

NEWH, Inc.
Social Media Guidelines
July 2020

Goal:

Grow awareness to NEWH through social media images and posting that showcase our mission and events that are happening on an International and Chapter level.

Objectives:

1. Post 4-5 times per week
2. Be consistent with message and tone
3. Market scheduled events
4. Keep posts professional
5. Engage followers and members
6. Drive traffic to website

Ideas of What to Post:

1. Feature your Members
2. Post quotes that relate to NEWH Mission Statement
3. Hold Contest
4. Thank Sponsors (with Logos)
5. Share Event Wrap-Up Photos
6. Scholarship Recipients
7. Highlight TopIDs
8. Sustainable Tip of the Week

What **NOT to post on Chapter or NEWH, Inc. Social Media:**

1. Share partying or unprofessional images
2. Post Advertisements (thanking sponsors is ok, no ads)
3. Use profanity
4. Use someone's photo without giving credit
5. Post without captions
6. Political Statements or Views
7. Ignore Follower Comments or Messages
8. **NO TikTok Accounts** under the name NEWH or any Chapter linked to NEWH.

Setting up a Social Platform:

1. Set up social media for the Chapter as either @NEWHChicagoChapter /@NEWH_ChicagoChapter / @NEWHChicago
2. Up to only 2 people on the board are to have the rights to the social platform. The Board should approve who these 2 people are since they will have Social Media privileges and passwords.
3. Only one password is to be used for Chapter Boards. The password is to be provided to NEWH, Inc. Office to remain on file.

4. The password for the Chapter is to be changed if and when a person with privileges no longer participates in posting.

Hashtags:

#HospitalityIndustry

#RaisingMoneyforScholarships

#NEWHInc

#donate

#nonprofit

#hospitalitydesign

#leadership

#education

#hospitalityscholarships

Tags:

@NEWHInc

@Chapter (@NEWHDallas, @NEWHChicago, etc)

Please follow NEWH, Inc on the following platforms:

Facebook: @NEWHInc @NEWHScholarshipsforHospitality @NEWHGreenVoice

Twitter: @NEWHinc

Instagram: @newhinc

LinkedIn: @SheliaLohmiller