

International Association of Professional Farriers Inc.

MARKETING COMMITTEE

Standard Operating Procedures and Guidelines



International Association of Professional Farriers

MARKETING COMMITTEE **Standard Operating Procedures & Guidelines**

The Marketing Committee is responsible for generating, proofing and submitting articles, videos, and other promotional items for publication concerning farriery to our Educational Alliances and Partners, the *American Farriers Journal*, *The Horse*, social media (i.e. Facebook, Instagram, Twitter, etc.), and other publications. It is also responsible for the generation and development of the brochures and other promotional items (i.e. posters) which the IAPF makes available to its members and the general public. These are the guidelines this Committee will follow:

SECTION A – PRINTED ARTICLES

Generation of Articles

Articles, videos, and other promotional items for publication will be accepted from current AAPF/IAPF members in good standing. Articles and videos presented for publication should concern farriery and farrier related topics. This can include topics concerning:

- Running small businesses
- Insurance concerns
- Advertising/Promotion/Marketing
- Banking
- Computer software
- Tool making and maintenance
- Shoeing rigs and related materials
- Shoe making and modifications
- Tips for everyday hoof-care
- Other farrier related topics

Standard Operating Procedure Concerning the Acceptance of an Article

Articles and videos for publication must first find their way to the Chairman of the Public Relations Committee who will then present the article to the Committee for review, comment, and acceptance and ultimately, approval. Once the article has been accepted and approved it will then be forwarded to the Executive Director (ED). Unless the Public Relations Committee includes special instructions or a destination for an article, it will be up to the ED to send the article out for publication in an appropriate direction. Articles will be put in the “bank” and distributed when there is a need. Articles could be sent to the *American Farriers Journal*, *The Horse: Your Guide to Equine Health Care*, or one or more of our Alliance members (i.e. American Saddlebred Horse Association, Appaloosa Horse Club, United States Hunter Jumper Association, United States Pony Clubs, etc.)

Review

The Chairman will assign each article to a Committee member who will review the article.

The article will be reviewed for:

- Syntax and grammatical correctness
- Composition. Each article needs a title, an introduction, a body of work, and a conclusion.
- Media. If Media is included in the form of pictures, videos, or charts, they must be clear and of good presentation quality (high resolution). An example of unacceptable media would be pictures out of focus, or too small to be printed.

Upon completion of review by the Committee member, the article will then be forwarded back to the Chairman who will then present it to the whole Committee for approval. If the article is edited, the Chairman will then present it back to the author for his/her approval for publication. If approved, the

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Chairman will then follow the instructions as listed in the section above.

If the article is not approved, the Committee will detail ways to improve the article and the Chairman will then forward this information to the author. The author will be asked to resubmit the amended article back to the Chairman for approval and acceptance.

Acceptance or Denial of an Article for Publication

It is not the intent of the Committee to control the thoughts or ideas of an author, however it is the responsibility of the Committee to ensure that the information presented on behalf of the IAPF is not only a quality product, but one containing credible information.

This Committee is open to new ideas presented with credible documentation and or references. This Committee is willing to aid any and all presenting authors in their quest to have an article published; however, the Committee also reserves the right to deny an article that is deemed not in the best interest of the IAPF.

Continuing Education Credits

The IAPF will offer Continuing Education (CE) credits for articles submitted and approved by the committee, using the following formula:

Text with Viewable Media (Pictures &/or Graphics) (minimum of 1000 words)	30 CE Credits
Text with Viewable Media (Pictures &/or Graphics) and Contains a Bibliography (minimum of 1000 words)	40 CE Credits
Videos for Social Media	?? CE Credits

SECTION B – BROCHURES

Brochures

The members of the Committee will be expected to collaborate with each other to fulfill the task of creating, editing, and approving all brochures printed under the name of the IAPF.

A target audience or need will be identified for every brochure. Committee members will work with the Executive Director (ED) to determine size, layout, scope, and content of each brochure. The IAPF Educational Partners will be listed on the back panel of all brochures. Once the committee approves a brochure it will be sent to the Executive Director for publication and distribution.

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SECTION C – SOCIAL MEDIA

Social Media Platforms Used by Association

From time to time the Association shall review the various social media platforms which offer the best reach of its members and others interested in the association. Currently, the Marketing Committee has identified these platforms and respective uses:

- a. Facebook – The Association shall use two pages within Facebook – one a public page (International Association of Professional Farriers) and a private group for members only (IAPF Members). Articles and videos will be shared on these pages.
 - a. Administrators and Editors:
 - i. Administrators for our Facebook account should be a member of the Social Media Sub-Committee and the Executive Director. These two should be the only persons allowed to spend funds on behalf of the association and approve all other members of the sub-committee and others as “Editors” on our Facebook pages. The Editors would be able to do all things the Administrator can do except spend funds and name additional persons as Editors or Administrators.
 - b. Use of Hashtags:
 - i. Each post should have at least 5 hash tags attached to it. The following four (4) tags should be on every post:
 1. #IAPF
 2. #AAPF
 3. #professionalfarriers
 4. #farrier
 - ii. The 5th tag should be post specific. Consideration should be given to using any of the following as appropriate for the subject of the post:
 1. #mentoring
 2. #farrierassistance
 3. #farrierCE
 4. #farrieraccreditation
 5. #hoofcareessentials
 6. #horseowners
 7. #farriercredentialing
 8. #onlinestore
 9. #calendarofevents
 - iii. Considerations should always be made that we want to stay in step with programs that we offer as well as other important opportunities that can be found on our website.
- b. Instagram – The Association shall use Instagram to share photos and videos for a more public audience.
- c. Twitter – This platform shall be used to promote news items about the association and, if appropriate, its Educational Partners and/or members.
- d. YouTube – The committee shall develop two accounts within YouTube. The first shall be a private account used by the committee and others who have created articles and videos which are under review by the committee. The second account shall be for the public and allow for the posting of finished videos and viewable by the public. In addition, links to these finished videos may be made for the association’s Continuing Education opportunities for webinars, podcasts, etc.

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The committee shall always be mindful so as not to share the same information over all social media platforms at the same time.

Articles and Videos for Social Media (Facebook, Twitter, etc.)

The Chairman will identify a Sub-Committee to review and accept or reject (with recommendations for improvement and ultimately, accept), articles and videos which can be posted on our social media platforms. Ideally, there shall be 3 – 5 posts per week on the association's social media sites.

Types of posts may include:

- News items from the association and its Educational Partners and/or members
- Informational and educational videos produced by outside sources (e.g. *American Farriers Journal*, *The Horse*, Educational Partners, etc.).
- Educational videos created by fellow IAPF members
- Calendar of events promoting events sponsored by either the association or members of the association
- Farrier tips
- Posting of articles and videos created by non-members shall be made at the discretion of the sub-committee.
- Other (as deemed appropriate by the sub-committee)

The process of seeking approval of videos shall include:

1. Videos and articles shall be reviewed by an Administrator. If the article/video is appropriate for sharing on an IAPF social media platform, he/she shall re-format it so as to include a title page and the IAPF logos.
2. He/She shall then forward the article or video to a sub-committee made up of the chairman, one other member of the committee, and the Executive Director.
3. All three members of this sub-committee shall “reply-all” with their acceptance or rejection of the article or video.
4. If all three members of this sub-committee approve the article or video, the Administrator shall post it to the appropriate social media platform.
5. If the video is not approved, the Chairman will notify the person(s) submitting the article or video and ask them to make appropriate changes and re-submit the article or video.

Other Posts for Social Media

The Executive Director shall also work with the Committee and Administrator in regard to:

1. Educational Partnership Spotlight
 - a. A list of current (and eligible) Educational Partners, along with promotional text of each, shall be shared with the Administrator on a quarterly by the Executive Director.
 - b. The Administrator shall post information (name, logo, and information) about an Educational Partner every week. Consideration shall be made to confirm that no post shall be construed as an endorsement by the IAPF of any Educational Partner.
2. Advertisements
 - a. As it becomes appropriate, the Committee shall work with the Administrator and ED to design “block” advertisements which promote a specific part of the association's website and/or programming.

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Additional Marketing Opportunities

The Committee shall always be aware of, and on the lookout for, additional methods of promoting the association, while keeping in mind the targeted audiences of the association:

- a. Membership (Farriers, Veterinarians, Retailers, Manufacturers, Distributors, etc.)
- b. Horse Owners
- c. Breed Associations
- d. Discipline Associations
- e. Hoofcare Essentials™ Clinics
- f. Other

Standards for Posting on IAPF Social Media Sites and Blogs

- We encourage members to post questions or thoughts (with or without photos) that are helpful or educational to the group.
- We encourage members to share their photos and videos of their work... For Educational Purposes ONLY
- Members can share photos and videos of (or refer to) previous work done by a previous farrier or Veterinarian...
- Names and/or locations must not be mentioned
- All farriers have done bad jobs in the past, and made poor choices. We are not here to point out that someone is a poor farrier or vet (or that a client made a poor choice). We only want to learn from past mistakes (whether our own or someone else's).
- Be sure to explain what you did (or will do) to correct the issues, why you did it (or will do), and what you want to see in the future
- Or, you can ask for advice, ideas or suggestions of what to do with the current situation
- We do, however, encourage positive posts/ comments of other farriers, veterinarians & clients.
- If a post does not meet these standards, the Administrator shall inform the sub-committee to seek their confirmation. If all agree, the post shall be deleted or hidden.