

How to Get More Visibility for Your Chapter

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BNI Positive Power

Positive Power Facebook Page: <https://www.facebook.com/BNIPositivePower/>

Positive Power Meetup: <https://www.meetup.com/Alexandria-Positive-Power-Business-Networking>

My BNI story (related to this)

I was in the Woodbridge Connection chapter for 2 years where I was Secretary/Treasurer and on Membership Committee and then I move to Alexandria and eventually found another BNI chapter—Positive Power—and found a gap where I could help out the chapter the most. I looked at a lot of chapters to see what they did well in the area and tried to incorporate some of the best but keeping in mind my ultimate goal was to promote the members. The biggest gap that I saw out of everything was on Meetup. While a lot of these things were in place, they weren't being maintained. It looked like there was less than 5 people going to the meetings when there were 40+ going. I knew that a lot of people go to Meetup to find networking events so I tried to clean up the page and use the newsletter to follow up.

My model for digital marketing – Making Sweet Potato Pie



1. Recipe: Marketing Plan
2. Crust: Foundation
3. Ingredients: Digital Marketing Tools
4. Pick & Prepare: Following Your Plan
5. Put in the oven, but check it: Execution

6. Keep Working to Perfect it but remember to Enjoy

What I do it

- Time spent: 2-4 hours but it did take me time to get the system down.
- Meeting time 7:30-9:00 on Wednesday
- Ingredients/Platforms: Meetup & Facebook & Newsletter (Mailchimp)
- Before: On Facebook, I announce the featured speaker on Monday (latest Tuesday) around 8 or 9 am.
- During: Taking pictures. Because we have a large group. I'm always taking a panoramic shot so you can see that even if all 40-50 people don't register, there's
- During the I Haves and After the meeting for an hour. I usually stay after the meeting for an hour or two and schedule the newsletter, post on Facebook and add pictures to Meetup

Tips for social media & Things to remember

- It's a new position from BNI but people like Ivan Misner (Founder of BNI) see the value in it
- *Visitors spend up to 52% on average*
- Make sure the person that does social media gets credit for visitors
- It also builds your credibility, you are the expert and seen as a strong networker
- Visibility: You are helping out with the V+C=P model by driving in more visitors
- Use it as a way to promote your members online
- TIP: It doesn't have to be a massive undertaking. Rome wasn't built in a day. Consistency is key though.
- TIP: Do what moves the needle. Don't get seduced by shiny objects (e.g. new social media sites or platforms)
- TIP: Celebrate the small victories. A lot of people may not share so celebrate the fact when you get one LIKE.
- TIP: Leverage your meetup group and once all the members sign up, add them as hosts to the event.

- TIP: Encourage members to share and like posts (this is where there can be a large amount of visibility). This is a team effort.
- TIP: Encourage the President to tell everyone to “Check In”
- TIP: During the “I Haves” remind everyone
- TIP: Don’t be afraid to collaborate with other “Communication chairs” in other chapters
- TIP: Use your strengths or things you want to get better at e.g. social media. Are you good a photography? Take photos. Are you not good at photography? Take photos 😊
- TIP: Try to schedule as much out in advance as possible. Find out the speaker schedule with the secretary/treasurer.
- TIP: Try to get help from someone that is social media friendly or compliment you. Especially if you have to have a sub or can’t come to the meeting.
- TIP: Tag your chapter page and members.
- TIP: Create a marketing strategy. It can be just a one pager.
- TIP: Try to spend time where you members are at. More than likely it’s Facebook and/or LinkedIn
- TIP: Tools to use - Hootsuite, Dropbox, MailChimp or Constant Contact
- IDEA: Try out Eventbrite, LinkedIn, Facebook Events
- IDEA: Don’t be afraid to experiment – e.g. Facebook live / videos, Facebook ads, adding chapter members as the

Things I’m hoping to test out and do in the next year

- Incorporating video
- Adding quotes during the “middle” of the week: It’s Friday for us.
- Integrating LinkedIn
- Using my DSLR camera
- Adding FREE so that it attracts more visitors. Our meeting is FREE and the keynote speaker brings breakfast.

See a How-to video HERE: <http://prograshion.ceopress.com/?p=3866>

Examples

The screenshot shows a Meetup page for the group "Alexandria 'Positive Power' Business Networking". The page layout includes a top navigation bar with "Create a Meetup", "Invite", and "Get the app" on the left, and the Meetup logo and social media icons on the right. Below the navigation is a red header with the group name and a secondary navigation bar with "Home", "Members", "Sponsors", "Photos", "Pages", "Discussions", "More", "Group tools", and "My profile".

The main content area is divided into several sections:

- Welcome:** A "Schedule a new Meetup" button and a calendar view showing "Upcoming (10)", "Suggested (0)", and "Past" meetups.
- Positive Power Business Networking:** A featured event listing for "Franconia Moose Family Center" on "Wed Aug 30 7:30 AM". It includes a description: "Positive Power is an Award Winning local business referral group of 40 extraordinary people committed to helping each other build their businesses by participating in a..." and lists organizers: Gresham Harkless, Benjamin Hospelar, Brennan Gleason, Chris Link, Dan DeBates, and 12 more.
- What's new:** A vertical list of recent activity, including "New Meetup" and "New Members" with small profile pictures and timestamps.
- Recent Meetups:** A list of past events, each with a date, time, and a brief description. For example, "Positive Power Business Networking" on "August 16 - 7:30 AM" with "20 Business Professionals | 10 Photos".
- People in this Meetup are also in:** A list of related groups such as "DC Metropolitan Filers" (16,844 Filers), "Capital City REA" (Investors), "Fairfax Financial Prosperity Meetup" (568 Prosperity Peeps), "Hands On Real Estate NOWA R.E.J Meetup" (1,259 Investors), "Entrepreneur in High Heels (DMV)" (483 Cheers/Heers), and "Northern Virginia Women in Business" (1,161 Members).

At the bottom of the main content area, there is a section titled "You're hosting Positive Power Business Networking in less than a week. Who else should be there?" with a "Spread the word" button.



BNI Positive Power added 13 new photos — 😊

feeling positive at **BNI Positive Power**.

Published by Gresham Harkless [?] · August 23 at 10:13am · Alexandria · 🌐

Another Wednesday morning means another BNI meeting with "Positively Powerful People." Today we heard an awesome keynote from Bryon Todd of My Plumbing Company. He spoke about his business, the history of plumbing, described what makes a plumber truly does and the reasons to use a plumber.



Get More Likes, Comments and Shares ✕

This post is performing better than 80% of other posts on your Page. Boost it to get more great results.

89 people reached

Boost Post

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👤 Wilson A Lopez, Paula Garrison and 3 others Top Comments ▾



Write a comment...



Virginia Britton Cool function above, looking around.

Like · Reply · Message · 🌐 1 · August 24 at 5:34am



BNI Positive Power is 😊 feeling positive at 📍 BNI Positive Power.

Published by Gresham Harkless [?] · August 22 at 9:00am · Alexandria ·



This Wednesday (8/23), Bryon Todd will be giving his keynote. He is the owner and founder of My Plumbing Company and he will talk about his plumbing business and what makes a good referral for him.

Want to learn more? Need a plumber? Then come visit us this week & meet Bryon.

Register today as a visitor to BNI Positive Power to let us know you're coming - <http://bit.ly/2eovCfn> and join our Meetup group - <http://bit.ly/2eaBLx5> & don't forget to bring 40+ business cards.



127 people reached

Boost Post

👍 Like

💬 Comment

➦ Share

📧 Hootlet



👍 Virginia Britton, Mike Jones and Wilson A Lopez

