



AUGUST 1, 2026 | WORLDWIDE OES ROUND TABLE | MORE THAN 300 REGISTERED

THE QUESTION WE ASKED

How can we explain and show OES so that someone outside our Order can readily understand?

THE CENTRAL TAKEAWAY Public communication must begin where the public is—not where members are.

The goal is not to change who we are. It is to translate what members already know and value about OES into words and images that make sense to someone encountering the Order for the first time.

1 TRANSLATE	2 SHOW	3 STRENGTHEN
FROM INSIDE-OUT TO OUTSIDE-IN Inside-out language starts with titles, meetings, ritual, and structures members already understand. Outside-in language starts with friendship, belonging, service, shared values, and community impact. Lead with people and purpose.	IMAGERY IS PART OF THE MESSAGE Strong public-facing photographs show people, purpose, warmth, and action. Favor visible faces, natural moments, community service, welcome, and connection across generations. Choose images outsiders can understand.	SEARCH AND AI NEED CLEAR CONTENT Websites, public social media, videos, brochures, and news stories shape how people—and increasingly search engines and AI tools—understand OES. Keep public information clear and current.

A STRONG PUBLIC-FACING OES STORY Women and men building friendships, supporting one another, serving their communities, and living shared values.

THE THREE-SECOND TEST Can someone outside OES understand the message almost immediately—and would it make that person feel interested and welcomed?

BEFORE YOU PUBLISH, CHECK:

☐ REVIEW Is this clear to someone unfamiliar with OES?	☐ LEAD Do people and purpose come before titles and structure?	☐ EXPLAIN Are acronyms, symbols, and eligibility requirements clear?
☐ CHOOSE Does the photograph support the story we want understood?	☐ UPDATE Is the information accurate, current, and welcoming?	☐ INVITE Is the next step easy to find and act upon?

Small improvements made consistently can significantly strengthen how others see and understand OES.

OCTOBER 3 | Sharing the OES Story on Social Media
What to post, when to post, and how to build connection

DECEMBER 5 | Making the OES Story Findable
Websites, search, AI, and digital visibility

Watch the recording, access resources, and register for upcoming meetings at OESTools.org

For more information and assistance: Contact Dr. Sabrina Pack, PGM NM, Chr. GGC Public Relations Committee, SkyWest Media
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