# 10 Tips for Producing a Quality Practice Specialty Administrator Message

* Update your message at least quarterly, keeping it current in order to encourage folks to check back for each new message.
* Insure spelling and grammar are correct in order to insure your credibility as a writer. Reread the message carefully. Use spell check; but remember that sometimes spell check will accept a word that isn’t the word that you intended (with sometimes humorous but embarrassing results!)
* Write, as a leader, about something that will inspire your group and that is targeted to your group.
* **Consider your words:** language has tremendous power. [Choose your words carefully](http://www.globoforce.com/gfblog/2013/101-effective-words-to-use-in-recognition/) and make your message pithy and impactful.
* **Use your message to drive a meaningful behavior and encourage reflection**
* You may choose to include words of recognition in your message; if you do, be sure the recognition is timely and specific, and doesn’t ring hollow.
* Remember, in the words of Shakespeare, “brevity is the soul of wit”. A succinct, meaningful message has a greater impact that a long, rambling one.
* Quotes can add powerful impact; if you include quotes, be sure to properly attribute the quote to the quoting party (i.e. do not plagiarize).
* This is not a “newsletter” or “schedule” of events.  It’s okay to include that information, but the Administrator Message needs to be more than that. It needs to be providing some value to the membership.
* After writing your message, put yourself in the place of your Practice Specialty members and re-read your message-did it provide value? Have someone else also read the message before you send it on for publication to catch anything you may have missed; sometimes when we re-read our own work several times, we can miss items where corrections may be needed, or perhaps there is some wording that can be optimized to improve our message further.

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