

# the 3 laws of communication

for your association

Whether you are moderating posts for your online community or planning content strategy for an upcoming industry update, understanding the best way to communicate with your membership is critical. Malcolm Gladwell's *Tipping Point* tells us more about communication methods.

Literally, the *Tipping Point* is about epidemics and how they move through groups of people. But information behaves in much the same way as disease - that's why lessons and laughter can be called *infectious*. **There are tipping points to message adoption for associations, and each follows a law.**

## The Law of the Few

Recently, we discussed the 3 types of key communicators in a group: Connectors, Mavens and Persuaders. Each has their own approach, and influence, over the way a message moves through the group. However, for the entire group to adopt a message, it's critical that it go through these three conduits.



## The Stickiness Law

Crafting the perfect message for your members, one that tells them everything they need to know in a way that they want to know it, is truly just trial and error. It might take several formats and schedules, but eventually you'll identify what type of message sticks for your members. And once you know it sticks for your key communicators, you're golden.

## The Law of Context

The environment into which a message is introduced is perhaps the most important aspect. You might have the funniest joke in the world, but it's going to fall flat at a funeral. Understanding the atmosphere of your membership, such as how they communicate with each other and where they choose to consume information, can help you trace the pattern of how information may be diffused through the group.

