



HNBA/VIA COMMUNICATIONS & EVENT PROMOTION PLAN, COMMUNICATIONS & MARKETING CAMPAIGN GUIDELINES & STANDARDS & OPERATING PROCEDURES (SOPs)

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Overview

The Hispanic National Bar Association ("HNBA") and the HNBA VIA ("Vision in Action") Fund ("VIA") Communications & Event Promotion Plan (the "Plan") outlines standards & operating procedures ("SOPs") for HNBA Entities¹, Affiliate and Associate Organizations, Sister Organizations and Sponsors/Partners to arrange timely content deliverables related to programs, events, initiatives, and information to be distributed via electronic broadcast email communications ("e-blasts"), social media and the Association website to HNBA members, non-members and the public². The Plan also covers the process for requests for HNBA/VIA to partner and host/co-host events, both in person and in virtual format, along with outlining the full portfolio of communications deliverables for both HNBA and VIA. This Plan and SOPs aim to streamline requests, allow HNBA/VIA National Office Team to assess programmatic commitments and capacity to disseminate information and/or provide support/promotion, and outline procedures for all communication activities managed by the National Office Team and/or vendors.

General Information and Guidelines

HNBA/VIA National Office Team manage an internal calendar of electronic communications, scheduled in advance. Please [click here](#) to view the current e-blast calendar. General guidelines for e-blasts are:

- Communications are reviewed and edited for content, grammar, and spelling by the Director of Communications & Public Affairs (mesguerra@hnba.com) and/or by the Communications Committee (communicationsofficer@hnba.com), prior to scheduling and distribution.
- Communications are scheduled with respect to weekly and daily volume. A general rule is that no more than 2 e-blasts will be sent in a single day to the same distribution list.
- *E-Noticias*, the HNBA/VIA official electronic newsletter, is published the first Thursday of every month, although this schedule is subject to change (more information about *E-Noticias* is provided [below in this document](#)).
- *E-Noticias* is created using MailChimp, as a design and distribution software, with most content being created by the HNBA/VIA Director of Communications & Public Affairs (exceptions are various program-related and other communications created by Board Leadership).

¹ Entities are defined as HNBA Board, Divisions, Sections, Committees, or Regions. (Singular form is "Entity.")

² HNBA/VIA National Office Team refers to Chief Operating Officer/Executive Director, Director of Operations, Director of Programs and Director of Communications & Public Affairs.

- Communications are circulated for review among HNBA/VIA National Office Team (and any relevant Board stakeholders) prior to distribution.

Procedures for Processing of Marketing and/or Hosting Requests

HNBA/VIA Calendar Submissions

HNBA Entities, Affiliate and Associate Organizations, Sister Organizations and Partners/Sponsors may contact the National Office to request promotion of programs, events or initiatives through e-blasts and/or to request HNBA/VIA to serve as a partner or co-host of an event, program or initiative. All requests must be made through the HNBA/VIA Calendar by Tockify, which is available on the [HNBA website \(HNBA Calendar\)](#) and which can be accessed [here](#).

To submit an event to our calendar just fill in this form

Check and Submit

HNBA/VIA Calendar

- 1 **Your Name** Required
- 2 **Your Contact Email** Required
- 3 **Private notes for the calendar owner (not shown with your event)** Required
- 4 **Event Title** Required
- 5 **Add a button linking to the event website**
 A link to your event website

 Text shown on the button linking to your website (keep it short)
- 6 **Keywords/Tags (comma separated)**
- 7 **Event Image**
- 8 **from** **at** **to** **at** **All day** Required
 timezone America/New_York
- 9 **Event Description** Required
- 10 **Event Location Type:** Street Address Online Event (link) Both Required
 Online Location
 Online Event Location Title (friendly name)

 Online Event Location Link (e.g. skype/zoom/hangouts link)

Upon accessing the [HNBA/VIA Calendar](#), viewers see a list of programs/events and teal-colored "Submit Event" button at the top right of the page. To access the request form, select "[Submit Event](#)."

Please refer to the screenshot of the Request Form on page 2 of this document for the information required for each event/program/initiative submission (please [click here](#) for a PDF view). Items marked as **REQUIRED must be included** for your request to be considered.

1. Your Name: Name of person submitting the request (this can be an entity as well) **REQUIRED**
2. Your Contact Email: Email of person submitting the request **REQUIRED**
3. Private notes for the calendar owner: Please detail the specifics of your request. If you are requesting that HNBA/VIA partner or co-host an event, detail the resources needed from HNBA/VIA National Office Team, if any (i.e., use of online platform, registration or marketing support, etc.). These notes can include links, websites, registration information, etc. **Please be as detailed as possible in this area. REQUIRED**
4. Event Title: List the name of your event, **including HNBA or HNBA/VIA in the name if appropriate**, unless it is a Sister Organization or partner program, event or initiative that is requesting cross-promotion. **REQUIRED**
5. Link to Event/Program Site or Registration: The calendar platform allows you to add a button to the program or event description that directs online traffic to a specific website or registration page of your choice. You can name the button "Register Now!" or any other custom text.
6. Keywords/Tags: This information is optional but can be used to add key terms to help people find your event through the search bar in the HNBA/VIA Calendar.
7. Promotional Materials: You can upload graphics or artwork to promote your program, event or initiative. You can only upload the following types of files: PNG, JPG, BMP, JPEG & TIFF. If you have a PDF flyer, please note this in the Private Notes and the HNBA/VIA Director of Communications & Public Affairs will follow up to obtain the document. **It is not required to submit a graphic, but it is encouraged, especially for events requesting HNBA/VIA partnership/co-hosting.** Flyers or other promotional materials of HNBA/VIA programs or events must adhere to the HNB/VIA image and branding. Refer to the "Event Flyer Template" included in the Regional Presidents Library (<https://hnba.com/regional-presidents/>).
8. Date and Time: Please include the date(s) and time(s) of your program, event, or initiative. If the same spans multiple days, you can select "all day" and choose the days. Also, please set the correct time zone for your program or event. **REQUIRED**
9. Description: Your event description should be as detailed as possible, including all pertinent information on your event including the topic, speakers, relevant website, registration deadlines – any and all details that you want to be publicly displayed on the calendar. **REQUIRED**
10. Event Location Type: You can select your event to be an in-person event (provide a street address), online (provide a link) or both. You can provide directions to a specific location or an online registration link (Zoom or another webinar platform). **REQUIRED**

Submission & Publication Process

- Requests submitted through the HNBA/VIA Calendar will be automatically sent to the HNBA/VIA Director of Communications & Public Affairs (mesguerra@hnba.com).
- All requests will be reviewed by HNBA/VIA National Office Team (and HNBA/VIA Leadership as necessary). **Please allow 3-5 business days for the review and to receive a status update on your request.**
- All event partnership/hosting requests must be received **4-6 weeks prior to the event.**
- Incomplete requests that do not contain the required information will not be considered for publication/distribution.
- Upon acceptance of your request, you will receive **one follow-up email** from the HNBA/VIA Director of Communications & Public Affairs outlining next steps.

- Events from HNBA Regions, Affiliate and Associate Organizations, Divisions, Sections, Committees, Sister Organizations and Partners/Sponsors will be **promoted exclusively** through the HNBA/VIA event calendar. A link to the event calendar will be added to every HNBA/VIA e-blast communication.
- ***It is the responsibility of the person organizing a program, event or initiative to submit the pertinent information and to promote the program, event or initiative through their own channels.***
- Approved requests may also be published in the monthly *E-Noticias*, depending on the date of submission in relation to *E-Noticias*' publication date.
- For event partnership/co-hosting requests, the need for additional e-blasts or promotion will be assessed by the National Office Team and included in the master e-blast schedule, if approved.

Other HNBA/VIA Communications Deliverables – Information and Guidelines

Additional e-blast communications are distributed to the HNBA listserv, which includes members, HNBA Entity leadership, Affiliate and Associate members, Sister Organizations, Sponsors/Partners and interested public subscribers. Information and guidelines on these communications deliverables are provided below and detailed in a spreadsheet, which can be viewed as a [PDF](#) or [Excel](#).

E-Noticias

E-Noticias 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 Submission Deadline: One Week before distribution date by no later than 5 PM ET. Please [click here](#) to view content deadlines through January 2021.

Distribution Date: First Thursday of every month (subject to change)

Content Collection Method: 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 (mesguerra@hnba.com).

Delivery Methods: E-blast, email, Social Media and Website; programs and events are placed on the HNBA/VIA Calendar.

Lead: HNBA/VIA Director of Communications & Public Affairs (mesguerra@hnba.com).

HNBA/VIA Events and Programs

Electronic communications are regularly sent promoting upcoming HNBA and VIA owned and branded events, programs and initiatives.

Content Deadline/Distribution Date: 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.

Content Collection Method: Marketing timelines and text copy are developed by HNBA/VIA National Office Team and/or the Communications Committee, along with other event/program stakeholders.

Delivery Methods: E-blast, email, Social Media and Website; programs and events are placed on the HNBA/VIA event calendar.

Lead: HNBA/VIA National Office Team, with input from other program/event stakeholders.

HNBA & VIA Updates and Informational Communications

This type of communication provides updates and information to listserv and public on matters that are not event or program related, such as approaching deadlines (e.g. award nominations deadlines), submission requests (e.g., call for CLE proposals), or promotion of initiatives or services.

Content Deadline/Distribution Date: 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.

Content Collection Method: Content is developed by HNBA/VIA National Office Team and other stakeholders, including the Communications Committee.

Delivery Methods: E-blast, email, Social Media and Website.

Lead: HNBA/VIA Director of Communications & Public Affairs (mesguerra@hnba.com) is lead, with input and support from other internal and/or external stakeholders.

HNBA Statements, Press Releases and Media/PR

These communications include HNBA positions on key advocacy issues and statements from Leadership on current events that impact our members and the community. Messages are sent to inform HNBA members, listserv subscribers and the media.

Content Deadline/Distribution Date: Communications in this category are published on an as-needed basis.

Content Collection Method: 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.

Delivery Methods: E-blast, email, Social Media and Website.

Lead: Raben Group and the HNBA National President, with input from various internal stakeholders.