

KC NAWIC Social Media and Website Policy

The KC NAWIC Social Media Committee is making every effort to improve our system of getting important information out in as timely a manner as possible as accurately as possible. With this goal in mind, we have developed a posting plan with a KC NAWIC Social Media and Website Request Form. Please note that ALL posts, both social media and website, must be approved by the President, Corresponding Secretary or a Website Committee member. This is to ensure that all posts are consistent and accurate.

The KC NAWIC Social Media Committee will post the following type items in this order of importance:

- Upcoming KC NAWIC events/Chapter News
- Upcoming Regional NAWIC events
- Upcoming National NAWIC events
- National Holiday Greetings with an eye to include a diverse array
- Member Special Work Accomplishments/Promotions/Celebrations
- Industry Inspirations
- New Member Welcomes
- Member Shout Outs or Member Highlight

The goal will be to get to the following social media posting levels by the end of 2020:

- Facebook – once per business day
- Instagram – once per business day
- LinkedIn – 3 times per week on business days with emphasis on industry inspirations and chapter business
- Twitter – once per business day

Website Updates – Will occur as needed with the goal to be organized enough so as to have to update the website no more than once per week. The website calendar will be developed in October of each year to cover the following year. The website calendar will be a dynamic, scrolling calendar that contains the upcoming events list for our chapter. Events will be scrubbed from the website in a timely manner after they have concluded.

ONLY the President, Corresponding Secretary or a Website/Social Media Committee member may create a new posting for any of the Social Media accounts or the website unless the post creator is instructed to do so by an authorized individual.

ONLY the President, Corresponding Secretary or a Website/Social Media Committee Chair may create a NEW KC NAWIC Social Media Account or a new website. No committee may create or open a new KC NAWIC account. This includes all type accounts including SignUp Genius or EventBrite accounts.