# Your Advertising Options and Contacts

<table>
<thead>
<tr>
<th>Weekly Email Blast</th>
<th>Lindsey Newsome (<a href="mailto:webmaster@spegcs.org">webmaster@spegcs.org</a>)</th>
<th>Weekly on Mondays</th>
<th>A week prior</th>
</tr>
</thead>
</table>
| - Text blurb/ description about event  
- Time and place  
- Registration link  
- Flyer optional  
- Sponsor to be acknowledge |

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<th>Email Blast</th>
<th>Lindsey Newsome (<a href="mailto:webmaster@spegcs.org">webmaster@spegcs.org</a>)</th>
<th>As Requested</th>
<th>2 days before</th>
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| - Text blurb about event  
- Time and place  
- Registration link  
- Flyer recommended  
- Sponsor to be acknowledge |

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<th>Social Media</th>
<th>YP Communications (<a href="mailto:communications.spegcs@gmail.com">communications.spegcs@gmail.com</a>)</th>
<th>As Requested</th>
<th>2 days before</th>
</tr>
</thead>
</table>
| - Text blurb about event  
- Time and place  
- Registration link, QR code (optional)  
- Flyer highly recommended  
- Speakers, sponsors, and committees tags |

Website Inquiries: Lindsey Newsome (webmaster@spegcs.org)  
General Communications Inquiries: Debora Martogi (demsimanjuntak@gmail.com) and Thomas Shattuck (TShattuck@akingump.com)
WEEKLY EMAIL BLAST

• Received by ~9,000 members

• Event advertising request will show in SPE-GCS weekly email under “Featured Events” section as shown on the right

• Priority given to near-future events needing registrants’ boost
EMAIL BLAST

- Received by select mail list recipients
- Independent single event email blast as shown on left
- Priority given to near-future events needing registrants’ boost
- Limited spots per week to avoid spamming SPE-GCS mail recipients
LINKEDIN POST

• Received by up to 20,000 SPE-GCS LinkedIn followers

• Event advertisement will be posted through SPE-GCS LinkedIn Page

• Event flyer and tagging speakers, sponsors, and committees are highly recommended
SOCIAL MEDIA REQUEST GUIDELINES

When requesting a social media post, please provide the following to communications.spegcs@gmail.com:

• **Description** - includes at least:
  - Brief Text Description
  - Date, Time, Location
  - Tags of speakers, sponsors, and committees (Let us know who you want to tag with @_name_). Please share full LinkedIn name of user to facilitate their finding.
  - Any Hashtags
  - Feel free to look at the [Society Petroleum Engineers – Gulf Coast Section LinkedIn Page](https://www.linkedin.com/company/society-petroleum-engineers-gulf-coast-section) for inspiration.

• **Graphic**
  - If you do not provide a graphic, we can make one for you following a standard template. However, we'd like for you to contact us at least 1 week prior to when you want to start posting in order to allow for proper feedback to make sure all info is correct.

• Please send your request at **least 2 days** in advance. Most posts will be posted the day of or after. If you would like to have the post on a certain date, please specify in your email. Most times we can accommodate.

• The best way to get exposure is to have members share and comment on the post throughout the week. This will keep the post alive and circulating.

• We try to space out most of the postings so they get enough exposure, but there are many posts that go through the page, so it is easy for a certain ad to get 'lost'. Please keep that in mind.

• Feel free to send me a reminder if you don't see it posted in a few days after sending in your request.
Additional Communications Resources

Event Documentation
- 2021-2022 Event Pricing Guidelines
- Group Sponsorship Flyer Template
- Special Event Naming Guidelines
- In-Person Webinar Procedure Guide
- Hosting A Zoom Meeting Document
- Hosting A Zoom Meeting Video
- GoTo Meeting Training Document
- GoTo Meeting Training Video
- Webinar Recording Guidelines
- Email and Social Media Request Guidelines

Website How-To Documentation
- How To Add Events
- How To Edit Committee & Study Group Rosters
- How To Update Email Preferences
- On-Demand Content Workflow Process
- Communication Process How-To
- 2022-2023 Communications Tutorial Passcode: !952Q2fT

Email Marketing Documentation
- Email Marketing Guidelines
- How To Request An e-Blast

Go to: spegcs.org/member-resources/