

**Chapter Marketing Call
Discussion Notes
August 30, 2017**

Invited participants:

Chapter Presidents, Chapter VPs/Development, Publications, PR, and Internet Communication Chairs

Social Media

Be sure to put tags on your social media posts as well as letting people know about our various industry events (especially NEWH regional tradeshows, etc.) to encourage participation/awareness. See last page “How do I link my Instagram account to a Facebook Page that I manage?”

Remind them about BDNY and give them NEWH’s booth number. Phoebe offered to put something together and send to the NEWH Inc. office to be forwarded to chapters to use.

Chapter Status Reports

Toronto – their Facebook page does get a lot of views, tracking number of views and shares. Instagram not growing quite as well yet.

Dallas – they are noticing Facebook is their primary source for reaching their chapter as well as emails. They have been linking their Instagram and Facebook posts but get more feedback from Facebook posts. It helped get volunteer support through Facebook for the regional tradeshow.

Northwest – they get a good following on their Instagram page and have increased that activity in the past year.

Sunshine – they have both Facebook and Instagram. They do find the events section in Facebook helpful, where Instagram doesn’t have that option. They are seeing more activity in their Instagram accounts.

Chicago – Instagram a bit lower of following, but they are trying to post pictures after events to try to drive their following.

San Francisco – they have a great team with a system of checks and balances before events go out. Facebook is working well for them. They have had to start a new Instagram account and are starting to work with that. A lot of the content that they want to post is not on their phone, but they are learning how to post without having to send images, etc to their phone in order to post.

Atlanta - they would like to have more people being an admin/able to post because the two people aren’t always at the events, etc.

Suggestion: More regular postings to Instagram will help you build your following.

Marketing Position

With upcoming board training, some chapters have found success in dividing up the responsibilities of the marketing position. (i.e. one does social media, one does Instagram, one updates Facebook pages, one does magazine submittals, one does graphics, etc.). Pre-scheduling postings was also suggested and has been helpful to board members so they can schedule all reminders/posts at one time.

Any questions?

- Contact the following NEWH, Inc. Board of Directors:
 - William Stuart wstuart@costantinidesign.com NEWH, Inc. Director of Marketing
 - Leigh Mitchell leighmitchell@mza-usa.com NEWH, Inc. VP Development

We look forward to assisting you in any way we can to make your job easier! 800-593-6394

How do I link my Instagram account to a Facebook Page that I manage?

To link your Instagram account to your brand's Facebook Page, you first need to be [an admin of that Page](#) on Facebook. *

To link your Instagram account to a Facebook Page:

Android

1. Go to your profile and tap  in the top right.
2. Scroll down and tap **Linked Accounts**, then select **Facebook**.
3. If you haven't already, enter your Facebook login information.
4. By default, your Instagram account will link to your personal Facebook Timeline. To link to a Page instead, tap **Facebook** again and choose a Page that you manage below **Share to**.

iPhone or Windows Phone

1. Go to your profile and tap  in the top right.
2. Scroll down and tap **Linked Accounts**, then select **Facebook**.
3. If you haven't already, enter your Facebook login information.
4. By default, your Instagram account will link to your personal Facebook Timeline. To link to a Page instead, tap **Facebook** again, then tap **Share to** and choose a Page that you manage.

If you've already linked Facebook on your phone or tablet and need to switch accounts, you can [unlink your Facebook account](#) from Instagram.

**If you are not an admin on your chapter's Facebook page, please let the NEWH office know so we can update your status can be updated in order to link your Instagram account to your Facebook page.*