

STATE MARKETING AND PUBLICITY CHAIR
Proposal for Establishing KEHA Facebook Page

Administrators:

- State Marketing & Publicity Chair (M&PC) will serve as the primary administrator.
- President
- 2nd Vice President (to connect with marketing and membership role of this office)
- Secretary (as related to organizational correspondence)
- KEHA State Advisor (as part of duties in role as advisor)

The administrators will be responsible for posting content as often as necessary. A schedule will be developed to divide the work load.

Content will be submitted to the State M&PC for posting and will be written by the State M&PC and by:

- Each KEHA state officer for dates and activities related to their position (2-3 posts per year = 10-18 posts)
- Each KEHA State Educational Chairman (2-3 posts per year to promote reports, programs and/or contests = 16-24 posts)
- Each area president (to promote area events and activities, 2 posts per year = 28 posts)

This approach will generate more than enough content to have a post each week!

Schedule – ongoing:

- Content will be submitted to State M&PC on an ongoing basis.
- Content to post in the months of December, January, February and March will be submitted one week prior to the fall board meeting.
- Content to post in the months of April and May will be submitted one week prior to the spring board meeting.
- Content to post in the months of June, July and August will be submitted one week prior to the KEHA State Meeting.
- Content to post in the months of September, October and November will be submitted at least 30 days prior to events announced or within 30 days after programs reported in the submission.

Other considerations:

- The State M&PC will proofread and edit content before posting.
- The State M&PC will monitor posts to the page and respond or delete comments that are offensive, political or in violation of the KEHA non-discriminatory policy, as necessary.
- A calendar will be developed using the reminder dates list that will identify the potential content for each month.
- Posts will be submitted on an ongoing basis from board members.
- The Facebook page will be utilized to promote events, share deadline reminders and market the good work of the organization: Lead, Learn & Serve.
- Photo albums will be developed for use in sharing pictorial highlights of events and activities through the Facebook page and eventually an Instagram account.
- The page could provide a discussion format to gather ideas for members/page followers.

GUIDELINES FOR SUBMISSIONS FOR FACEBOOK POSTS

1. **Write out your text – comment, question, observation.**
2. **Be sure to include a photo or link to an article, web post, publication etc.**
3. **Specify a date for posting, if you have a preference.**
4. Post content should be limited to KEHA activities, events, programs and projects.
5. Post content should not discriminate on the basis of gender, race, color, age, disability, religion or national origin. Please keep this in mind as you or select materials or write posts. Materials should not feature the scripture or teachings of any particular religion or faith.
6. No posts of a political nature, taking a side in a controversial issue or promoting a particular product or brand will be permitted.
7. Please include the source for any images or graphics submitted with post content to ensure copyright compliance. Pay close attention to observe copyright laws when using materials from copyrighted sources. This will apply to materials used from published works, including web pages. Copyright permission must be obtained for any works of this nature. Penalties for copyright violations can be severe.

How to develop content for submission

Check your KEHA Website, Manual, and Educational Chair Info. – For example: Environment Housing and Energy has the following in Program of Work:

- Promote and encourage the observance of special events and designated celebrations such as KY Water Awareness month (May), Arbor Day (1st Friday in April), Earth Day (April 22), Commonwealth Clean-up week (4th week in March), Indoor Air Quality Month (October), America Recycles Day (November 15), etc.

Also EH&E has the theme for this year, The Buzz about Bees.

Your Program of Work includes this resource:

- Attracting Pollinators to Your Garden Using Native Plants

<https://www.fs.fed.us/wildflowers/pollinators/documents/AttractingPollinatorsV5.pdf>

You submit the following to M&PC:

1. April 22 is Earth Day! Your KEHA Environment, Housing and Energy theme for this year is The Buzz About Bees. Check out this article: Attracting Pollinators to Your Garden Using Native Plants



2. <https://www.fs.fed.us/wildflowers/pollinators/documents/AttractingPollinatorsV5.pdf>
3. Publish on April 14 (so it can be shared to counties)