

Explanation of MPI Communication Tools: Draft 9-20-11

Website: All communications sent out by the chapter should refer members back to this website as the “go to” place to get their MPI content. The website can be updated as often as needed. Each committee should take time to review their page and see if anything needs to be updated. This could include wording, pictures, content, links etc. Also, please take the time to proof all the links you’re sending us to ensure they work and are linking properly to the correct documents. The more accurate information we receive, the better!

Frequency: Update as needed

Where to send your website updates: website@mpimn.org – Expect a 24-48 hour turnaround for most requests. Please do not contact Non Profit Solutions directly, as every post has to be approved by Nikki or Lisa Marie.

Requirements – Please have a specific spot in mind where you want your content to go (i.e. events calendar, on your committee page, etc.) It would be helpful if you could provide Communications the URL address of where you want the information posted. We require that the info come through to us as “copy ready” as possible. Our committee is not responsible for editing text or interpreting what you want posted, etc.

Social Media outlets:

- LinkedIn – Our chapter has a group on there
- Facebook – Our chapter has a fan page
- Twitter – Our chapter tweets
- YouTube - Our chapter has a “channel” there for posting videos

Posting frequency:

- Schedule posts for recurring monthly events
- Add additional posts as needed (real-time posting as well during events etc.), to be completed within a 24-hour window (see posting frequency below)
- Weekly monitoring of specific Medias for those to “like”, “follow”, “comment”, “retweet” etc.

Committee has created a “Hootsuite” dashboard account to simplify the posting/monitoring process.

Committee will assign one member responsible for monitoring their assigned outlet in regards to liking”, “following”, “commenting”, “retweeting” etc.

All committee members will, as often as possible, “like” & “retweet” posts made by MPI. It would be great if all MPI committee chairs and board members could do the same.

Requirements:

- **Facebook/LinkedIn:** 50-word limit. If the person submits more than 50 words to be posted, the message will be edited. We understand some circumstances require more than 50 words, such as recognizing numerous members for an accomplishment. This will be left to the Social Media Committee's discretion. Please include any links or attachments (pictures etc.) that you would like to include with the post.
- **Twitter:** 140-character limit set by Twitter. The person submitting the post must submit 140 characters or fewer. Please include any links or attachments (pictures etc.) that you would like to include with the post.
- **Posting urgency:** Social media communication will be posted within 24 hours of when the Social Media Committee receives the information. If more than one post is sent per topic, the timing of the posts will be at the discretion of the Social Media Committee.

Where to send your social media updates: socialmedia@mpimn.org – Nikki, Lisa Marie, Mike, Donna and Shawn receive these updates.

Meeting of the Minds – MOTM:

Description: A monthly chapter newsletter that is considered to be the top form of communication for our MPI Chapter. This is emailed out to all members and non-members and is also posted as a link on our chapter website. This newsletter should include all content that you want members to see including membership incentives, anniversaries and renewals, profiles of members, monthly recap of the meetings, information about upcoming events and columns (President's and Membership Matters), CMP questions, Leadership development initiatives, etc. Our goal is for members to read the newsletter, click read more to see the entire article and hopefully drive traffic back to the chapter website for the most current information.

Frequency: Monthly – distributed around the beginning of each month.

Where to send your content: motm@mpimn.org – Emails go to Nikki, Lisa Marie, Susan Bormann and LeAnn Larson. Be mindful of deadlines. If your content misses the deadline for MOTM, consider using another vehicle (i.e. NewsNotes, social media, website post or email blast.)

Requirements:

- Articles should be 300-500 word max.
- Articles should include links to anything you are referencing (if a sponsor, link to the sponsors website, if a form, link to that form) We are trying to drive reader's action and take them back to our website for additional details.
- Please end all articles with a question relevant to your topic to help engaged readers in the new online comments conversation. If not, then you'll get a generic "Let us know your thoughts on the article" or post your comments here.
- Include a photo with your article
- Include the author's byline meaning, email address and company name.

- Please remember to submit content through the proper channels i.e. through your Director or VP.)

News Notes:

Description: A monthly email sent out to the chapter containing current news. This could include new info or info that might have missed the monthly MOTM issue. Our committee considers this a mid-month reminder of what's going on in the Chapter in a condensed, one page format that touches on news and highlights upcoming events.

Frequency: Monthly

Where to send your content: newsnotes@mpimn.org – Emails go to Nikki, Lisa Marie and Hayley Bechtold, Editor of NewsNotes.

Emails:

Description: Content that needs to be sent out to the chapter where you're hoping to remind a member about something, or urge them to sign up or participate in something. This might include meeting minders, important information about a scholarship or chapter initiative, etc.

Frequency: As often as needed

Where to send your content: communications@mpimn.org – Emails go to Nikki and Lisa Marie

Requirements: Email us your content and tell us when you'd like the email to go out. Please note we do not like to send emails in the same day as another MPI related email or on Fridays.