**Chapter Communications and Marketing Handbook**

***Position***

Provide leadership to the communications committee in the development of a strategy to communicate regularly and market to members and the healthcare community about Chapter activities, opportunities, and more.

***Responsibilities***

* Attend all meetings of the Chapter Board of Directors.
* Recruit committee members in collaboration with Chapter president and board.
* Explore and provide recommendations of appropriate methods of communicating to Chapter members, prospective members, and the healthcare community.
* Ensure that the Chapter communicates to membership at least 4 times per year.
* Ensure ongoing successful production of newsletters, educational event notices, and other communications, as appropriate.
* Collaborate with the Board of Directors in creating an annual plan and budget to meet communication needs.
* Provide updates for chapter website.
* Track appropriate metrics of communication and website success.
* Manage chapter's social media accounts and production system (ex. Hootsuite).

***Qualifications***

* Must be a current member of HIMSS in good standing for the past year.
* Demonstrated leadership skills, good written and oral communication skills, knowledge of appropriate media, and a commitment to perform in an orderly and responsible manner all duties of the office.

***Annual Checklist***

***Checklist is recommendation and should be edited to align with specific chapter programming***

* Q1 - July, August, September
  + Confirm new board list has been shared with HIMSS staff
  + Confirm email address forwarding has been updated to new board members
  + Review marketing templates on the Chapter Brand Portal
  + Develop communication, marketing, social media plan for the year
  + Send at least one membership communication, include [chapter@himss.org](mailto:chapter@himss.org) on distribution list
* Q2 - October, November, December
  + Send at least one membership communication, include [chapter@himss.org](mailto:chapter@himss.org) on distribution list
  + Highlight opportunities to engage in Global Health Equity Week
* Q3 - January, February, March
  + Send at least one membership communication, include [chapter@himss.org](mailto:chapter@himss.org) on distribution list
  + Highlight opportunities to participate in Global Health Conference programming
* Q4 - April, May, June
  + Send at least one membership communication, include [chapter@himss.org](mailto:chapter@himss.org) on distribution list
  + Submit new board list to HIMSS staff once elections close

***Position Resources***

* Marketing
  + Access the chapter logo, marketing templates, and order branded materials on the [Chapter Brand Portal](https://storefront.classic-color.com/HIMSS-Chapters/Login.aspx)
  + Download [stock photography](https://brand.himss.org/Styleguide/visualidentity/#page/7AA53D4C-E97D-4375-AD5FE265152FC7EB)
* Communications
  + Review [HIMSS Writing Guidelines](https://www.himss.org/himss-writing-guidelines) before submitting original content for publishing
* Membership Roster is emailed the 1st Friday of each month to Communications chair
* Webinar recordings:
  + [Launching New Brand & Portal to Chapters (May 2020)](https://urldefense.proofpoint.com/v2/url?u=https-3A__himss.webex.com_himss_lsr.php-3FRCID-3Db1258eefb8d14275af59b90e7bbae2dc&d=DwMGaQ&c=JHHkSQuaqwDHGORnIQuaBw&r=qb2iTZ1xmCQZg3aJKI0gyFhfJ3sCuTpwAfgGTYA7N3k&m=IwJDCSRZfcwyV6HdbfO9OS5xWzXG-IRncsi9ib7imbg&s=QpGuAO9FAoSTkSkFXXAjAPsCwNbeHE8urcpjQa9etDE&e=) | [Slide Deck](http://clra.himsschapter.org/sites/himsschapter/files/ChapterContent/clra/Launching%20New%20Brand%20%26%20Portal%20to%20Chapters.pdf)
  + [HIMSS Brand & Social Media Training (Sept 2020)](https://himss.zoom.us/rec/share/D_HjuFT5Hk-JPF7NAAfwwmqy7P8-Gbz12W0L-vkgYRGsuGjVyT5pRf937LI6fKI.H4pe7rYmg2RZHJj6) | [Brand Reminders deck](http://clra.himsschapter.org/sites/himsschapter/files/ChapterContent/clra/9.9.20%20Brand%20and%20Social%20Media%20Training.pdf) | [Social Media Deck](http://clra.himsschapter.org/sites/himsschapter/files/ChapterContent/clra/Chapter%20Social%20Media%20Resource%20PPT.pdf)
* [Social Media Best Practices Guide](http://clra.himsschapter.org/sites/himsschapter/files/ChapterContent/clra/Social%20Media%20Best%20Practices%20-%20HIMSS%20Chapters%202020.pdf)
* [How to Use Social Media to Maximize Your Reach](http://clra.himsschapter.org/sites/himsschapter/files/ChapterContent/clra/Social%20Media%20Use%20-%20HIMSS%20Chapters.pdf)
* Google analytics report for website - email to [xxx.president@himsschapter.org](mailto:xxx.president@himsschapter.org)

***Committee Facilitation***

* Acquire updated volunteer interest list from chapter.
* Invite all interested in your committee to the routinely held meetings.
* Schedule the routinely held meetings, at a convenient date/time for the chair
* Hold committee meetings a minimum of X times a year, take minutes and save on chapter repository site
* Identify a co-chair
* Report to the board on a X basis