

**Chapter Marketing Call  
Discussion Notes  
June 1, 2016**

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 31  
Choose the time that works for you:
  - 8:00am Pacific/11:00am Eastern
  - 4:00pm Pacific/7:00pm Eastern

### **Chapter Status/Ideas shared**

#### *Atlantic City/Philly*

All board members are sending invites to their contacts as well as broadcasting out and sharing on social media to get word out to nonmembers.

They toured a local hotel recently – had a lot of nonmembers.

Also doing Member spotlight – last few weeks have member spotlight nominations come in – have quite a few ready to send out – they are offering to nominated members a video interview 3-5 interview with them (using Go Pro) and/or sending them questions via email, giving them a few options...

#### *Atlanta*

Have an internet person and other people on the board who have specific marketing duties to spread the marketing responsibilities around.

#### *Arizona*

In the rebuilding stage and gathering marketing ideas from other chapters and other marketing directors.

#### *San Francisco*

Have been posting event sponsor logos on their home page with link to company's websites. Easy to do and a great marketing benefits for sponsors (contact Diane in NEWH Inc. office to post to your webpages – [diane.federwitz@newh.org](mailto:diane.federwitz@newh.org))

## *General*

There was a request to put the 2016 Founder Circle PowerPoint in the Board Resources section of the website. You can now find this in the General Resources area under Corporate Partners.

### **Instagram – Follow us on @newhinc**

Please see the Instagram guidelines attached for ideas of what to post (and what NOT to post).

Keep Instagram posts separate than Facebook and Twitter posts, so you gain a different following of people.

Keep it to two people posting (maybe Marketing and VP or Programming person) – change password as people switch out of board positions. It is required to give login and password to NEWH Inc. to keep on record.

Send out tags – hospitality industry, raising money for scholarship, donating to nonprofit, etc.

If you are unsure how to set up an Instagram account, please contact Helen Reed who can answer your questions. (hlreed88@gmail.com)

Need consistent postings with our Inc. team and chapters

### **Newsletters**

Some chapters put event sponsor logos in the newsletters, some chapters have annual sponsors with part of the benefits of that sponsorship being the company logo included in the newsletter.

If you want to see other chapter newsletters, these are online at [www.newh.org](http://www.newh.org). To see other chapter newsletters, go to Chapters and click on the chapter you want to see, then look at their left menu items for 'newsletter'. Check these out to get ideas for your chapter.

Sponsor logos in newsletters can be event sponsors, or newsletter sponsors that paid to be included – it's up to chapter on how they promote the newsletter or events and what sponsor benefits are.

Newsletter content – a few chapters have had difficulty getting people to respond to inquiries – i.e. if they wanted to do a member spotlight on someone, they are having trouble getting people to reply. One idea was to send a set number of questions (4-6) to a pool of people you'd like to highlight. Those you hear from are those you use – or use one, and save the rest for future editions. Have a chapter board ask the selected pool of people (i.e. remember, people may be more willing to answer an email from a designer than another individual, etc. – be strategic in who does the asking). Make those you are sending to feel important – let them know you are so appreciative of all the work they do for our chapter and you'd like to highlight them in your upcoming newsletter, etc.

**Website logos** – chapters can include sponsor logos on their website page as a marketing benefit for your event sponsors or annual sponsors. Event sponsor logos can be just on the event page, or if annual sponsors, can go on the main chapter home page.

**Facebook** – chapters have posted thank yous to their event sponsors on Facebook with links to their websites.

**Ideas:**

- Really try to show member value – using social media, newsletters, etc.
- Show vendors latest product – or a company’s latest design
- Shout-out/welcome new members on Facebook, put a link to their website
- Show a member spotlight on the website
- Highlight Top ID firms – give them some value for being Top ID firm – show off their work, give them value for their memberships.
- Highlight portfolio work for scholarship students in publications or social media
- Look for a volunteer to develop templates for your designs.

**Any questions?**

- Contact the following NEWH, Inc. Board of Directors:
  - Trisha Poole [trisha@designpoole.net](mailto:trisha@designpoole.net) NEWH Inc. President
  - William Stuart [wstuart@costantinidesign.com](mailto:wstuart@costantinidesign.com) NEWH Inc. Director of Marketing
  - Helen Reed [hlreed88@gmail.com](mailto:hlreed88@gmail.com) NEWH Inc. Executive Advisor

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



## NEWH, Inc. Instagram Guidelines

### Goal:

Grow awareness to NEWH through Instagram by displaying images that showcase our mission.

### Objectives:

1. Post an image daily
2. Be consistent with message
3. Market scheduled events
4. Keep post professional
5. Engage your followers
6. Drive traffic to website

### Ideas of what to post:

1. Post pictures of members
2. Post quotes that relate to our mission statement
3. Tell a short story
4. Hold contest
5. Thank event sponsors (including sponsor logo)
6. Post meeting notices on Instagram
7. Post event wrap-up photos (i.e. 'look what you missed')
8. Promote one member per month
9. Highlighting TopIDs
10. Highlighting scholarship recipients
11. Sustainable tip a week

### What **NOT** to do/post:

1. Post too many times (more than 3 times a day)
2. Share partying images
3. Overuse hashtags (no more than 10 hashtags)
4. Use an advertising platform (no ads, thanking sponsors is ok)
5. Use profanity
6. Use someone's photo without giving them credit
7. Post without captions
8. Political Statements or Views
9. Ignore followers comments
10. Auto share every Facebook or Twitter post

**Chapter Guidelines:**

1. Only 2 people on the board are to have the rights to Instagram. The Board should approve who these 2 people are since they will have Social Media privileges and passwords.
2. Only one password is to be used for Chapter Boards, the password is to be provided to NEWH, Inc. as well.
3. The password for the Chapter is to be changed if and when a person with Instagram privileges no longer participates in posting.

**Hashtags:**

#HospitalityIndustry

#Raisingmoneyforscholarships

#NEWHInc

#donate

#nonprofits

**Tags:**

@NEWHInc

@chapter (i.e. @NEWHDallas, @NEWHAtlanta, etc.)

Non-Profits to follow on Instagram for inspiration

<http://www.nonprofitmarketingguide.com/blog/2015/04/16/50-nonprofit-instagram-accounts-you-should-follow-right-now/>