

## Chapter rebrand checklist

### Resources

- [Chapter Leader Resource Area \(CLRA\)](#) (access given to all chapter leaders)
  - The CLRA hosts all general chapter brand materials and templates, including guidelines and policies.
- [HIMSS Engage](#) (access given to all chapter leaders)
  - We have created a marketing folder on your chapter's Engage site for easy access to your specific materials.
- [Chapter Brand Portal](#) (access given to chapter president to share as appropriate)
  - This portal houses all brand materials—both general and chapter-specific—as well as the HIMSS Store, where chapter boards may purchase branded material (\$1,600 HIMSS Cash for each chapter to spend by 12/31/20).

### To-do's

- Review [brand guidelines](#)
- Listen to [brand training webinar](#) (if unable to attend live session)
- Designate a chapter point person to manage the rebrand
- Ensure all board members are familiar with the brand and steps the point person is taking to update the chapter branded material
- Download chapter specific material (logo, PPT, Word, email, social) and save in an easy to find place for all board members (HIMSS recommends Engage)
- Update chapter website
  - Page review
  - Document review
- Update social media profile photo, background, and name (format: HIMSS XXX Chapter)
  - Twitter
  - Facebook
  - LinkedIn
  - YouTube

- Update email branding
  - o Chapter email and newsletter template
  - o Chapter board email signature (use email badge)
- Update registration tool
- Update membership and event flyers
- Update any additional chapter specific sites and/or resources
- Communicate additional branding needs to HIMSS staff or [chapters@himss.org](mailto:chapters@himss.org)