

## HNBA/VIA Communications, Events and Marketing Guidelines: Standards & Operating Procedures (SOPs)

Requestor/Source	Deliverable	Timeline	Description	Content Collection Method	Delivery Methods	Lead
<b>HNBA/VIA National Office</b>	<i>E-Noticias</i>	<p><b>Content Deadline:</b> One Week before distribution date at 5 PM ET. Please <a href="#">click here</a> to view content deadlines through January 2021.</p> <p><b>Distribution Date:</b> First Thursday of every month (subject to change)</p>	<i>E-Noticias</i> is the official online newsletter of the HNBA/VIA that generally conveys our work and efforts to a national audience, by showcasing national and regional programs, events and initiatives; current news and issues of importance; and communications from HNBA/VIA leadership.	Content is solicited from HNBA Entities, Sister Organizations and Partners/Sponsors by email. Other content includes promotion of HNBA/VIA programs and events. Emails requesting content are sent approximately 3 weeks prior to content deadline and items are submitted to HNBA/VIA Director of Communications & Public Affairs.	E-blast, email, Social Media and Website; programs and events are placed on the HNBA/VIA Calendar.	HNBA/VIA Director of Communications & Public Affairs
<b>HNBA Regions, Affiliates, Associates, Divisions, Sections, Committees, Sister Orgs &amp; Partners/Sponsors</b>	<i>HNBA/VIA Events &amp; Programs Calendar (by Tockify)</i>	<p>Events, programs or initiatives are promoted exclusively through the <a href="#">HNBA/VIA Calendar</a>. A blurb of and link to the event calendar will be added to HNBA/VIA e-blast communications.</p> <p><b>It is the responsibility of the HNBA Regions, Affiliates, Associates, Divisions, Sections, Committees, Sister Orgs &amp; Partners/Sponsors to submit their own programs, events or initiatives and promote them through their own channels.</b></p> <p><b>External Event, Program or Initiative Partnership/Hosting Requests:</b> Must be received <b>4-6 weeks</b> in advance and approval is dependent on commitments already scheduled in the HNBA/VIA Calendar.</p>	HNBA Regions, Affiliates, Associates, Divisions, Sections, Committees, Sister Orgs & Partners/Sponsors submit content to the HNBA/VIA event calendar, which is used as master repository to promote these events, programs or initiatives.	HNBA Regions, Affiliates, Associates, Divisions, Sections, Committees, Sister Orgs & Partners/Sponsors submit content to HNBA/VIA Calendar. All content is reviewed and approved by the HNBA/VIA Director of Communications & Public Affairs, with input from other stakeholders, as required.	Content included in monthly <i>E-Noticias</i> newsletter; programs and events are placed on the HNBA/VIA Calendar.	HNBA/VIA Director of Communications & Public Affairs, with additional review by HNBA/VIA National Office Team and Board Leadership as needed.
<b>HNBA/VIA Events and Programs</b>	<i>Marketing Campaigns</i> - HNBA/VIA owned and branded events and programs	Messages are sent on an ongoing basis depending on established marketing timelines and needs determined by HNBA/VIA National Office Team, along with other event/program stakeholders.	Messages advertising and promoting HNBA/VIA events and programs are sent to members, partners, sponsors and public listserv subscribers, and published on Website as required.	Marketing timelines and text copy are developed by HNBA/VIA National Office Team and/or the Communications Committee, along with other event/program stakeholders.	E-blast, email, Social Media and Website; programs and events are placed on the HNBA/VIA event calendar.	HNBA/VIA National Office Team, with input from other program/event stakeholders.
<b>HNBA &amp; VIA Updates and Informational Communications</b>	<i>General Communications</i> - provide updates and information on matters not related to events or programs.	Communications in this category are published on an as-needed basis or with respect to established deadlines such as HNBA Board of Governors elections, HNBA Award deadlines, Noticias Magazine call for submissions, calls for CLE proposals, promotion of the HNBA Career Center's services, donations campaigns, holiday-specific content, etc.	Messages are sent to inform HNBA members and listserv subscribers of deadlines, request submissions, inform of opportunities to donate/contribute or promote products and services.	Content is developed by HNBA/VIA National Office Team and other stakeholders, including the Communications Committee.	E-blast, email, Social Media and Website.	HNBA/VIA Director of Communications & Public Affairs is lead, with input and support from other internal and/or external stakeholders.
<b>HNBA Statements, Press Releases and Media/PR</b>	<i>Issue Communications</i> - outline HNBA positions on key advocacy issues and statements from Leadership on current events that impact our members and the community.	Drafted and published on an as-needed basis.	Communications are sent to inform members, listserv subscribers, the media & public, and are linked to Website.	Content is developed by the Raben Group, a public policy/advocacy/PR vendor, in conjunction with the HNBA National President, and with input from the VP of External Affairs and the Communications Committee (as needed). Messages are distributed to the Media by the Raben Group and redistributed to HNBA listserv by the National Office Team.	E-blast, email, Social Media & Website	Raben Group and the HNBA National President, with input from various internal stakeholders.
Please <a href="#">click here</a> to view the HNBA/VIA e-blasts calendar.						
Please send any questions to Marissa Esguerra, Director of Communications & Public Affairs, at <a href="mailto:mesguerra@hnba.com" style="color: white;">mesguerra@hnba.com</a> .						