

## **MPI D/FW WEBSITE PROTOCOL**

To provide a consistent look for the MPI D/FW chapter and to ensure the latest information is provided to the chapter membership, there are three (3) main areas in which information should be shared for the MPI D/FW Chapter – Eblasts, Website and Magazine. The Magazine protocol is a separate document.

### **Eblasts:**

- Requests for eblasts should be sent to the Public Relations Director.
- Information submitted for eblasts pertaining to chapter events should be verified by BOD member in charge of the section which submitted the information.
- Information submitted for eblasts should include all logos, names of sponsors, description of the event, speakers and facilities involved, schedule and other information necessary to encourage attendance.
- Information submitted for eblasts should be copied to the Website Manager who will be responsible for ensuring the website is updated. Final decisions for acceptance of an eblast request, eblast schedule and eblast final content will be made by Communications Committee.
- Chapter Administrator will set up eblasts and registration under the supervision of the Communications Committee.
- No more than four (4) eblasts per calendar month will be released. In the event that more communications to the chapter membership are needed, the Communications Committee will make the determination and set the schedule.
- One (1) eblast per calendar month should be scheduled to announce and encourage registration to the monthly chapter meeting.
- Eblasts requiring a registration link should be released without hyperlinks (i.e. sponsor logos, venue, etc.).
  - If no hyperlinks are used, the eblast module will automatically resend the eblast to non-registered attendees at regular intervals. These “reminder” eblasts will not count toward the four (4) eblasts per calendar month limit.
  - If hyperlinks must be used, the Communications Committee will decide on the schedule of eblast releases based on how many other eblasts are needed in the calendar month for chapter business.
- Eblasts are to be used primarily for attendance building for chapter events.
- Eblasts requested for solicitation or uses other than chapter event attendance building will be reviewed by the Communications Committee with possible board review before acceptance for release.
- All eblasts need to meet the look and brand of MPI D/FW Chapter.
- Eblasts will be released based on decisions by the Public Relations Committee.
- No eblast will be released to the membership until a test email has been viewed and approved by the Communications Committee. Final approval for release of the eblast must be given by Public Relations Director or VP of Communications.

### **Website Issues:**

- Board members and Chapter Administrator will notify Website Manager of any errors, problems or issues that are reported to them regarding the website.
- Website Manager will resolve website issues and send notification to VP of Communications, Public Relations Director, Chapter Administrator and any member or board member who reported the issue.
- Website Manager will track all problems and issues regarding the website. A monthly report will be submitted the Website Manager to the VP of Communications for submission to the Board of Directors regarding website issues reported, resolution of issues and upkeep of the website.

### **Website Updates/Corrections:**

- Requests for website updates or corrections should be forwarded to the Website Manager, [website@mpidfw.org](mailto:website@mpidfw.org), who in turn forwards to volunteers for work to be completed.
- Approval for updates and corrections will be made by the Website Committee with Communications Committee input and approval if needed. Website Manager will contact the Communications Committee if further authorization is needed.
- All website content must meet the look and brand of the MPI D/FW Chapter.
- 24 hours up to several days will be the usual fulfillment timeframe for updates or corrections to the website, based on the number of volunteers available at any given time.

### **Website New Content:**

- Requests for website update or corrections should be forwarded to the Website Manager, [website@mpidfw.org](mailto:website@mpidfw.org), who in turn will forward to volunteers for work to be completed.
- New content submitted should be verified by BOD member in charge of the section which submitted the information.
- All new content for the website should be shared with the Communications Committee, including the Public Relations Committee and the Magazine Committee as needed to ensure that all information for the chapter membership is consistent and to enforce a consistent look and brand for the MPI D/FW Chapter.
- Approval for all new website content will be submitted by the Website Committee to the Communications Committee. Website Manager will contact the Communications Committee.
- All website content must meet the look and brand of the MPI D/FW Chapter.
- 72 hours up to several days will be the usual fulfillment timeframe for new content postings to the website, based on the number of volunteers available at any given time.
- Photos for the photo gallery area on the website are requested to be submitted in JPG format, no more than 500 pixels wide. (To check the width of a photo, right click on properties.) Photos submitted of a size larger than the requested criteria will be resized whenever possible.