

# Soroptimist International of Glendale

## CHECKLIST for Requesting Postings on SIG Website, Social Media and MailChimp

### SIG Website

To request a posting on the SIG website at [www.soroptimistglendale.org](http://www.soroptimistglendale.org), please provide Miryam with an email including **all** of the information below **at least one week prior** to the date you would like it to appear on the website, and she will send instructions to the webmaster:

1. The name (i.e., the official title) and date of event.
2. The date the information on the event should first appear on the website.
3. Whether a “pop-up” (usually a reduced image of the flyer) should appear on the first page of the website and be linked to the page for the event. (Note: the pop-up will be taken down when registration for the event has closed. If registration is not required, the pop-up will be removed when the event is over.)
4. Whether the event is open to the public or “For Members Only.”
5. If payments will be made on the website, provide the specifics **exactly** as they should appear (e.g., ticket price/prices, meal selections and any other pertinent information, such as levels of sponsorships and what they include). Also, consider adding the PayPal cost to the ticket price.
6. The flyer for the event **in final in PDF format**. It should have already been reviewed by you, members of the pertinent committee, etc. so that it is ready to be posted.
7. Any other text you would like included in addition to the flyer. Again, this text should be in **final**, along with instructions on placement on the page.
8. Any preferences you may have as to layout, which will be accommodated *if possible*.

Please keep in mind that our webmaster is just the “technician” for the website and does not create or revise the content we give her, so it is important that the material you provide is accurate, free of errors and in final.

### SIG Social Media

To request a posting on our SIG social media platforms (Facebook, Instagram, Twitter), please send an email to Miryam with the flyer **in final JPG format** and/or content you want posted and I will coordinate with Wendy Grove who will post it on the most appropriate platform(s). Event photos are also welcome.

### Event Invites via MailChimp

Our webmaster will also send invites via MailChimp for our events to people on the *SIG Master Invite List*. Two MailChimp mailing are included with the Webmaster fee which will be used for BFAC and Installation Luncheon. Any other MailChimp mailing is a separate charge for this service, which will be charged to the committee holding the event. The approximate total cost for additional MailChimp mailing is in the \$150-\$200 range.