

Marketing and Communications

Last Modified on 02/22/2023 3:08 pm EST

Social media

The HBA Central staff will maintain a list of social media user names and passwords for all accounts so that a master list is available. This central repository of accounts will help new volunteers when they transition into their roles. Specific chapter names can be identified with a chapter hashtag*, such as #HBASeattle, to denote and promote specific chapter events or offerings.

The regional marketing and communications COE president has manager rights to each account.

*Contact your regional marketing and communications president for your approved chapter hashtag.

HBA Central Channels

The use of social media by the Healthcare Businesswomen's Association's regions, chapters, affiliates, and members is encouraged when it supports the core purpose of the HBA. Social media offers real-time, low or no-cost marketing, networking, and communications opportunities that support the work of the HBA. HBA social media should not be used for personal, political, commercial or other uses.

Social media is a timely and engaging networking platform that can foster brand loyalty for HBA members and allies. It is also a medium that can drive traffic to the HBA website, creating elevated brand awareness. Social media can also benefit the HBA's understanding of our customers' concerns and interests, so we can more effectively meet customer needs.

The below list are examples of the many things that can be posted through social media:

- HBA announcements
- Event deadlines
- Award recipients
- Member news
- Photographs/videos from HBA events (with permission of those involved)
 - Please refrain from posting pictures with alcohol
- News articles that highlight the HBA (organization, chapter or member)
- News articles that support the mission and vision of the HBA

One of the HBA's primary digital channels is the HBA community (community.hbanet.org) that serves as a discussion forum and also houses our resource library. HBA also uses LinkedIn, Facebook, Twitter, Instagram and WordPress (blog).

HBA Community

<http://community.hbanet.org/home>

Main purpose: HBA's member community

Participation: open to active HBA members only

Subgroups available: Chapters, functional areas such as marketing, Open forum discussion for all, plus libraries that hold HBA resources.



LinkedIn

<http://www.linkedin.com/company/healthcare-businesswomen-s-association>

Main purpose: business-oriented social networking site.

Participation: Write posts that preview events. Share HBA-related posts. Like and comment on posts that support the HBA core purpose.

Main HBA group: Is open to all to serve as a communication and acquisition tool.

Each region also has their own LinkedIn business page and group . Please do not create a new chapter or regional LinkedIn page at this time. *All job postings are deleted in order to support the HBA Career Center on the HBA website:* <http://careers.hbanet.org>



Facebook

<http://www.facebook.com/HBANet>

Main purpose: The HBA page provides basic information about the HBA and value proposition leading to traffic on www.hbanet.org so that customers can take action becoming members and registering for events.

Main HBA group: all with a Facebook account may become a fan of the HBA

Each region also has their own Facebook business page . Please do not create a new chapter or regional Facebook page at this time.



Twitter

<http://www.twitter.com/HBANet>

Main purpose: Information sent in short messages; drives traffic to website using links

Participation: all Twitter users who choose to follow

Subgroups available: All regions have Twitter accounts. Please do not create a new Twitter account at this time.

HBA hashtags: Our hashtag is #HBAimpact

Each region also has their own Twitter account . Please do not create a new chapter or regional Twitter account at this time.

For more information on the use of hashtags, please see <https://support.twitter.com/entries/49309-what-are-hashtags-symbols>.



Instagram

www.instagram.com/hbaimpact

Main purpose: Create awareness around the HBA and gender parity by the posting of photos

Participation: all Instagram users

HBA hashtags: Our hashtag is #HBAimpact

Each region also has their own Instagram . Please do not create a new chapter or regional Instagram account at this time.

For more information on the use of hashtags, please see <https://help.instagram.com/351460621611097>



YouTube

<https://www.youtube.com/HBANet>

Main purpose: Create awareness around the HBA and gender parity by the posting of videos

Participation: all YouTube users

Subgroups not available: Regions and chapters cannot create their own YouTube channel. If your chapter has a video they wish to post, please consult with your HBA regional director of social media or the regional marketing and communications COE president.

In order to abide by federal CAN-SPAM and GDPR laws, and prevent any HBA emails from being designated as spam, HBA chapters are prohibited from sending their own marketing emails to members/prospects at this time.

All emails must be sent through the Informz platform which is managed by HBA central staff.

For questions or additional guidance on email marketing, please consult with your HBA regional director of social media or the regional marketing and communications COE president.
