

Introducing...

The Chamber Social Media Package!



What is a Chamber Social Media Package?

According to the Harvard Business Review, 70% of companies are using and/or planning to use social media, and at any given time, 21% of businesses are planning to launch social media campaigns and initiatives. So—your clientele—businesses and business persons—are using social media. And one of the smartest things that any business and/or organization can do is to “go where the client is.” So that means that it’s time for you to take your Chamber organization into the world of social media—and **own** it.

Red Hat Social Media is happy to offer you a way to just that: The Chamber Social Media Package. The Chamber Social Media package offers Chambers of Commerce organizations a way to create and/or increase their online presence—and regularly share important information regarding Chamber membership benefits, local and national events, business management tips, and much, much more.



How it works:



- If your Chamber does not already have a Facebook and Twitter account, we will create one for you
- Chamber “owns” social media pages/outlets; RHCM merely acts as a co-administrator
- Chamber Social Media Package includes 3X monthly updates/posts regarding general benefits of Chamber membership, plus general business practices and management tips
- Each post is uploaded to Facebook and Twitter (Twitter posts are modified to fit)
- Option for increased exposure for Chamber events and programs via Facebook ad campaigns and/or Google Adword campaigns
- Links to existing Chamber website are provided.
- **Fee: \$79 per month**

Benefits:

- Establishes and supports Chamber “brand” as professional and current
- Reaches current and potential Chamber members on a regular basis
- Offers regular reminders of benefits of Chamber membership
- Supports and promotes Chamber events and programs
- Consistent avenue of communicating new and current info that promotes and support good business practices
- Social media avenues support steady growth of Chamber membership

Sample social media posts:



- **Sample Tweets:**

Ready to grow your biz? Join us at our Monthly Business Network Event on 9/10 @ 3PM, Chamber office! #Chambergrowsmybiz

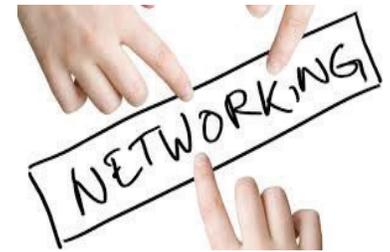
Want to give your email persona a professional edge? Include an automatic email “signature” with your full name, phone #, & website, if applicable. #ChamberWorks4me

Do you have a good example that shows how your Chamber membership helped you grow your business? Share at #myChamberworks4me



- **Sample Facebook Posts:**

What is the most important aspect of a networking event? AFTER the event! That’s right—next time you attend a Chamber event and gather a couple of those all important business cards, don’t forget to send a brief email or make a quick phone call to let your new contact know that you enjoyed meeting him/her! You’ll make a great—and hopefully, profitable—impression!



Have your business Facebook page set up, but aren’t sure what to say? According to an online Forbes Magazine article: “80% of the content you distribute via social media should be about your customers. What they’re interested in, what their needs are and new solutions to their problems. “Only 20% should be about you and your business.” So—is there something you hear from customers on a regular basis? Questions you know they have? Start posting!



At the Chamber, we’re just like you—always wanting to know what our customers are thinking! So—here’s our question of the day: What is your favorite Chamber event or program? Is there a new event or program that you’d love to see in the future? Let us know—we’re listening!



About Red Hat Chamber Media

A division of Red Hat Creative, **Red Hat Chamber Media (RHCM)** is an advertising, marketing and PR firm known for working with small to mid-size organizations that have small staffs and BIG goals.

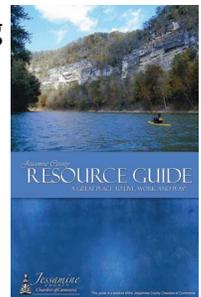


While **RHCM partners Mollie McClure and Julie Coleman** are seasoned professionals with over 30 years of combined experience, they also are up on today's trends in all



things media. That's what makes us the perfect company to help you and your Chamber take advantage of everything social media has to offer.

As the creators of the **Chamber Resource Guide**, we have plenty of experience working with Chambers to help them grow and serve their membership. We also have a great deal of experience in creating and maintaining social media for a wide variety of businesses, including non-profits, government and tourism organizations, health care and retail companies, and more.



If requested, we will be happy to send you a long list of satisfied clients! You can also learn more about us by visiting www.redhatcreative.com.