

Chapter Marketing Call
Discussion Notes
March 28, 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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- June 14
 - August 30
- Choose the time that works for you:
- 8:00am Pacific/11:00am Eastern
 - 4:00pm Pacific/7:00pm Eastern

Instagram Updates

See updated guidelines – if you haven't set up an Instagram account yet, we encourage your chapter/region to do so.

Chapter Guidelines:

1. Set up Instagram for the Chapter (example: either @NEWHChicagochapter or @NEWH_Chicagochapter or @NEWHChicago)
2. 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. The two people are a trial for a year to see how it goes – if having only two is working, or if more are needed. At this point we ask that chapters to assign two people only.
3. Only one password is to be used for Chapter Boards, The password is to be provided to NEWH, Inc. as well.
4. The password for the Chapter is to be changed if and when a person with Instagram privileges no longer participates in posting.

Suggestions:

- Most important – Engage your followers – respond!
- Be sure to tag NEWH Inc. – NEWH, Inc. will post and repost your Instagram posts to keep momentum going.
- To keep as professional as possible when posting,
- NEWH Inc. working to help with content – watch for access to a dropbox folder for content to post
- Post 3-4 times a week – Be consistent with the mission message – if you can't think of items to post, just market your scheduled events that are coming up, tell a story about a scholarship winner, meet the board/trivia, highlight TopIDs, tip for the week, etc. Just keep them professional, engage your followers, and tag NEWH.
- Give credit to photographer if you use a photo.
- Keep Instagram posts separate than your Facebook posts – you may have a different following for both.
- After posting, you can add a hashtag – just edit the after it's posted (this is new with Instagram) – hit the 3 dots and you can edit from there.

Suggested apps to use for Instagram – Canva or Word Swag – these are free apps that have backgrounds if you want to get creative or do a shout out. NEWH Sunshine does a great job posting Instagram – check them out!

Social Media Status

Atlanta – does Facebook posts, just starting to use Instagram. Have hard time with only 2 people having Instagram posting, how do you handle if those two people aren't there?
Forward pics to those admins and ask them to post – or think about changing the social media privileges to a person that goes to most events that may be a better suit to the Instagram admin

Just starting to use Instagram – having hard time with only 2 people having Instagram posting, how do you handle if those two people aren't there?

Suggestions: Forward pics to those admins and ask them to post – or think about changing the social media privileges to a person who goes to most events and that may be a better suit to the Instagram admin.

Washington DC – do use social media quite a bit for events and upcoming dates. Like the Atlanta chapter, because DC chapter includes MD, DC and VA – it's hard for the admins to get to all events as well. Helen Reed, being in Richmond, offered to help with Instagram postings.

Rocky Mountain – challenge in finding content to post. Have been posting on Facebook – articles of trends, involved firms in the RM chapter. Instagram – inspiration quotes, Flashback photos on Thursdays. And other photos of board or other stuff they've been involved in. They are trying to make themselves a resource for people. Board is supposed to get content but it's not happening – so it does take time for them to post. Would be helpful to get content from NEWH to post.

Vancouver – new chair who is just starting to post on Facebook – since they are a small region, definitely don't want to bombard/oversaturate people with posts, but instead post a few times a month. Finding content is also an issue.

Dallas – have a dedicated person taking photos at all their events who uploads them to chapter dropbox, they upload to flicker and link to Facebook.

Chicago – started Instagram – so far has been successful. One concern with their LinkedIn account, they had to open a new one because they weren't sure of login for the past account.

NOTE: Please pass along username/passwords to NEWH, Inc. for all social media account so we have on file for you.

Arizona – trying to get more in tune and use social media more. Will be looking at updating website pages as well.

Northwest – trying to keep up with Instagram and Facebook posts. They are pretty active on Facebook – and continuing to improve Instagram frequency of postings.

Los Angeles Founding – has downloaded the re-post app for Instagram – they’ve been following different design firms in their chapter and they use this app to copy and paste their post – and then they repost and tag them.

AC/Philly – they are going to try to do a much better job in Philly with Instagram. They primarily use Facebook.

Social Media Reminders

Facebook: Each chapter has their own Facebook page that is linked to the NEWH Twitter account. When you post on FB, it is automatically tweeted. Please be proactive and keep your FB current with chapter happenings. Use Facebook boosts to market your events. Posting Facebook photos to get people there, and also to let people know what have happened (let people know what they missed!)

Instagram: If your chapter has an Instagram account, let Diane know your account name/password. She can add the Instagram link to the bottom of your email broadcasts.

LinkedIn: Chapters can establish their own LinkedIn account. Please send admin access to NEWH, Inc. office to have on file in an event the chapter admin is unavailable/unreachable. Use Instagram for sharing photos during events as well as after events

Twitter: NEWH Inc. has one main Twitter account. The Twitter account is linked to all our chapter Facebook pages, so as event notices are broadcasted out, they are automatically posted on chapters’ Facebook pages which are then linked to the one NEWH, Inc. Twitter account and tweeted. All Facebook posts are automatically tweeted to the NEWH Inc. Twitter account so please put your chapter name in any Facebook posts you make (i.e. ‘NEWH/San Francisco thanks its event sponsors’) so those following the NEWH Twitter account know which chapter the tweet is for (i.e. do not just post ‘come to our event’).

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!

Marketing your Members

- 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. Be careful – as a board you should not be paying a member for services. If you have questions on this, please contact the NEWH, Inc. office.

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



NEWH, Inc. Instagram Guidelines

3.28.17

Goal:

Grow awareness to NEWH through Instagram by displaying images that showcase our mission and events that are happening on an International and Chapter level.

Objectives:

1. Post 3-4 times per week
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 on Chapter or NEWH Inc Instagram pages:

1. Post too many times (more than 3 times a day)-Unless you are at an actual event
2. Share partying images
3. Overuse hashtags (no more than 15 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

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Hashtags:

#Hospitality Industry
#Raisingmoneyforscholarships
#NEWHInc
#donate
#nonprofits
#hospitalitydesign
#leadership
#education
#hospitalityscholarships

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/>

Please follow NEWH, Inc. on Instagram @NEWHInc