Digital Marketing Supports

The ACAPcommunity digital marketing team provides a variety of supports for chapters.

Chapter Web Page

Soon after receiving the Chapter Establishment Fee, the ACAPcommunity Digital Marketing Team will release an introduction of the new chapter on the ACAPcommunity home page.

After the chapter has finalized its name, mailing address, venue address, day and time of monthly programs, and chapter phone number, Digital Marketing will create a web page for the new chapter.

The Chapter Coordinator provides pertinent information to ACAPcommunity.

Publicizing Programs

Once pertinent information has been added to the Program Submission form by the Programming Team, Sponsorship Team, and sponsorship payment confirmed by the Finance Team, monthly programs are published on the ACAPcommunity homepage and chapter web page.

In addition, chapters have the following resources to help promote their monthly programs:

- **Email Marketing.** There are 3 "audiences" to receive emails about your chapter programs – (1) Program attendees and potential attendees, (2) media partners, and (3) Organizations (businesses, agencies, other organizations, faith communities, etc.). All emails are tagged as to chapter and audience so each group receives appropriate emails.
  - Additional information may be found in the Chapter Guide Resources folder under Components and Cadence of ACAP Program Publicity.

- **Event Website Posting with RSVP**. A link to this program event can be shared via email messages or personal social media postings to encourage awareness and participation.

  Each program on a chapter's web page features an RSVP button for attendees to click to register for the program. Attendees may register either for the in-person program or virtual program (if the chapter is offering the program virtually).

  By registering for a program, the attendee will be added to the chapter's email list (if they were not in the database already) and will receive all emails about future programs.

  If the Leadership Team wishes to see the list of registrations for an upcoming program, simply go to https://www.acapcommunity.org/events/community/list and include your chapter login. (Chapter logins will be provided separately.)

- **Print-ready program flyer**. These flyers can be printed and posted in places where they would be seen by potential attendees. The digital version of the flyer can also be sent as an attachment to personal email messages or added as an image on a social media post. The Marketing Liaison Team is primary in coordinating the distribution of printed flyers. All Leadership Team members share digital versions with their networks.

- **Facebook and LinkedIn Event Posting**. Each chapter's Facebook and LinkedIn pages will have a post created for their upcoming program. These events should be shared across individuals' personal Facebook and LinkedIn pages to grow their potential audience and encourage attendance. Chapter Coordinators and Marketing Liaison Teams are admins for the pages and should repost weekly and/or create new content for the pages.

Livestreaming

Chapters may choose whether to offer their programs in person only; virtual only; in person and virtual, simultaneously being recorded for later viewing; or in person and recorded for later viewing. Programs are livestreamed via Facebook, LinkedIn, YouTube, and the ACAP website via StreamYard.

The ACAP StreamYard account will be set up with the upcoming program livestream listing three weeks before the program date. This livestream will also appear as an event post on the chapter's Facebook and LinkedIn pages that viewers would be able to view the event on the program date.

The ACAPcommunity Digital Marketing Team is available during the day of the program, at least one hour in advance of the program, for technical assistance in setting up the livestream or to troubleshoot any connection issues.

Contact – For any assistance on digital marketing efforts, please contact Karen Summey, ACAPcommunity Project Manager, at ksummey@acapcommunity.org, or 828-855-8900. For urgent technical support immediately before or during an event, contact Alan Jackson at Jackson Creative at 828-962-4188.