

SOCIAL MEDIA



REGIONAL SOCIAL MEDIA

FGI HEADQUARTERS SETS THE GUIDELINES AND PARAMETERS FOR ALL FGI DIGITAL COMMUNICATIONS IN ORDER TO MAINTAIN CONSISTENCY OF THE FGI BRAND.

- THERE IS ALOT OF ROOM FOR CREATIVITY AND ADDING YOUR REGION'S OWN PERSONALITY ON SOCIAL MEDIA BUT THESE GUIDELINES MAKE IT EASIER TO NAVIGATE THE DIRECTION, DO'S AND DON'TS.

KEEPERS OF THE BRAND

THE FGI BRAND: THE FGI BRAND STANDS FOR: PROFESSIONALISM, CONNECTION, EXPERTISE, CONSISTENCY, COMMUNITY, INCLUSION, ACCESS, GLOABL PRESENCE.

MISSION: TO SUPPORT OUR MEMBERS IN THEIR CAREERS BY PROVIDING VALUABLE INDUSTRY RESOURCES AND INFORMATION.

POINT OF VIEW: FGI's UNIQUE OFFERING - CONNECTION. FROM IT'S INCEPTION, OUR FOUNDERS CAME TOGETHER FROM ALL INDUSTRIES TO SUPPORT ONE ANOTHER IN THEIR CAREERS. OUR FOCUS IS THE BUSINESS OF FASHION AND WE PROVIDE CONNECTIONS AND INSIGHT WITHIN THE FASHION, BEAUTY AND HOME INDUSTRIES AND BEYOND.

FGI VOICE: FGI IS AN ENTITY, FGI IS A PROFESSIONAL ORGANIZATION, NOT AN INDIVIDUAL VOICE.

BRANDING CONSISTANCY

FGI HEADQUARTERS. SOCIAL MEDIA IS OFTEN THE FIRST IMPRESSION OF YOUR BRAND / ORGANIZATION. IT'S IMPORTANT TO HAVE A HIGH LEVEL OF QUALITY AND CONSISTENCY IN YOUR SOCIAL MEDIA BRANDING.

EXCLUSIVE CONTENT

TELL THE FGI STORY. FGI EVENT INVITATIONS THAT CONTAIN THE FGI LOGO.

- NO EVENTS ARE TO BE PROMOTED ON YOUR SOCIAL MEDIA THAT ARE NOT FGI EVENTS. PARTNER EVENTS THAT HAVE THE FGI LOGO ON THE INVITATION ARE ACCEPTABLE.
- RECAPS FROM FGI EVENTS ARE GREAT CONTENT. TAKE GOOD PHOTOS AT EVENTS.
- FGI HERITAGE
- FGI NY WILL BE PROVIDING MORE CONTENT
- NEW FGI CONNECTIONS MATTER VIDEO
- FGI ARCHIVES (FROM NY AND YOUR LOCAL REGION)
- OUR SOLID HISTORY AND LEGACY SETS US APART FROM MOST OTHER "COMPETING" ORGANIZATIONS IN EACH OF OUR CITIES. WE NEED TO HIGHLIGHT THAT.

NEWS & RECRUITMENT

MEMBERSHIP NEWS. CONGRATULATE MEMBERS FOR PROFESSIONAL ACCOMPLISHMENTS, PRESS, ETC

- MEMBER SPOTLIGHTS (SOME REGIONS DO "MEMBER MONDAYS"), ETC.
- ACKNOWLEDGE NEW MEMBERS.
- NEVER SHARE POSTS FROM MEMBERS. ALWAYS CREATE YOUR OWN POSTS ON FGI ACCOUNTS.
- NOTE: FGI IS NOT A PLATFORM FOR SELLING SOLICITATION ON BEHALF OF MEMBERS. FGI DOES NOT PROMOTE MEMBERS' PRODUCTS, SERVICES, TRUNK SHOWS, PROMOTIONS, ETC. IF A BUSINESS WANTS TO OFFER A SPECIAL DISCOUNT / OFFERS / EXCLUSIVE INVITATIONS TO FGI MEMBERS, THOSE SHOULD BE SENT IN "MEMBER BENEFITS" EMAILS.
- MEMBERSHIP CAMPAIGNS
- FGI MEMBERSHIP MARKETING MESSAGES. "BE PART OF THE COMMUNITY" "FGI GLOBAL NETWORK" #FGI # CONNECTIONSMATTER #FGIGLOBALNETWORK
- WHAT ARE THE BENEFITS OF MEMBERSHIP? FGI MEMBERS CHECK YOUR MAIL FOR...

CONTENT IS FROM FGI

SOCIAL MEDIA CONTENT ORIGINATES FROM FGI

- FGI SOCIAL MEDIA IS A DESTINATION. WE ARE NOT HERE TO SHARE OTHER PEOPLE'S /ORGANIZATIONS' CONTENT. WE NEED TO POSITION OUR SOCIAL MEDIA ACCOUNTS AS PROFESSIONAL INFORMATION SOURCES. SHARING POSTS FROM OTHER ACCOUNTS CAN LOOK SLOPPY AND OFF BRAND FOR AN ORGANIZATION.
- WE DON'T "SHARE" POSTS FROM OTHER SOCIAL MEDIA ACCOUNTS(EXCEPTION IS IN "STORIES"). IF YOU WANT TO "SHARE" A MESSAGE FROM ANOTHER ORGANIZATION OR PERSON THAT PERTAINS TO FGI, YOU SHOULD CREATE A POST FROM THE FGI ACCOUNT WITH THE MESSAGE, NOT "SHARE " OR "REPOST". STILL GIVE CREDIT FOR ANY PHOTOS, ETC.

UNACCEPTABLE CONTENT

SOCIAL MEDIA CONTENT ORIGINATES FROM FGI

- PERSONAL COMMENTARY - NOTE PERMITTED ON ANY SUBJECT FROM THE FGI ACCOUNT.
- NO PERSONAL OPINIONS, ENDORSEMENTS OR CRITICISM DISGUISED AS AN FGI OPINIONS - FGI IS A POLITICALLY NEUTRAL ORGANIZATION.
- ANY STATEMENTS ABOUT CULTURAL ISSUES ARE ONLY TO COME FROM HQ WHO WILL SEND REGIONS APPROVED MATERIALS.
- MARYANNE GRISZ, PRESIDENT / CEO OF FGI, IS ONLY QUOTED "VOICE" OF FGI IN NATIONAL NEWS.
- SALES PROMOTION - WE ARE NOT AN ORGANIZATION THAT SOLICITS ON BEHALF OF MEMBERS OR ANYONE ELSE.
- PERSONAL FAMILY OR FRIEND PHOTOS NOT RELATED TO FGI ARE NOT ACCEPTABLE
- SELFIES AND VIDEO SELFIES ARE NOT PERMITTED BECAUSE THEY IMPLY AN INDIVIDUAL VOICE, NOT THE FGI VOICE.
- INVITATIONS WITH THE FGI OFFICIAL LOGO ARE NOT PERMITTED
- MULTIPLE SOCIAL MEDIA ACCOUNTS PER REGION ON A SPECIFIC PLATFORM ARE NOT PERMITTED.
- DO NOT MAKE A NEW SOCIAL ACCOUNT FOR ANY OF YOUR EVENTS EITHER. YOU CAN CREATE FACEBOOK EVENTS, ETC.

ACCESS & MAINTENANCE

SOCIAL MEDIA CONTENT ORIGINATES FROM FGI

- ALWAYS: SUPERVISION FOR FGI SOCIAL MEDIA BY A BOARD MEMBER WHO CAN MONITOR CONTENT.
- SOCIAL ACCOUNT LOGINS: ALL SOCIAL MEDIA ACCOUNT LOGIN INFO IS TO BE GIVEN TO NY AS A BACKUP PROTECTION FOR THE REGIONS.
- HASTAGS: #FGI #FGIGLOBAL #CONNECTIONSMATTER #FGI(ADD ASSOCIATE REGION)

NEW SOCIAL PLATFORMS

SOCIAL MEDIA CONTENT ORIGINATES FROM FGI

- ANY & ALL NEW SOCIAL CHANNELS OR APPS, MUST BE PRESENTED / DISCUSSED WITH YOUR FGI REGIONAL DIRECTOR, BEFORE USAGE.