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Marketing and Social Media Guidelines, Targets and Procedures for Area Event Managers and Hostesses

June 2019

Social Media Guidelines and Targets

Facebook Page

Page URL:
www.facebook.com/herbusinessrevolution

AEM's should aim to be active on our central Facebook page approximately every other day as a minimum, providing valuable content, as well as interacting and engaging with people who comment.

AEM's target is to post at least three separate posts per week as a minimum (either text, video or live) providing valuable content that our followers will benefit from. This can be shared from external business/personal pages to save time and energy!

However, AEM's should not post more than once per day, and should work on the 80% value to 20% promotional rule - not spamming the page with constant sales marketing related to their area.

Hostesses (and AEM's) should also be encouraged to post regularly on the Facebook page and tagging in HER Business Revolution, sharing images of their events, advising of their next events, and sharing valuable content for business women too.

It is important to use the correct hashtags for your area hashtag for their area (e.g. #HBRScotland and #Scotland) when posting so followers of the Facebook page can search the page according to what's going on in their area if required.

AEMs should create Facebook events on the HER Business Revolution Facebook page either automatically through their Eventbrite account or manually (all AEMs are Admin on the page for this reason - however no other page admin functions should be used or touched).

HER Business Revolution Twitter, LinkedIn and Instagram Accounts

Access to these accounts will be via HQ only, therefore please follow the Social Media and Marketing Process below.

Please tag (and encourage Hostesses, members and attendees to tag) our HQ accounts into posts with the hashtag for their area (e.g. #HBRScotland and #Scotland) then HQ will re-post/re-tweet and interact accordingly.

Social Media and Marketing Process

1. Hostesses to send their Area Event Manager (AEM) information and images of their next meeting/s at least one month in advance of the meeting date so it can be added to the area Eventbrite account and as a Facebook event to the Facebook page (and the AEM should inform the Hostess of the booking links as soon as this is complete within three days of receiving the content), and so it can be appropriately marketed and promoted by the AEM, Hostess and HQ (tag in social media posts as applicable).
2. AEMs to send information and images for meetings/events/news for the following month to HQ by 20th of each month so the website can be updated and social media and marketing communications can be prepared, scheduled and sent. For larger events this content should be sent three to six months prior to the event depending on its scale.
3. HQ to review information, update website, and send to Marketing Agency on 20th of each month and this is used to create newsletter (sent to whole mailing list on 1st and 15th of each month) and added to the social media schedule (and appropriate library if applicable).
4. Marketing Agency to schedule posts for HQ Facebook Page, Twitter account and LinkedIn Account (Instagram is dealt with separately) up to three weeks before the event, then weekly on different days/times, then three days before the event, the day before the event and the

morning of the event. For larger events these posts should go out weekly from the date the information is received by the Marketing Agency, then two-three times weekly two months leading up to the event, then every day for the two weeks leading up to the event (including the morning of the event).

5. Event coverage on our social platforms during and after each event will work in a similar way, as will be published a number of times relating to its scale starting from the time the content is received by the Marketing Agency.

6. Blogs will be published on LinkedIn on a monthly basis and posts on LinkedIn and other platforms directing followers to the blog on the HQ website.

Information for Marketing Agency

The categories under which the newsletter content and social media libraries will fall are:

1. Networking Meetings
2. What's Happening in Your Area/Smaller Area Events/Area News (these will be separate social media libraries)
3. HER Conference/HER Retreat/Other Large Events (these will be separate social media libraries)
4. Superwomen Membership Club/Member Blogs/Member Directory Listings (these will be separate social media libraries)
5. Online Training and Activity - Courses/HER Business Elite Academy/Training/Networking/Free Challenges etc (these will be separate social media libraries)
6. Posts funneling into HQ Facebook page and Website

General Hashtags

#herbusinessrevolution #bosslady #femalesinbusiness #womenwhowork #inspiringwomen #mumboss #girlpower #thefutureisfemale #business #businesswomen #ootd #ootn #womendoitbetter #womensupportwomen #womeninbusiness

Specific Event Hashtags

#HERConference #HERRetreat #HBRArea (e.g. #HBRScotland) #Area (e.g. #Scotland)

Notes

There are two separate schedules - 1) March-Sept (HER Retreat) 2) Oct-Feb (HER Conference)

Any weblinks should be shortened using bitly.com

After Meetings and Events - Feedback Process

Immediately following a meeting the Hostess should report any issues to their AEM, send any event photos and feedback to their AEM within three days after meeting, and email a photo or scanned version of the fully completed sign in sheet for their AEM to check that everyone who attended booked and paid (if applicable).

Following every event (within three days) the AEM should send out the following email containing the follow up survey link, details of the Superwomen Membership Club and details of the next event in their area.

_____

Hello (Name)

We hope you enjoyed your most recent HER Business Revolution (type of event) at (location).

Due to always wanting to improve our services for our members and event attendees, please could we ask that you answer these short questions (that will only take a few minutes) and as a thank you we will enter you into our monthly prize draw to win one of our amazing online training courses or masterclasses!

Please access our feedback survey at: https://bit.ly/2JKTuf6

As you are not yet a member of our fabulous Superwomen Membership Club, then we would love to invite you to join us! You can see all of its incredible benefits for you and your business at www.herbusinessrevolution.biz/superwomen-membership-club

(Delete the above statement and include "Remember that you can access all your benefits of our fabulous Superwomen Membership Club at www.herbusinessrevolution.biz/login and we add new exciting resources, training and promotion opportunities every month so make sure you keep up-to-date!" if they are already a member).

We look forward to welcoming you as a valued member, as well as seeing you at your next local HER Business Revolution (type of event) at (location).

Kind regards, (Sign off)

_____

Promoting the Brand and Selling

When representing the brand and selling events or membership it is important to use only marketing materials and brand images provided by HER Business Revolution, plus abide by the following guidelines as standard. Should you require anything additional please contact HQ.

Language and content should be:

- Soft and friendly
- Not vulgar, bullying or hurtful
- Not hard selling or pressurised
- Empowering and supportive
- Fun and energetic
- Real and authentic (but not rude, constantly negative or in your face)
- Leading with the passion to help and support, Follow up with selling the benefits of what we do
- Promoting the brand in it's best light and doing the best for the women in business we serve

Images should be:

- Free from copyright restrictions (using sites such as Pixabay, Unsplash, etc)
- Bright and colourful
- Fun and adventurous
- Appropriate for our audience and the content used with

Colour codes for branding should be:

Gold - #cd942d   Green - #41e4a8   Pink - #ff13ab   Black - #000000

Fonts for branding should be:

Selima   Playlist Script   Playfair Display