

Chapter Marketing Call Discussion Notes March 13, 2018

Invited participants:

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

Reminders:

Many Resources Available

There are many resources available on the NEWH website for fundraising. You do need to login in order to view the NEWH Board Resources area. Once logged in, go to the bottom of the home page, under Resources menu, click on NEWH Board Resources.



You can order marketing supplies, banners – how to add photos to your website through Flickr, updating website, etc.

Your chapter/region online event calendars are very important to keep up to date – these dates are used for the magazine. Manufacturers from across the country watch these dates so it's important to keep these dates current.

Market your members:

- market their members on social media and NEWH website (new positions, new products – provide link to company website)
- create a member spotlight on their NEWH website page, highlighting a member each month
- recognize your chapter's Top ID recipients on social media and publications
- thank their sponsors on social media and website

Invites

Be sure your invites clearly address what will be occurring at the event. Some chapters have sundowners which with most chapters are a simple stop in by yourself a drink, mingle type event. Other chapters have sundowners but include a hotel tour or a designer/owner talking about the

space. If this is the case, please be sure to highlight this on your invites so people know it's more than just a simple networking event.

Leadership Conference

Date finalized! February 7-9, 2019 at the JW Marriott Marquis in Miami, FL – save the date! We are still working on keynote speakers and panels so if you have any suggestions, please let the office know.

New Member Incentive

Once again – BD is offering a deal for our new members! New members joining this year will receive a code to register for free to either BDwest or BD/NY (\$375 value). We will send an email to all those new members who have already joined, as well as include in the welcome letter and receipt of those new members going forward.

Amazon Smile

NEWH has signed up with AmazonSmile! Market this to your chapters/regions!

AmazonSmile is a simple and automatic way for you to support NEWH every time you shop, at no cost to you. AmazonSmile is the same Amazon you know. Same products, same prices, same service. You use the same account on Amazon.com and AmazonSmile. Your shopping cart, Wish List, wedding or baby registry, and other account settings are also the same. Choose to donate to **Network of Executive Women in Hospitality Inc.**

Social Media

Instagram accounts – be sure to send username and password to Diane in the NEWH office to keep on file. A few chapters were unable to locate login information because they didn't know the person who initially set up the accounts. Please also send the two users who will be managing the account. Having only two users on your Instagram account allows for maintaining the flow and keeping your message consistent.

Social media calendar – if you haven't yet, think about keep a calendar to keep your message communication consistent. NEWH keeps Instagram and Facebook separate because we've found there are different followers and so we keep messages different. In Instagram, drive people to your chapter page, or to Career Network, etc. In the last three months, we've almost tripled our following!

Chapter Status Reports

Northwest - Doing Seattle vs Portland community service event – because they have a very full calendar between the two geographic locations, they are doing a digital food drive as a friendly competition between the two areas for the entire month of March. They will try to use it as a way to market their chapter more and outreach. They will give weekly updates of how challenge is going and kind of March madness theme. Their big fundraising event, they will do something interesting or fun for the winning city and top donor. They are getting many shares on their Facebook posts for this and have already raised over \$600 total in just the first week.

Comment – some of their annual sponsors feel like there's not enough benefit for their sponsorship. Remember to use the website, social media, and an event recap thanking your annual event sponsors as well. You can also ask them to introduce an event speaker (if you do this, make sure you have very definite direction/script that you give them).

Memphis – looking at possibly doing a member spotlight for the website.

Toronto – no marketing person in the role right now, so they are sharing responsibilities. They are trying to get something weekly on Instagram and LinkedIn – even if they are just small messages to keep the momentum and the messages out there.

Sunshine – biggest struggle for them is the communication within the chapter as far as the direction that a particular event wants to take and who is heading that event up vs what the marketing area sees, and what material is generated. With the larger events, there's a lot of marketing material needs to be produced and it can be a big burden. They are looking at possibilities of who would create those materials – in house, or looking at someone help to create materials. They are trying to keep materials fresh, and they do have many events/materials needed throughout the year.

Suggestions: Northwest went through the same situation – they have built their marketing team and now have 4 people sharing the burden and put the responsibility back on committees. They have a named marketing liaison for each event. They are the person who creates the content and communicates with marketing team for an event. They did put a template in place that they use and try to freshen up pieces of the same template. It is a hard position, especially with a design conscious board where everyone has ideas and wants to keep things fresh. They looked into a getting possible outside source to help with graphics, but decided as a chapter with the sometimes very short deadlines and last minute changes, that dealing with an outside source would be just another thing they'd have to manage and could wind up being more challenging than making it happen within their chapter.

San Francisco – they had a hard time in the past for creating a PDF for flyers. They found an app named **Canva** which is free to use, and you can save those into a PDF and email out to everyone. They are eye-catching, trendy colors, easy to read, etc. NEWH also uses Canva for Instagram posts.

They recently had their fundraising gala and put up posts and pictures and posted those to Instagram – creating hype to get people excited for the event. (pictures of people setting up for the event, etc.)

Dallas – they are trying to ramp up their Instagram platform and trying to get a better presence on Instagram. They scaled back to easily post invites on Instagram posts (less detail). As they close monthly board meetings, they are taking photos and posting those.

South Florida – they do Textile Tuesday hashtags, and thank event sponsors through social media.

Suggestion: Dallas has rolled that into their fundraising levels – they do offer more social media type posts for the higher level sponsorships.

Side note: Whoever is running the NW Instagram account – Kudos to them! Follow the Northwest chapter to get some great ideas!

Any questions?

- Contact the following NEWH, Inc. Board of Directors:
 - Leigh Mitchell leighmitchell@mza-usa.com NEWH, Inc. VP Development
 - Helen Reed helenreeddesign@gmail.com NEWH, Inc. Digital Director
 - Trisha Poole trisha@designpoole.net NEWH, Inc. Past President

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.*