

**Chapter Marketing Call
Discussion Notes
March 19, 2019**

Invited participants:

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

Reminders:

- Reminder to have their chapter/regional calendar online and up to date (as dates are set, ask Diane to put on the website) - the dates posted online are the dates pulled to be published in the magazine. There are many national sales managers who look on the website when making travel arrangements.
- If they haven't yet, letting the office know usernames and passwords for any chapter/regional group Instagram or LinkedIn accounts so we can keep on file here (Chapters/regional groups are responsible for creating/update/posting on their own Instagram and LinkedIn accounts if they desire to have one.)
- Market your members on social media and NEWH website (new positions, awards, articles, etc. – provide link to company website)
- Create a member spotlight on your NEWH website page, highlighting a member each month
- Recognize your chapter's Top ID recipients on social media and publications
- Thank sponsors on social media and website
- Thank volunteers on social media and website
- Be sure to submit event recaps for website to the office (found on your chapter/region page, left menu)

Chapter Status Reports

Memphis – question about magazine reply email – are emails deleted?

Note: NEWH will add a note to the reply email clarifying that HTML emails, meaning marketing type emails with embedded images and links) will be deleted and not accepted.

They created an Instagram mascot - Presley the pineapple – and are highlighting Presley – just to make it cute and interesting for people to follow.

Chicago – they been doing member highlights on Mondays – starting with board members. Did an interview with them and post that with a headshot. On Tuesdays/Thursdays – they are thanking sponsors before their fundraising event as well.

They are scheduling things out to be posted (with Instagram – using an app called Apphi) where you can schedule posts out as much as you want. Helpful getting it all done at done. They also schedule out on Facebook. They also are scheduling more informational type things (like membership types, etc).

They are looking for guidance on posting stories. (recommendation – look at Washington DC's account, they do a lot of stories – look in highlights).

Washington DC – has TopIDs take over their account for a week – and their accounts were linking back to NEWH's. It did get a lot of buzz. They have had a lot of success with committee members posting, delegating to them, creating content. They are also giving annual sponsors an Instagram takeover (as a benefit to their sponsor package).

Question: What is their process for takeover? DC created some rules (what you can and can't post based on NEWH's guidelines) – and giving them strict requirements for posting. (NOTE: please find a sample email/guidelines to the company taking over the Instagram account at the end of these minutes – as well as posted online in the board resources found here:

<https://www.newh.org/wp-content/uploads/BoardResources/Marketing/Sample%20email%20for%20Instagram%20Takeover.pdf>

New York – closing in on 1000 followers, trying to streamline posts and getting things more cohesive (getting templates done for Toasty Tuesday, etc.). Also doing membership highlights and membership events – creating templates they can use throughout the year.

Sunshine – they've been a bit slower this year because they are working on putting a whole marketing calendar for their October event. They will then be posting things on a weekly basis for that – along with contests for that. They did a recent membership drive/dress-up theme and people loved the pictures from that. They also recognize board members' birthdays – giving a fun fact about them and where they work.

South Florida – looking at having TopID or CLB members to take over their Instagram for a period of time as well.

Question on following back (what your chapter account should/could follow): do you follow reps or people who may not be involved with NEWH? Not necessarily, we'd recommend following members and those very involved in your chapter, as well as your board members' companies – or anyone who could benefit your chapter from following them. If you have specific questions, please contact Helen Reed - helenreeddesign@gmail.com

Re: Instagram vs Facebook posts

Some chapters find FB is more active than Instagram – (a bit older audience). Pay attention to the different audiences for each (use FB for events and photos – Instagram little pops of action to maintain interest).

Apps that may be helpful

Canva – for creating templates to make something professional looking – very easy to use. Has used for stories.

Adobe Spark – to make graphics for social media

Apphi – use with Instagram – using an app called Apphi) where you can schedule posts out as much as you want.

Event Photos

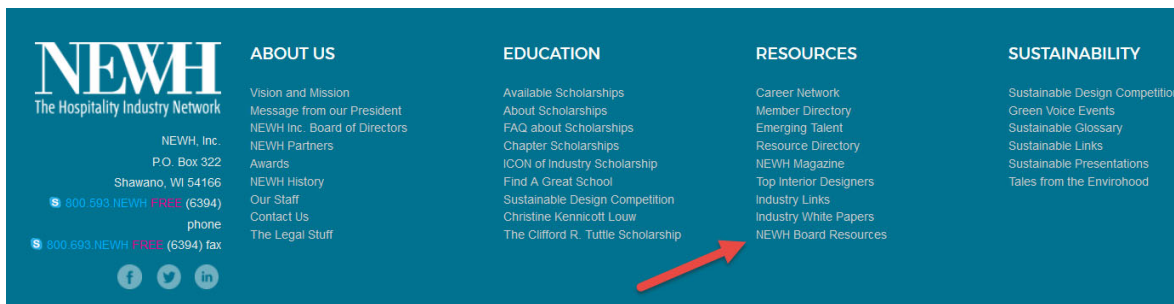
Please upload event images to Flickr as well as your Facebook pages. From Flickr, Diane will link to your event recap pages on the NEWH website. (unlike Facebook, from Flickr we can save the high res photos for you on our server for use in the future).

Also upload event photos to Facebook in an Album per event so people checking out your Facebook page can view them there as well.

Please see end of minutes for Flickr instructions.

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

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

Sample email for Instagram Takeover (to your Top ID winners, sponsors, etc.)

Hello Top ID winners!

We are so excited for your teams and want to congratulate appropriately during the next three weeks of February! NEWH would like to highlight your firm during a “NEWH INSTAGRAM TAKEOVER” for a week in February. We will provide the Instagram login for you to give to your teams as well as a program to follow:

Requirements:

1. 3 permanent posts on the NEWH feed
2. As many stories as you can! We want to see what it’s like during your teams day-to-day

Ideas for the Takeover:

- Vendor presentations
- Schematic boards
- Team meetings

Schedule

Week 1: Feb 11-15

Week 2: Feb 18-22

Week 3: Feb 25-Mar 1

Please respond to this email claiming your spots, first come first serve!

Please also include with the email this link of NEWH Instagram Guidelines:

<https://www.newh.org/wp-content/uploads/BoardResources/Marketing/NEWH%20Instagram%20Guidelines.pdf>

Uploading pictures to your Chapter's Group Albums

Sign in

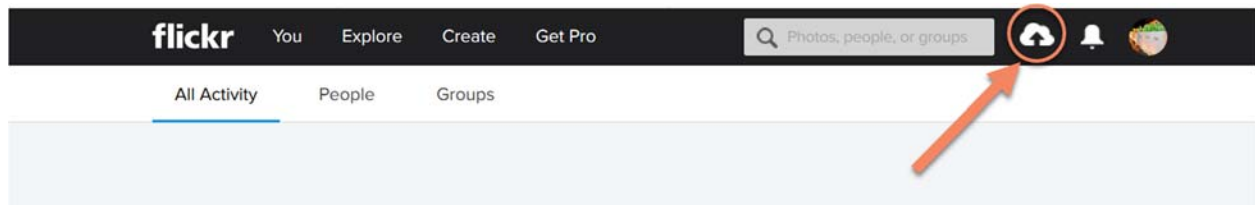
1. Go to <http://www.flickr.com>
2. Click on Sign In (upper right)
3. Your ID is newhphotos@yahoo.com
4. Password: hospitality4u

Important

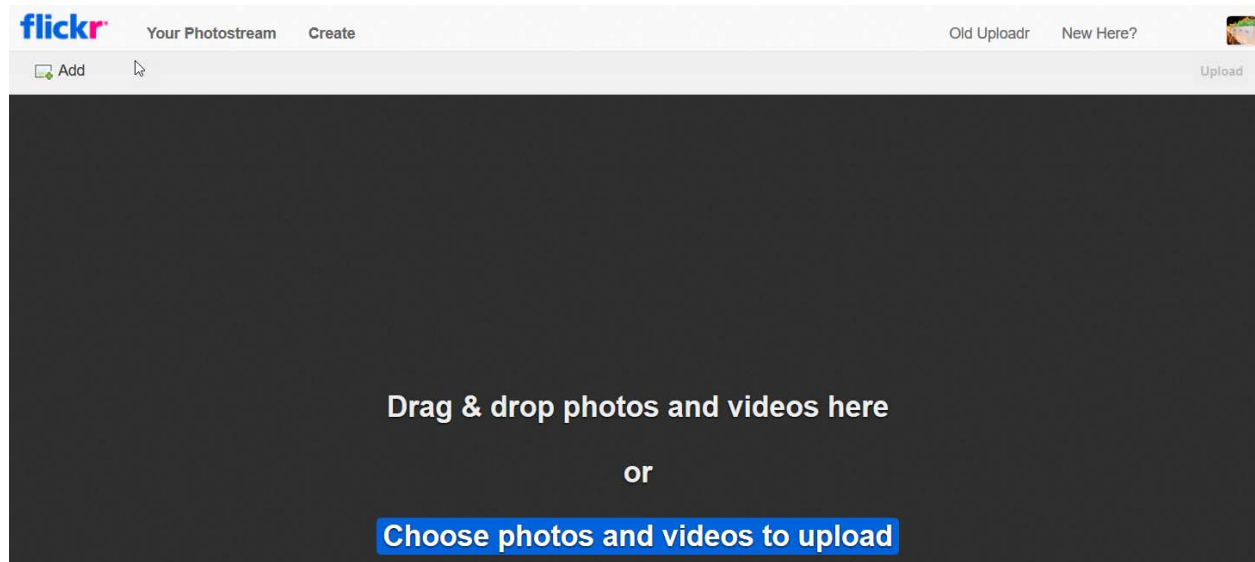
Please do not enter the "Organize" area of Flickr. This is an administrative area only. This is the area that is tied directly to our website and will be accessed only by the NEWH Inc. office.

Upload pictures

1. Click on **Upload** (top menu)

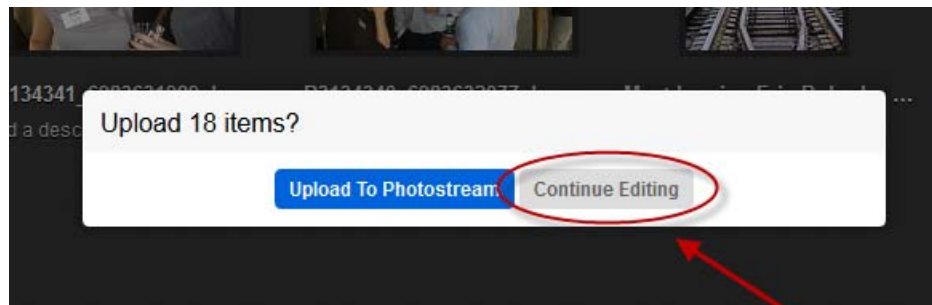


2. Drag & drop your photos or click on '**Choose Photos and Videos**'

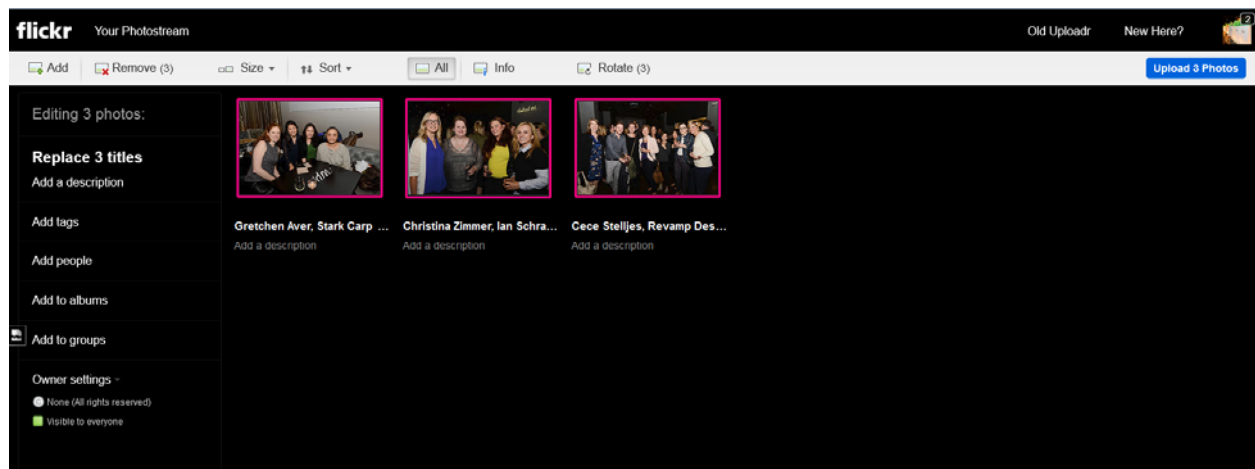


3. Browse your computer to find the photos you want to upload (you will be able to select multiple files at once) – click Open
4. You will be able to see your uploaded photos coming in on the right side of the screen. (be patient, this may take some time if you have a lot of photos)

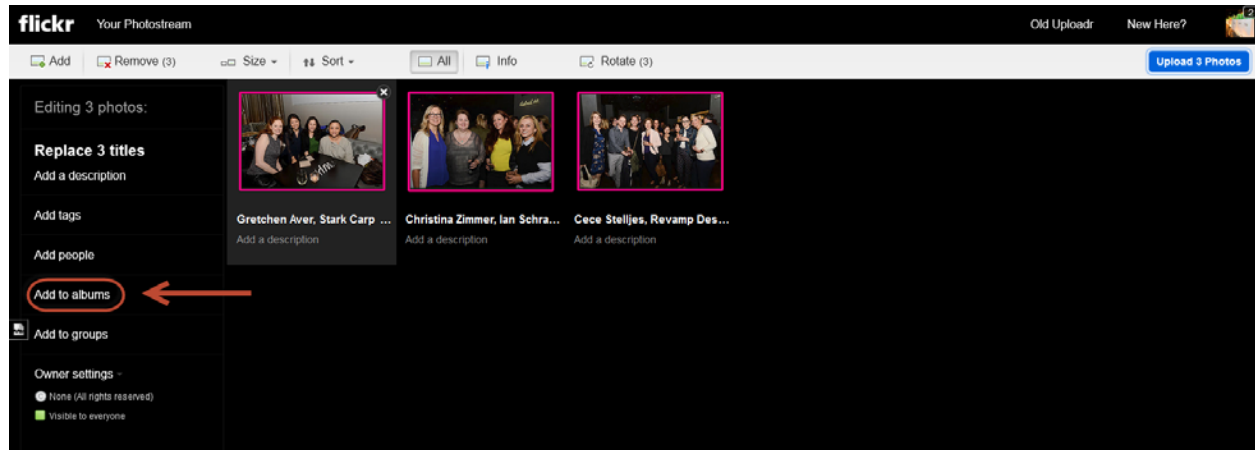
Note: If you see this lightbox (below) pop up before you are able to Create an Album (Step 7), be sure to click on **Continue Editing** (if this is not done and you click on Upload to Photostream, your photos will be part of one large pool of photos and will not be categorized for your chapter. If you accidentally click on Upload at this point, please contact Diane at the NEWH office – diane.federwitz@newh.org – and she can help you categorize your pictures to your chapter)



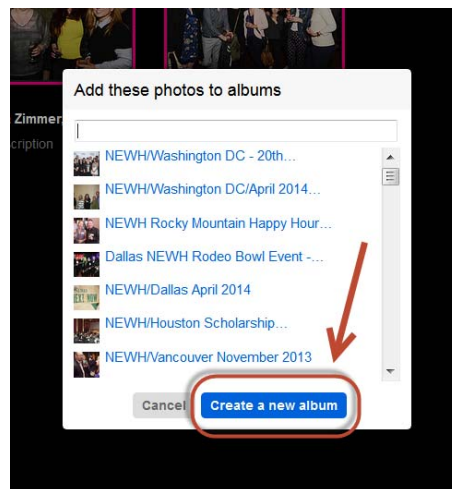
5. Once you see all the photos – they should all have a pink box around them like the image below (meaning all are selected) – (if not click on All on the top menu to select all images)



6. On the left side menu – click on **Add to albums**.



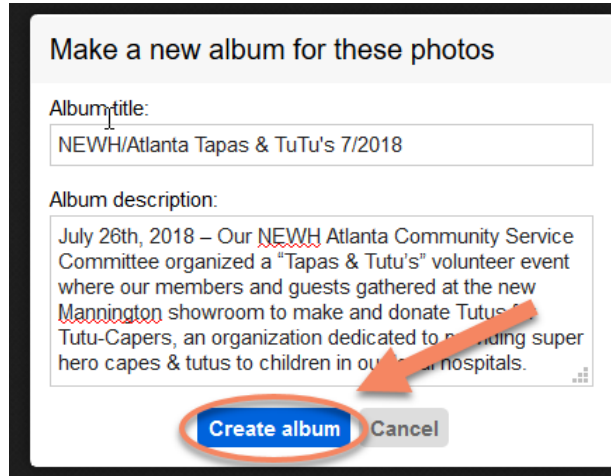
7. You will then see this menu pop up – click on **Create a New Album**



8. In **Album Title** – include your Chapter Name, Event Name, and Month/Year (i.e. NEWH/Atlanta Tapas & TuTu's 7/2018)

A screenshot of a form titled 'Make a new album for these photos'. The form has two main sections. The first section is labeled 'Album title:' and contains a text input field with the text 'NEWH/Atlanta Tapas & TuTu's 7/2018'. The second section is labeled 'Album description:' and contains a text area with the text: 'July 26th, 2018 – Our NEWH Atlanta Community Service Committee organized a "Tapas & Tutu's" volunteer event where our members and guests gathered at the new Mannington showroom to make and donate Tutus for Tutu-Capers, an organization dedicated to providing super hero capes & tutus to children in our local hospitals.' At the bottom of the form, there are two buttons: 'Create album' and 'Cancel'.

9. In **Album Description** - Add Description of the event (date, time, location – brief description of event) – then click on **Create Album** - see image below



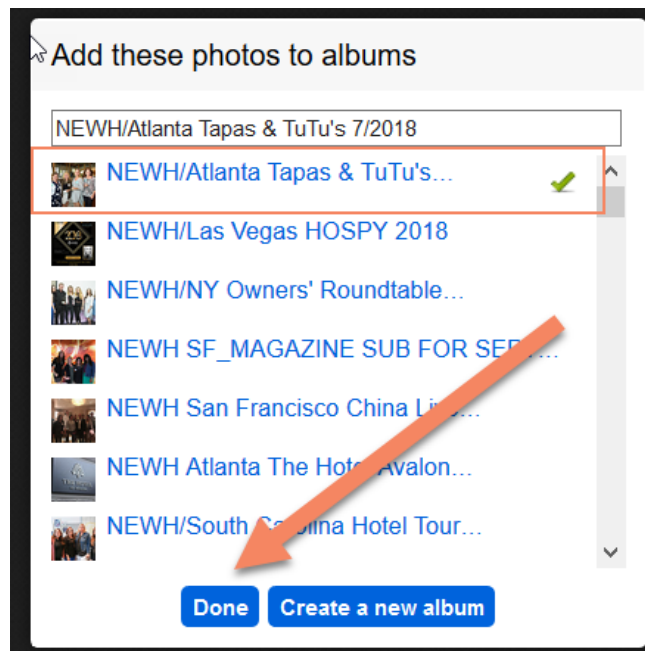
Make a new album for these photos

Album title:
NEWH/Atlanta Tapas & TuTu's 7/2018

Album description:
July 26th, 2018 – Our NEWH Atlanta Community Service Committee organized a "Tapas & Tutu's" volunteer event where our members and guests gathered at the new Mannington showroom to make and donate Tutu's. Tutu-Capers, an organization dedicated to providing super hero capes & tutus to children in our hospitals.

Create album Cancel

10. After clicking on Create Album, it will be added to the list. Find your newly created album (usually right at the top) and **be sure there is a Green Check Mark** by the album (and no check mark by any other album), then click on **Done**



Add these photos to albums

NEWH/Atlanta Tapas & TuTu's 7/2018

NEWH/Atlanta Tapas & TuTu's... ✓

NEWH/Las Vegas HOSPY 2018

NEWH/NY Owners' Roundtable...

NEWH SF_MAGAZINE SUB FOR SEP...

NEWH San Francisco China Li...

NEWH Atlanta The Hotel Avalon...

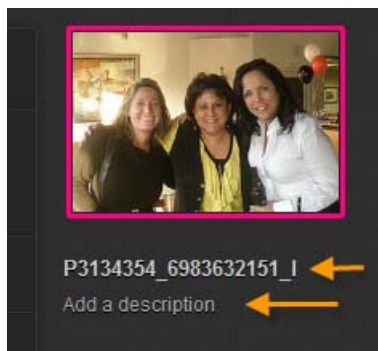
NEWH/South Carolina Hotel Tour...

Done Create a new album

Describe/Name your Photos

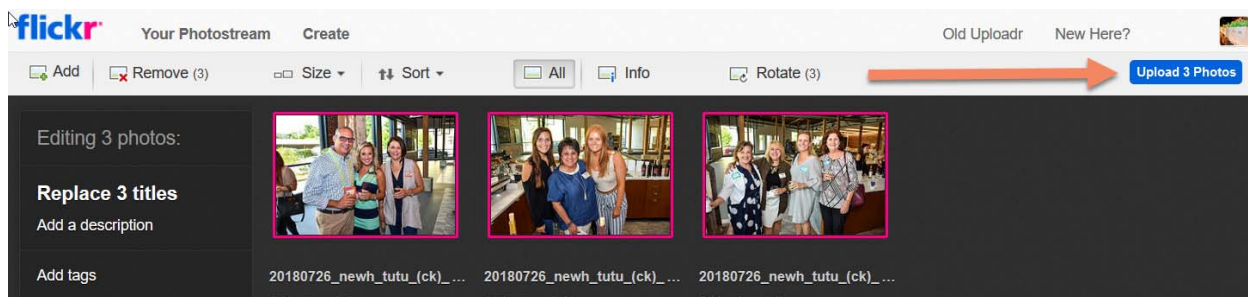
Optional: For each picture you can give a Title/Caption – or a description of the photo (i.e. name people in photo)

1. You can click on **Add a Description** under any photo, or click on the Name of those photo to add a caption/title to the photo (see yellow arrows)

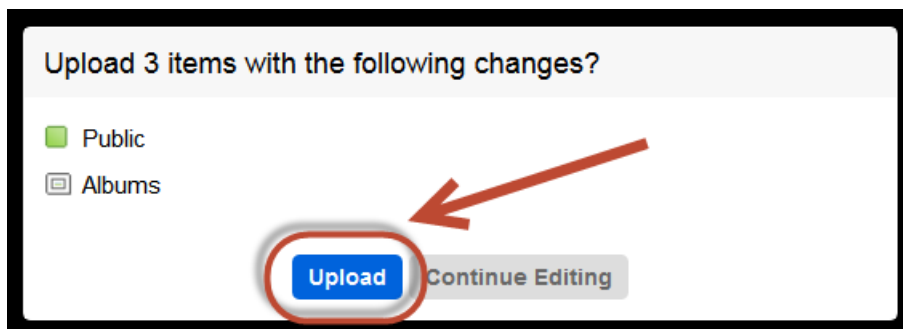


Upload your Photos

1. Once you have added any captions/names you'd like to the photos – click on **Upload 'x' Photos** in the upper right of the screen



2. A light box will appear asking if you'd like to **Upload xx items?** Click on **Upload**



Last Step!

Send an Email to NEWH letting us know you've uploaded photos!

Please email Diane at NEWH (diane.federwitz@newh.org) to let her know you've added an Album to Flickr and she will file the photos correctly and add the code in the admin area of our website. It will then pull those photos right to your chapter page.

That's it!

If you have any questions, please email or call Diane at 800-593-6394.

Important

Please do not enter the "Organize" area of Flickr. This is an administrative area only. This is the area that is tied directly to our website and will be accessed only by the NEWH Inc. office.