

Chapter Marketing Call Discussion Notes June 14, 2017

Invited participants:

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

Please mark your calendar to participate in the next quarterly Marketing call. You will get a Ready Talk invite for the call.

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- August 30
Choose the time that works for you:
 - 8:00am Pacific/11:00am Eastern
 - 4:00pm Pacific/7:00pm Eastern

Important Message Regarding LinkedIn

NEWH will no longer be able to post events to your individual chapter/region LinkedIn accounts through Hootsuite. LinkedIn no longer allows API (Application program interface) for Groups. As a result, LinkedIn Groups will no longer be supported in the Hootsuite dashboard.

Basically, this means that if your chapter or region has/manages its own LinkedIn account, you will have to post the events while you are in your LinkedIn account.

LinkedIn/Instagram

Does your chapter have a LinkedIn or Instagram account? **Important:** Please pass along username/passwords to NEWH, Inc. for all social media accounts so we have on file for you. We have had some chapters who cannot locate the person who originated the account and therefore had no access to the account to change admin settings and had to set up a new account.

Chapter Status Reports

North Central – they are finding that email blasts are getting spammed and some people aren't receiving invitations.

Note: If you know of anyone this is happening to, please ask them be sure to check your junk/spam folders. If there are no NEWH emails there, please have them contact their IT dept. or internet service provider to ensure that any email from the domain @newh.org is marked as an approved sender. For some reason, the emails could be blocked before they hit their inbox (at the server level), or their server's spam filters may have changed if they used to see NEWH email and now no longer are seeing them.

We also encourage each of your board members to forward the broadcast as a personal invitation to the event to their own business contact lists. (However, please be sure to remove the 'update your profile or unsubscribe' link from the bottom prior to sending to your contacts.) Sometimes people are more apt to open email when it comes from a

person they know, plus it's a nice touch for a board member to reach out to a colleague with a 'hoping to see you there' email.

Feel free to send Diane any individual email addresses to track for those who tell you they are not receiving event emails.

Cincinnati – had a successful event in December, but are still getting their feet wet as a new regional group.

United Kingdom – working on updating their mailing list and making sure they have updated information for people to receive emails. They have done sponsor profiles for their events – highlighting a sponsor in the emailed. (Please see the attachments at the end of these minutes for an example.)

Sunshine – Have been very focused on the social media side (Facebook, Instagram, LinkedIn) – trying to touch base with them on a regular basis. Hoping to tap in to more people that way and getting the word out about upcoming events. Also highlighting sponsors in Instagram, etc. to give them an extra marketing benefit.

Chicago – In thanking some sponsors last year with email blasts or postings, they had some negative feedback – some people thought it was advertising for companies. They are working to re-activate their LinkedIn account. Also have set up some gmail accounts to have for their chapter. Hashtags have been very successful for them – social media has been pretty positive in reaching people. Eye-catching invitations and graphics have worked well for them. They make things very apparent on their invite. They also find that 1pm for Facebook and 3pm for Instagram works well. They have done a boost as well in Facebook for a significant event (similar to a paid advertisement).

Rocky Mountain – With Leadership Conference having taken place in Denver this year, they had a lot of great material to use for marketing. They have done a first quarter newsletter. They are having a few challenges making sure they are highlighting their annual sponsors and tracking all the benefits that those sponsors should be receiving. They won't have their same fundraising person next year, so they are looking to find someone to step up and take on that role next year who can start being mentored.

They typically post once a week to Instagram including industry news, and other general motivational type posts. Their VP/Admin is helping with their social media posts and trying to make them fun (i.e. throwback Fridays where they post pictures from past events).

Had Haute seat event in spring honoring their scholarship and TopIDs and have good photos from that event to use. Their goal is to really get something going with their marketing this year – they are currently learning as they go so they are trying to make things work for them and get it standardized for future years.

Note: if there are there other chapters who have a marketing schedule/calendar that has been successful and could be shared with chapters as a template, please send those to NEWH office.

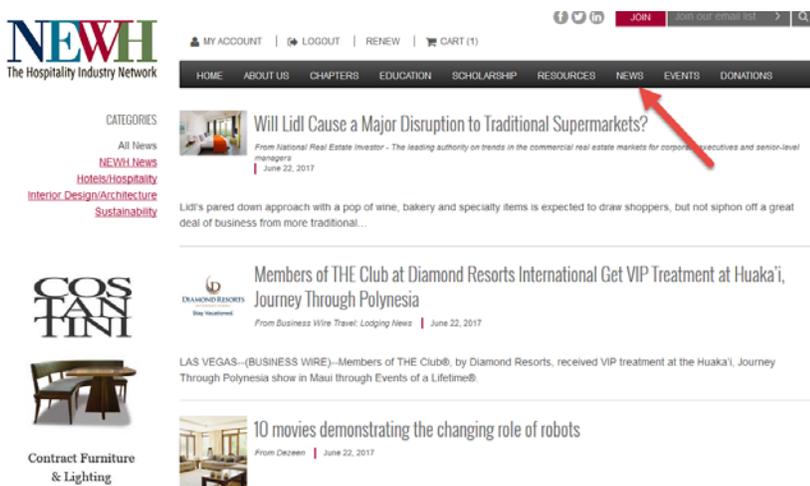
Dallas – Overall Dallas has a very good established social media presence. Their chairs for fundraising and the other events are really engaged with the marketing team to be sure they are following through with sponsor posts, etc.

Dallas is hoping to boost their Instagram presence – in hopes to get more of the younger generation involved.

Note: In getting started, once a chapter Instagram does take off, you'll get a good response.

Material to Post to Social Media

If you are looking for 'filler' news to post, take a look at the News section of the NEWH website. You'll find many RSS feeds there and can use that information to use for your posts.



Website Updates

Look at your Chapter Page on the NEWH website – this is the first thing potential members see when clicking on your chapter – does it pull you in? Are you getting their attention? Does it need updated pictures or text? Are you sharing chapter successes/event recaps or upcoming events? Are you highlighting new members, or an active volunteer member? Are you thanking your event sponsors? Let us know what you would like and we can help you update!

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
 - Trisha Poole trisha@designpoole.net NEWH, Inc. President

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

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United Kingdom
NEWH
The Hospitality Industry Network

ANNUAL FUNDRAISER
Tuesday 20th June - 6.30pm til late

£50 Members £60 Non-members Spaces are limited so buy your tickets asap!

We have a new payment system via our website, so if you have any enquiries about tickets or event info, please contact Kelly - KHopper@benjaminwestlondon.com or Kathryn - kathrynquinn@hotmail.co.uk. **Canapes, drinks and bowl food provided**



To enable a better networking experience, all suppliers must bring a designer/specifier guest

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NEWH
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ANNUAL FUNDRAISER
TUESDAY 20th JUNE - 6.30PM til late

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