



Winter State CIP 2011-2012

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Hello Minnesota Women of Today!

Please give this CIP to your PR Local Program Manager or State Delegate. Thanks to the 4 chapters (Aitkin, Fridley, Morris Area and Savage Area) who held a Ladies Night Out event on October 18 and sent me a photo – you are each entered in the drawing! The last Ladies Night Out event for this year is April 17.

A new strategic plan was approved in December and some new social media policies were approved for the organization. There are also leadership and committee opportunities for this year and for the 2012–2013 year. Please consider the Marketing Committee as you think about your next position with the Women of Today. See the details in my CIP. Please let me know if you have any questions, ideas, or comments! My inbox is always open!

Thanks!

Stacy

Seeking Bids for Buckets of Sunshine Project for 2012–2013

Each year MNWT partners with one non-profit organization for the Buckets of Sunshine project. One (or more) member chairs the project to promote the project and coordinate with the marketing committee chair. If you are interested in promoting a non-profit or are interested in becoming a leader in our organization, please contact me at marketing@mnwt.org with your questions. A bid form must be submitted by March 1 and the organization needs to present to the Marketing committee on March 24.



Women of Today
Buckets of Sunshine

Bid Form: http://mnwt.org/pdfs/committees/mktg_statewideproject-bid.pdf

Strategic Plan Approved in December

A new strategic plan was approved for MNWT at the December Future Directions meeting. There are several items on the plan for the Marketing Committee including reviewing items of the MNWT brand, social media guidelines, a new social media review committee, creating a MNWT blog, and bringing more awareness about the committees to our members. The social media guidelines are actually already completed and included on page 3–4 of my CIP. Please let me know if you are interested in working on any items for the strategic plan or if you have ideas that you would like to share!

Ladies Night Out continues for 2011–2012!

This year's theme is "Share the Secret" – Women of Today is the best kept secret, so share it! If you haven't seen the Ladies Night Out Handbook – please e-mail me at marketing@mnwt.org to get your own copy! The remaining Ladies Night Out date for this year is April 17 – which is during Volunteer Week!

Remember, if you participate in 1 Ladies Night Out, you will get 1 entry in a drawing. If you participate in 2, you get 3 entries in a drawing. If you participate in all 3, you get 5 entries in a drawing! To ensure your entry, simply e-mail a photo of your chapter holding a Ladies Night Out event to marketing@mnwt.org. Drawing will be held at Annual Convention 2012.

Marketing Goals – 2011–2012

Here is an update of our progress toward my goals as your Marketing Committee Chair:

1. Increase MNWT social networking presence on Facebook and Twitter.
We now have over 1000 followers on Twitter and over 600 on Facebook! Keep spreading the word!
2. Continue Ladies Night Out by promoting three of these events during the year.
First and second events were fun! Please mark your calendar for the last one on April 17.
3. Participate in the Hands On Twin Cities Expo at the Mall of America and explore other expos around the state. The Hands On Twin Cities Expo is February 18, 2012 – please let me know if you are able to volunteer.

Ideas to Market Your Chapter

- Participate in local events held by the chamber of commerce – such as seasonal events and parades.
- Connect with local daycare centers to hold events of interest to young parents, such as ways for kids to volunteer or CPR courses.
- Have members speak about your chapter with other organizations such as the local Rotary or Lions Club.

Seeking a new chair for our Branding subcommittee!!!

Becoming a subcommittee chair is a great way to gain some leadership at the state level and move the organization forward. This committee was formed in spring 2012 to look at aspects of the MNWT brand such as the mission statement, vision, and tagline. In addition, this committee is tasked with finding some item or event for MNWT that could be our “cookie” – or the thing that we are known for. Please contact me if you are interested in learning more.

Guests are always welcome at Committee Meetings!!

Any MNWT member is welcome to attend a Marketing Committee meeting. We are seeking new members, so please visit our meetings and request to join our awesome committee! These meetings are a great way to learn more about our organization, meet more members from around the state, and help move the organization forward!

Spring Meeting: March 24 at McCann's in St Cloud (3308 3rd Street)

Marketing @ 10 AM, Membership Management @ 11:30 AM, Future Directions @ 1 PM

Visit Marketing, Membership Management, and Future Directions all in one day!

The following social media guidelines were approved at the Future Directions meeting in December. Please share them with your chapter members.

Minnesota Women of Today Social Media Guidelines

Social Media Definition

Social media is defined as any online presence for the Minnesota Women of Today. This includes but is not limited to our website, Facebook, Twitter, YouTube, LinkedIn, blog, and other networks. For the rest of this policy, the term “social media” assumes this definition. Each network (such as Facebook, Twitter, etc.) will be referred to as a platform in this policy.

Social Media Chair and Review Committee

1. The Social Media Chair(s) is assigned administrator rights to social media platforms. We may have one chair for all or one chair for each platform.
2. Social Media Chair(s) will be approved by the Executive Council, annually.
3. All new platforms will be set up under coordination with the Executive Director using a designated Minnesota Women of Today e-mail address.
4. For platforms where multiple administrators can be assigned, at least three must be assigned where one is the Executive Director.
5. For all platforms that require a user name and password, the Executive Director must have that user name and password on file. If that user name or password is changed, the Executive Director must receive an update.
6. The Social Media Review Committee will oversee all social media. This Committee is responsible for reviewing all content and approving per the guidelines below.
7. The Social Media Chair(s) and Review Committee shall report to the Marketing Chair.
8. The Social Media Chair(s) will monitor and update their respective platform in a timely manner.
9. The Social Media Chair(s) will provide reports and insights (such as number of fans/followers, number of page views) as appropriate for the platform to the Marketing Committee at each meeting.
10. The Review Committee will consist of five members with a minimum of three approvals before an item is posted online or public. The fourth person will be the Executive Director and the fifth person will be the current State President. The Review Committee members must be approved by the Executive Council annually. An effort will be made to will be made to review materials in a timely manner with a goal of 72 hours.

Posts (for example Facebook and Twitter)

1. Speak respectfully about the organization, our current and potential members, and our partners. Do not engage in name calling or behavior that will reflect negatively on the organization's reputation.
2. Note that the use of copyrighted materials, unfounded or derogatory statements, or misrepresentation is not viewed favorably by the organization and may result in disciplinary action. Inappropriate posts will be removed and/or blocked.
3. All posts should use professional grammar and tone.
4. No Minnesota Women of Today social media venue can be used to promote an individual's business, self, or unaffiliated organizations except in the case of holding an approved fundraiser for the organization.
5. Efforts will be taken to not post any members' personal information on any social media channel without consent of that member.
6. Content posted to Minnesota Women of Today YouTube Channel or the Minnesota Women of Today blog must have approval prior to posting by the Social Media Review Committee.
7. Posts to the Minnesota Women of Today Facebook, Twitter, LinkedIn and other such accounts do not require pre-approval. However, anything that does not conform to the guidelines in this policy will be deleted. This includes posts by the social media administrator or any other posts included on the pages.

Photos and Videos

1. Chapters are responsible for ensuring that photos/videos submitted for posting only contain individuals (members and guests) who wish to have their image posted or tagged online.
2. Any photos/videos taken at Minnesota Women of Today activities or sent to the Minnesota Women of Today chapter service center are assumed to be okay to post on any of our social media unless there has been an opt-out form on file with the Chapter Service Center.
3. If any member sees a photo of themselves that they did not want posted on the Minnesota Women of Today sponsored platforms, contact the Executive Director or respective administrator of the account with specific details.
4. All photos/videos should positively reflect the organization and not include anything considered pornographic or in poor taste.
5. Any photos/videos that do not conform to this policy will be deleted.

Chapters

1. It is recommended that chapters implement social media guidelines consistent with the state guidelines and share these guidelines with their members. Districts may want to consider implementing social media policies as well.
2. All chapters are subject to these guidelines. The Review Committee may request that a chapter remove material from their social media platforms that do not conform to these guidelines.
3. If any member finds any material that appears questionable, the Executive Director should be contacted immediately with details regarding the questionable material.