

# **SPE- Gulf Coast Section Communications**

**Bryan Marlborough**



**Gulf Coast Section**

# SPE-GCS 2017-2018 Team/Key Contacts

## **SPE-GCS Communications Chair**

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# SPE-GCS 2017-2018 Events – Add An Event

- Logged In > Events > Add An Event
- Fill in required information and details for your event
  - You will be required to add Pricing to your event.  
If it is free, set the price to \$0, otherwise set up each of the pricing options
- Click **Save**
- All How-To Instructions can be found online  
<http://www.spegcs.org/help-files/how-do-i-addedit-event/>

**NOTE: All events need to be added to the calendar at least one month in advance to ensure promotion via e-Newsletters**

The screenshot displays the 'Event Add' and 'Event Edit' forms in the SPE-GCS 2017-2018 Events management interface. The 'Event Add' form is on the left, and the 'Event Edit' form is on the right. The 'Event Add' form includes fields for Title, Description, Start Date/Time, End Date/Time, Time Zone, Priority, Type, Group, External URL, and Photo. The 'Event Edit' form includes tabs for Overview, Location, Organizer, Spokes(s), Registration, and Pricing(s). The Pricing(s) tab is active, showing fields for Pricing display name, Pricing description, Number of attendees, Payment required, Price, Include tax, Start and End, and Group.

**Event Add**

Title

Description

Paragraph

Start Date/Time \*

2014-09-09 6:29 PM

End Date/Time \*

2014-09-09 10:29 PM

Time Zone \*

(GMT-0500) US/Central

Priority

Priority events will show up at the top of the list with a star icon on the monthly calendar and

Type

Group \*

SPE-GCS Newsletter

External URL

Photo

Choose File No file chosen

**Event Edit**

Overview Location Organizer Spokes(s) Registration Pricing(s)

Pricing(s)

Pricing

Note: the registrants will be verified for users, members or a specific group(s) and only if the setting Anonymous Event Registration is set to 'validated' or 'strict'. [View or update the setting.](#)

Pricing display name:

Limited to first 200 Pre-Registrants

Pricing description:

Number of attendees

1

Total people (added to each registration to first pricing group, Ex: Table or Team)

Payment required:

Yes

Price \*

\$ 10.00

Include tax

Start and End

2014-06-23 6:57 AM to 2014-09-26 5:00 PM

Group

SPE-GCS Priority

SPE-GCS Newsletter & Development

# SPE-GCS 2017-2018

## e-Mail Publicity

### e-Blast Frequency:

- We will only send one e-blast per group per week to avoid spamming inboxes
- Exceptions can be made if attendance low

### e-Newsletter Frequency:

- e-Newsletters sent out around the 1<sup>st</sup> and 15<sup>th</sup> of each month.
- First e-Newsletter of the month contains events from the 1<sup>st</sup> to the 20<sup>th</sup> of the month
- Second e-Newsletter of the month contains events from the 15<sup>th</sup> to the 6<sup>th</sup> of the following month

### e-Mail Recipients

- Select distribution lists through SPEI profile to receive SG/Comm emails. **MUST BE ACTIVE SPEI MEMBER** to receive emails from SPE-GCS

# SPE-GCS 2017-2018

## e-Mail Publicity

Chair/Co-Chair or Publicity Chair can request targeted e-blasts sent to your group

[Download the E-mail Guidelines on the website](#)

### Requirements to send e-blasts:

- Only one point of contact to request e-blast to avoid confusion
- 48 hours notice to send e-blast
- Which study group(s) to send to
- Link to website event with title of the event and details required in email - *If content on website exceeds 6-7 lines, must provide revised text*
- Date/time to send email

### Send e-Blast to multiple groups:

- Must get permission from other study group chairs **EVERY TIME** one wants to send an email blast to multiple study groups

# SPE-GCS 2017-2018

## Social Media

- All events are promoted via social media through the official SPE-GCS LinkedIn, Twitter and Facebook pages
- To request extra promotion of your event, email David Scott at [daviswsd@gmail.com](mailto:daviswsd@gmail.com)

# SPE-GCS 2017-2018

## Privacy Policy/Guidelines

- All publicity must refer to the Gulf Coast Section at SPE Gulf Coast Section, SPE-GCS or Society of Petroleum Engineers Gulf Coast Section
- SPEI Privacy Policy guidelines can be found online
- Any distribution of emails promoting SPE-GCS events through channels other than Informz (i.e. – your work email or gmail account) is **strictly prohibited**
  - **CAN-SPAM Act of 2003 (among others) penalizes groups and organizations that send unsolicited communications**

# SPE-GCS 2017-2018

## Page Updates

### ■ STUDY GROUP AND COMMITTEE RESPONSIBILITIES:

- Keep your file library current
  - Post presentations, photos, webinars, etc.
- Maintain officer positions and permissions
- Request e-Blasts for your group
- Attach webinar instructions to your event
- Keep your webpages updated
- Consider having a dedicated website officer



# SPE-GCS 2017-2018

## How-To Files

- SPE-GCS.ORG CONTAINS A HELP FILE LIBRARY
- Hover over the Content link and click on Help Files
- Search for help files by topic in the search bar or by quick links provided on the Help Files page

The screenshot displays the SPE-GCS website interface. At the top, a navigation bar includes links for Content, People, Reports, Quick Links, and Support. A sidebar menu on the left lists various categories such as Apps, Articles, Boxes, Directories, Discounts, Events, Files, Forms, Help Files, Industries, Invoices, Jobs, Locations, Navs, News, Pages, Photo Album, Redirects, Regions, Resumes, and Stories. The 'Help Files' section is highlighted in green. The main content area, titled 'Help Files', features a search bar with a 'Search' button. Below the search bar, a 'Topics' section lists various help topics in two columns, including Events, Files Management, General, How do I create a link to a file someone can download off the site?, Linking Words to a URL, Officer Positions, Photo Albums, Super-Users Only, Tags, User Group Permissions, and User Groups. At the bottom right, there are sections for 'Request Help File', 'Featured' (with a link 'How do I Add a File to the File Library and Categorize it?'), and 'FAQ' (with links like 'How do I Edit Categories in Business Directories?', 'Where is the SPEGCS Signed W9 Form?', 'How do I Add a File to the File Library and Categorize it?', and 'How do I Add a File to the File Library and Categorize it?'). The footer of the website shows the URL 'www.spegcs.org/events/2686/#' and the SPE International logo.