

Components and Cadence of ACAP Program Publicity

The ACAPcommunity Digital Marketing Team develops and sends all digital marketing for chapters. In addition to digital marketing, chapter Leadership Team members are encouraged to:

- Continually identify and update new prospective attendees and other stakeholders listed below
- Forward emails and flyers to personal and professional networks
- Like and follow all chapter social media
- Share social media posts with your personal and professional networks
- Initiate new chapter-related posts to your Facebook and LinkedIn Pages

Chapter web page

- **Welcome new chapter banner**
 - Added to ACAP website home page within 1 week of receiving Chapter Establishment Fee
- **Chapter web page**
 - Live 1 week after receiving:
 - Chapter name
 - LT member names & employers
 - Chapter mailing address
 - Chapter venue address
 - Day/time of programs
 - Chapter phone number
 - Core & Chapter Sponsor names & links
- **Update cadence**
 - Within 1 week of receiving updates to Programming Submission Form
 - Updates include:
 - Detailed Program information on the chapter's ACAP page
 - Upcoming programs featured on the ACAP home page

Emails

- **Designed & sent by ACAPcommunity digital marketing**
 - All email addresses are in MailChimp, tagged per chapter
 - Individuals can be added to chapter email list via chapter web page "Join Our Email List"
- **Cadence**
 - Audience #1 – Attendees/prospective attendees (6 emails are sent):
 - 3 weeks before the program
 - 1 week before the program
 - 2 days before the program

- The morning of the program
- 1 hour before the program
- Thank you note several days after the program
 - Sent several days later, after chapter provides names and email addresses of unregistered program attendees (walk-ins)
 - TY email contains “thank you for attending,” link to program video, program feedback survey, and info about next month’s program
- Audience #2 – Media contacts
 - Press releases sent 4 weeks prior to program
- Audience #3 – Businesses, agencies, organizations, HR offices, faith communities, etc.
 - Receive flyers 3 weeks in advance of program

Social Media (Facebook and LinkedIn)

- Established 2 months before chapter launch
- Updated once monthly with upcoming program information
 - Leadership Teams are encouraged to repost information or post new chapter-related information weekly and continually share with personal and professional networks

Program Flyers – Suitable for printing or sharing digitally

- **Individual program flyers**
 - Chapters receive flyers for the following month’s program 2 days before the preceding month’s program
 - Please note that in order to receive flyers in time, chapters must have all information about the following month’s program entered on the Program Submission Form at least 1 week prior to the preceding program
- **6-month and 12-month list of programs**
 - Information must be submitted via Program Submission Form prior to schedules being able to be developed. Information needed is:
 - Program name
 - Module/program number
 - Date of program
 - Presenter name and credentials (PhD, MD, MSW, RN, etc.)
 - Sponsors for the program (if applicable)

Press releases

- Press releases are provided to the chapter 4 weeks prior to the program
- Information is taken from Program Submission Form so must be submitted 5-6 weeks prior to the program

Newsletters

- A monthly ACAP email newsletter will be sent to all contacts on the email database. The newsletter will feature the following information:
 - List of upcoming programs for each chapter with links to RSVP
 - Featured videos of any recorded programs from the previous month