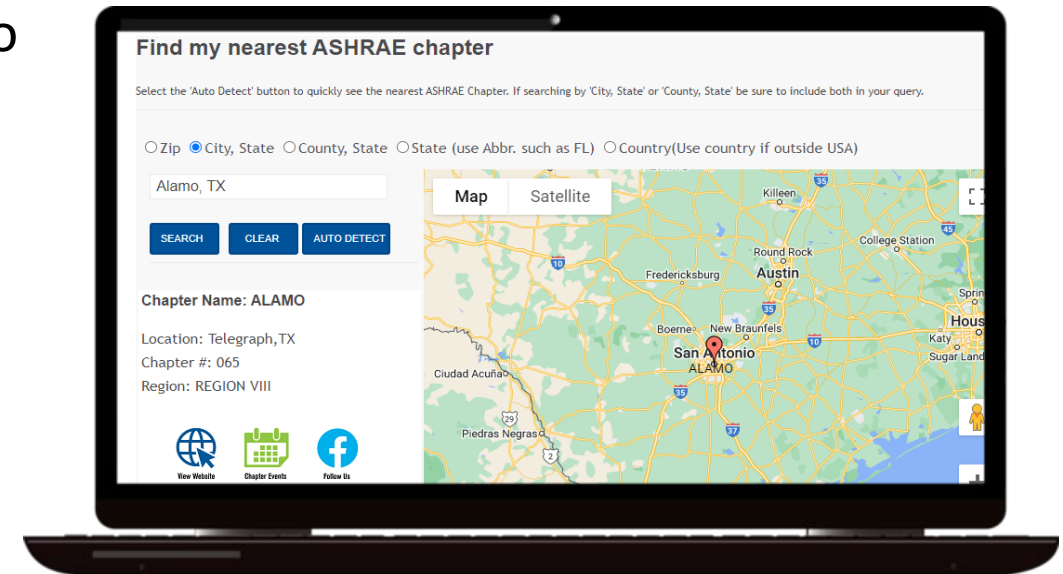
ASHRAE Chapter & Event Locator



Communications Committee

The **Chapter & Event Locator** has been redesigned to make it easier for members to find:

- Local chapters by city
- Upcoming chapter events
- Chapter websites
- Social media pages
- Contact information



Instead of browsing a long list of chapters, users can now search by location and quickly access relevant information.

[ashrae.org](https://ashrae.org/communities/chapters/ashrae-chapters) → **Communities** → **Chapters** → **Find ASHRAE Chapters**

<https://ashrae.org/communities/chapters/ashrae-chapters>

Update Your Chapter Settings

To take full advantage of these tools, every chapter should keep its **Chapter Settings** up to date.

Recommended information includes >>>

- Chapter website
- Facebook page
- LinkedIn page
- Mailing address (optional)
- Chapter events page or calendar URL

WHO HAS ACCESS TO CHANGE/EDIT CHAPTER SETTINGS? >>>

- | | |
|--|---|
| <ul style="list-style-type: none">• Chapter President• Vice President• Treasurer• Secretary• Administrator | <ul style="list-style-type: none">• Communications Chair• Communications Co-Chair• Social Media Chair• Webmaster• Historian |
|--|---|

Update Your Chapter Settings



Communications Committee

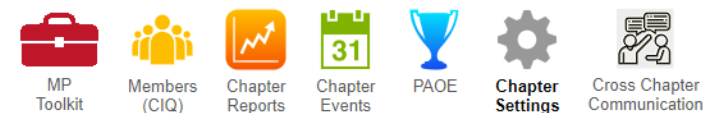
ashrae.org → Communities → Chapters → Reports, PAOE, CIQ

1

The screenshot shows the ASHRAE website's navigation menu. The 'COMMUNITIES' dropdown is selected, showing options like 'Renew Membership', 'My Profile', 'My Transactions', 'Committees', 'Regional', 'Chapter', and 'Shopping Cart'. The 'Chapter Settings' icon, represented by a gear, is highlighted with a red box in the top navigation bar. Below the navigation bar, the 'Chapter: HAMILTON (037)' section is visible, showing 'Chartered: 10/22/1959' and various icons for 'Members (CIQ)', 'Chapter Reports', 'PAOE', 'MP Toolkit', 'Chapter Events', 'Chapter Settings', and 'Cross Chapter Communication'. The 'Chapter Settings' icon is highlighted with a red box. Below this, there is a section for 'Members' with a search bar and a table with columns: Name, Member ID, Grade, Expire Date, and Add Officer.

2

Chapter: HAMILTON (037)
Chartered: 10/22/1959



Chapter Settings

Chapter Events: ☐ Use the ASHRAE provided Chapter Event tool

☒ Enter your own event page URL below

<https://ashraehamilton.org/chapter-meeting-list-view>

Website:

Facebook:

X(Twitter):

LinkedIn:

Instagram:

Mailing Address:

Save



Recommended: Link Your Chapter's Events Page

- Connect your chapter website's events calendar.
- Automatically displays the latest events.
- Easier to maintain throughout the year.

Cross Chapter Communication



Communications Committee

A tool that allows chapter leaders to connect with volunteers from any ASHRAE chapter around the world.

The tool enables users to: >>>

- Search for chapters worldwide.
- Find chapter officers and committee chairs.
- Contact chapter leaders directly.
- Share best practices.
- Organize joint events.
- Build stronger relationships between chapters.

WHO HAS ACCESS TO THIS TOOL >>>

- Chapter Officers
- Committee Chairs
- Anyone with a CIQ position!



Cross Chapter Communication

ashrae.org → Communities → Chapters → Reports, PAOE, CIQ → Cross Chapter Communication

1 Click “Cross Chapter Communications”:

The screenshot shows the ASHRAE website navigation bar with the following tabs: ABOUT, TECHNICAL RESOURCES, PROFESSIONAL DEVELOPMENT, CONFERENCES, and COMMUNITIES. The 'COMMUNITIES' tab is active, and its dropdown menu is open, showing options: Renew Membership, My Profile, My Transactions, Committees, Regional, Chapter, and Shopping Cart. The 'Cross Chapter Communication' link is highlighted with a red box. Below the navigation bar, the 'Chapter: HAMILTON (037)' is displayed, along with its charter date 'Chartered: 10/22/1959'. A row of icons represents various chapter functions: Members (CIQ), Chapter Reports, PAOE, MP Toolkit, Chapter Events, Chapter Settings, and Cross Chapter Communication (highlighted with a red box). Below this row, a message states: 'Data only for ASHRAE business. Care should be made to keep information private & secure in accordance with security best practices & local laws/regulations. ASHRAE Privacy Policy'. The 'View Members' and 'View Officers' tabs are visible, with the 'View Members' tab selected. A search bar for members is present, with a 'Search' button and a 'Show All' button. The 'Show' dropdown is set to '10' entries. Below the search bar, a table header is visible with columns: Name, Member ID, Grade, Expire Date, and Add Officer.

2 Select Chapter and Officer you wish to contact:

ASHRAE Cross Chapter Communication

Select Chapter:

Officer Title:

Select Officer:

Officer Email: c166@ashrae.net

Chapter Address: asistente@ashraemonterrey.org
www.ashraemonterrey.org

Chapter Links: [View Website](#) [Chapter Events](#) [Follow Us](#)



How the Tool Works

The Cross Chapter Communication tool uses information stored in the Chapter Information Questionnaire (CIQ).

Users can search by chapter and view:

- Chapter officers
- Committee chairs
- Chapter website
- Social media links
- Chapter events

Emails are sent using **ASHRAE email aliases**, which automatically forward messages to the current volunteer holding that position.

Requirements for Success



Communications Committee

A green clipboard with a blue clip at the top. On the clipboard is a checklist with the ASHRAE logo in the top right corner.

- ☒ Update positions in CIQ
- ☒ Update Chapter Settings
- ☒ Update emails
- ☐ _____
- ☐ _____
- ☐ _____

**FOR THESE TOOLS TO WORK PROPERLY,
CHAPTERS SHOULD: >>>**

- Keep the CIQ updated.
- Register all chapter officer and committee positions.
- Maintain current Chapter Settings.
- Ensure each volunteer's ASHRAE profile contains an active email address.

Key Benefits



Communications Committee

- Stronger collaboration between chapters.
- Easier networking across regions.
- Sharing of successful programs and best practices.
- Simpler planning of joint chapter events.
- Better support for new chapter leaders.
- A more connected **global** ASHRAE society.



Thank You

This concludes Module 3.
Stay tuned for Q&A.