

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



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.

Meeting and Events 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.
2. AEMs to send information and images for meetings/events/news to HQ for the following month as early as possible (by 20th of each month) so meetings/events can be added to Eventbrite and the website, and social media and marketing communications can be prepared, scheduled and sent. For larger events this content should be sent at least three to six months prior to the event depending on its scale.
3. HQ to review information, lists on eventbrite using template and auto adds to Facebook as an event (this auto adds to the website too). HQ sends information 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). HQ sets up Zoom link (if online) and schedules eventbrite email to go out 1 hour before containing link, and sends all info to AEM (attendance list send to AEM at least 1 hour prior to each meeting too).
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. After meeting HQ to export attendance list and import to Hubspot, then to send out follow up email (asking for feedback, and including information of how to find and book future meetings and about the Superwomen Membership Club information - email template below).
7. 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.

Hello lovely,

We hope you enjoyed your most recent HER Business Revolution meeting/event.

Due to always wanting to improve our services for our members and guests, 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>

If 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

If you are already one of our incredible Superwomen Members, remember that you can access all your club benefits (which are continually added to so you get the most value possible) at www.herbusinessrevolution.biz

We look forward to welcoming you to future meetings/events, all of which can be found and booked through www.herbusinessrevolution.biz/networking-events

Kind regards, (Sign off)



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)

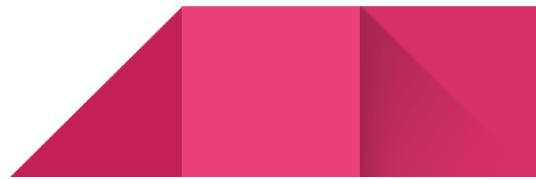
Notes

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

Any weblinks should be shortened using bitly.com

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

