



Social Media Guidelines for BNI[®] Chapters

VERSION 4 (Updated August 2020)



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These official social media guidelines for BNI chapters manual has been updated since the previous version (version 3: published on 5-4-20). Below is the list of these updates.

Introduction:

- 1: This Version Page added.
- 2: Contact information added to the bottom.
- 3: Table of Contents updated

General:

- 5: Added BNI Core Group recommendations for social media pages for pre-launched chapters.
- 6: Added an account labeling chart, the official colors, and the link to the Branding standards manual. Plus, updated and relocated the recommended photo sizes.
- 7: Reformatted the Graphic information about BNI Brandshare / BNIbranding.com and added the links for the social media profile photo, cover photo, and the post graphics.
- 8: The recommendations from Meena of Scion on what to post on social media are in **BOLD**.

Facebook:

- 15: The “My Story” feature of a business page (classic layout) is not in the new layout.
- 16: Updated the page permission section and added a link for Admins. The BNI Core Group recommendation for creating a “Group” page added.
- 17: Added how to change the color of a Facebook group to BNI Red
- 18: Added the links for Facebook’s profile photo and cover photo.
- 19: Added the recommended photo dimensions for Facebook “Group Page” cover photos.
- 20: The page held for Authorized Graphics was removed as the links were added to page 18.
- 21: Added the tips to improve organic reach on Facebook.
- 22: Added how to create a Facebook event for a BNI Visitor Day.
- 24: Any Facebook ads set up by the chapter are paid by the Sect from the chapter dues account.

LinkedIn:

- 29: Updated the page permission section about Leadership Team Transitions, added the BNI Core Group recommendation for a “Group” page, and hashtags moved.
- 30: Added the sizes and links for LinkedIn’s profile photo and cover photo. The page held for Authorized Graphics was removed as the links were added to page 30.
- 31: LinkedIn Advertising Information Page added
- 32: Added how to create an event on LinkedIn for a BNI Visitor Day.

Instagram:

- 35: Added the branding and photo links for the Instagram profile photo.
- 36: Additional suggestions added for approved content. TikTok restriction in USA added.

Legal Disclaimer

Social media, online networking, and the internet can be powerfully effective tools for marketing, relationship building, and more. Naturally, many BNI® Chapters have already created social media pages to establish their BNI® brand visibility online, build credibility, educate their members, and attract potential new members. However, if we do not leverage social media appropriately, it can instead yield a negative impact and even serious legal repercussions. BNI® as an organization must be extremely careful of how our intellectual property (trademarks, logo, messaging, and brand materials) is used online. The issue with social media is that it is a public forum and easily copied and shared with people outside of BNI®. Social media posts are often misused and misinterpreted. Many times well-intentioned communications can have unintended negative consequences on social media. If we are careless, we risk damaging the BNI® brand as well as losing our credibility as a professional, ethical organization.

As the BNI® Chapter Leadership Team (BNI® Director, President, Vice President, and Secretary) will be managing all the online and social media marketing of BNI® for your chapter. Therefore, you will be coordinating with your BNI® Executive Director on maintaining these “BNI® Social Media Guidelines for Chapters”.

You may appoint one of your chapter’s members to be the official “online communication coordinator” to manage your online marketing. These “BNI® Social Media Guidelines for Chapters” will apply to anyone managing the online marketing for you. They will need to agree to follow all BNI® policies and procedures. You agree to contact your BNI® Executive Director if the continued functioning of BNI® is affected, threatened or jeopardized due to the online marketing of your BNI® Chapter by you or anyone you appoint to this role.

Please register the contact information (name and email) of anyone who will be managing your chapter’s social media pages with your BNI® Executive Director.

If you have any comments or suggestions to add to these social media guidelines, please email them to Brian Bentzen at his BrianB@BNI.com email. We will review your suggestion for possible inclusion in our next version.

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General Social Media Guidelines for BNI[®] Chapters



Recommended Social Media Platforms for BNI® Chapters

- **Facebook:** The largest social networking site in the world and one of the most widely used. Therefore, BNI chapters are recommended to have both a Chapter Business Page and a private Facebook “group” page for their members to chat among themselves. **BNI CORE GROUPS:** Create only an “Open Group Page” while the new chapter is forming. Do not create a Facebook business page until the chapter officially launches. Once the chapter launches, please change the group page settings to “Private”.
- **Instagram:** This phone-based platform is completely based on sharing photos and videos. However, it will also support the hosting of the same photo or graphic posts as on your Facebook page. The posts on Instagram should be focused on the “Millennial” business owner as Instagram is a social media platform preferred by business owners under the age of 35. Therefore, all BNI® Chapters should have an Instagram page that is linked to your Facebook business page for promoting visitor days, mixers, and social events.

Optional Social Media Platforms for BNI® Chapters

- **LinkedIn:** This is easily one of the most popular professional social networking sites used across the globe by all types of professionals and serves as an ideal platform to connect with different businesses. The posts on LinkedIn should be professional and focused on business owners as current members or potential visitors. Therefore, it is optional for BNI® Chapters to have a LinkedIn business page. **BNI Core Groups:** should not create a LinkedIn business page until the chapter officially launches. Instead, they can create a “Group Page” to promote the core group and find visitors.
- **Nextdoor:** This is a private social networking platform for neighborhoods allowing users to get connected with the people and local businesses in their local neighborhood. If this platform is available in your region, we recommend that your BNI® chapters promote themselves on Nextdoor.

Social Media Platforms NOT recommended for BNI® Chapters

- **Twitter:** This “current events” platform shares what is going on right now. Therefore, this platform is ideal for news agencies. Twitter also makes it possible to promote BNI® through tweets. However, Twitter pages are not recommended for BNI® chapters as BNI chapters do not have a unique BNI email to set up and manage a Twitter page.
- **YouTube:** We recommend that only the BNI® country hosts a YouTube page. Videos created by BNI® chapters would be hosted on the national YouTube page.

BNI BRANDING FOR BNI CHAPTERS' SOCIAL MEDIA PAGES

Labeling The Account Names of Your BNI® Chapter's Social Media Pages

Chapter	BNI [Chapter Name] – [City, State/Country]	BNI Riverside Executives - Rancho Cordova, CA
Chapter Forming (Prelaunch)	BNI [Core Group Name] CORE GROUP (New BNI Chapter Forming in [Location]) <small>Create only an "Open Group Page" while the new chapter is forming. Do not create a business page until the chapter officially launches.</small>	BNI Capital City CORE GROUP (New BNI Chapter Forming in Sacramento, CA)
Groups	BNI [Chapter Name] – Members Group	BNI Riverside Executives – Members Group

Properly naming your BNI® chapter's various social media pages is important to help the pages stand out as official communication from your BNI® Region. Please add the name of your region or city with your state or country after a dash for your social media name.

Do not use the long version of spelling out BNI as "Business Network International" as the title or account name. What not to do: ~~Business Network International [Chapter Name]~~

The 2020 BNI Branding Standards as of May 15, 2020:

Please use the following colors for the marketing of BNI on your social media pages:

Red:	#CF2030	Pantone #186	207 – 32 – 48
Dark Grey:	#64666A	Cool Grey #10	100 – 102 – 106
Light Grey:	#C868C8	Pt Grey #3	200 – 200 – 28

- Please stop using the old color pallet of **Burgundy**, **Grey**, and **Blue**
- Replace all the old logos with our newest logo.

The BNI 2020 Brand Standards manual is available here: <https://bni.canto.com/b/HJTIO>

Social Media Photo Sizes

Posts Photos

Facebook:

- 1200 x 630 pixels

Twitter:

- 1024 x 512 pixels

LinkedIn:

- 1104 x 736 pixels

Instagram:

- Landscape: 1080 x 566 pixels
- Portrait: 1080 x 1350 pixels
- Square: 1080 x 1080 pixels

Cover Photos

YouTube:

- 2560 x 1440 pixels

Twitter:

- 1500 x 500 pixels

LinkedIn:

- 1128 x 191 pixels

Facebook:

- Business Page: 820 x 312 pixels
- Group Page Cover: 1640 x 856 pixels
- "Our Story" Header: 1200 x 445 pixels

Profile Photos

Facebook:

- 360 x 360 pixels

Twitter:

- 400 x 400 pixels

LinkedIn:

- 300 x 300 pixels

Instagram:

- 320 x 320 pixels

Social Media Graphics of BNI® Chapters

Preapproved graphics for your chapter's social media pages with our new logo and brand are available on our new BNIbranding.com website or by contacting your BNI® Executive Director.

Some of our new graphics are designed as templates that allow for chapter customization, such as translating the text into your language. While editing you are still expected to follow the official BNI® Global Brand Standards. Should you have any questions regarding the customization of graphics or branding elements, please reach out to your BNI® Executive Director.

Approved Profile Photos:



Do not add your chapter name or additional graphics to our new logo for use on your social media pages. We have already created personalized chapter logos for your chapter. Please contact your BNI® Executive Director for your chapter logo.

Please click on this link to download this graphic in the appropriate profile photo sizes for Facebook, LinkedIn, Twitter, or Instagram: <https://bni.canto.com/b/G0NAK>

Approved Cover Photos:

Please click on these links to download our preapproved cover photos: (Text on graphic can be translated or edited)



Facebook: <https://bni.canto.com/b/RT9GR>

Twitter: <https://bni.canto.com/b/R23QU>

LinkedIn: <https://bni.canto.com/b/HB78P>

YouTube: <https://bni.canto.com/b/RR0OA>

Approved Post Photos / Graphics:

Our database of preapproved BNI graphics includes: (Please use these links to assess the files)

BNI's 35th Anniversary
<https://bni.canto.com/b/RFBLV>

Business Boosters
<https://bni.canto.com/b/RAQ4T>

Proud Member Icons
<https://bni.canto.com/b/H1E6E>

BNI Online™
<https://bni.canto.com/b/HV5DT>

Member Spotlight
<https://bni.canto.com/b/HMF3U>

Worldwide Visitor Week
<https://bni.canto.com/b/HK6BD>

Brand Refresh
<https://bni.canto.com/b/RAQ4T>

Power Hours
<https://bni.canto.com/b/R68JF>

Zoom Virtual Backgrounds
<https://bni.canto.com/b/RD2TE>

How to download these files: **(WITHOUT TRANSLATING)**

- Click on the various links to open them in your browser.
- Hover over the thumbnail.
- Hover over the download icon on the asset's thumbnail
- Click on the top right-hand drop-down to select to download the file the desired preset size for each of your various social media pages
- Click the download button in the bottom left-hand corner and the file will download directly to your desktop or mobile device.

How to download these file: **(FOR TRANSLATING)**

Please download the Non-English Quick Tips for the steps: <https://bni.canto.com/b/H3MUV>

Approved Social Media Content for BNI® Chapters

The ideal social media audience for BNI® Chapter's pages includes current BNI® members, chapter alumni, prospective visitors, and your local small to medium-sized businesses. The content should be appropriate for all individuals who fit this audience.

Content posted on your various social media pages may be considered official communications from BNI Global and can encourage or dissuade visitors from visiting your BNI® chapter. As such, it is important to ensure content posted regularly on your page is appropriate for a general business audience.

Suggested posting ideas for your various BNI® chapters' social media pages include:

- New BNI® chapter members
- Celebration of your BNI® Chapter Anniversary
- Renewing membership anniversaries
- Upcoming Member Success Program classes
- Tips for BNI® Connect or BNI® University
- **Testimonials from current members**
- Upcoming featured presentation speakers
- Chapter social events
- Chapter Business Voices- community involvement activities
- Promoting Visitor days
- **Videos from your members**

Additional posts can be shared from posts on your BNI® Regional and National social media pages:

- **Recognition of achievements, milestones and success stories**
- Appropriate national holiday greetings and wishes
- BNI® Core Values
- BNI® Global Convention information
- BNI® Podcast Posts
- Business-related content – tips, trends, etc.
- Entrepreneur.com articles from Dr. Ivan Misner
- International Networking Week events
- Ivan Misner Blogs
- Ivanism Quotes
- Links to business or networking related articles
- National Conference information
- Networking tips
- **Sharing posts from Dr. Ivan Misner's social media pages.**
- Suggested Educational Moment topics
- **Videos from your Director**
- Why Join BNI®? Posts
- **Worldwide BNI events**

Suggested Social Media Hashtags for BNI® Chapters

To help you connect with your community, there are a series of suggested hashtags that can help your posts reach more people. Do not use more than TWO of these hashtags on each of your posts to maintain a professional image on Facebook, Twitter, and LinkedIn. However, you can add up to FOUR hashtags on your Instagram posts.

The suggested hashtags include:

#BNI	#GiversGain
#BNI[CountryName]	#GrowingForwardTogether
#BNI[Nameofregion]	#ItsEasyToConnect
#BNI[chaptername]	#IvanMisner
#BNICorevalues	#LocalBusinessGlobalNetwork
#BNIglobal	#MomentsofGiving or #MOG
#BNImeeting	#Networking
#BNIreferrals	#NowMoreThanEver
#BNIworldtour	#ReferralNetworking
#BusinessNetworking	#RestartingTheWorld
#BusinessVoices	#VisitorDay

Registered Trademarks

Please include the symbol ® with these words

BNI®	Business Network International®	International Networking Week®
BNI U®	Changing the Way the World Does Business®	Local Business – Global Network®
BNI Foundation®	Dr. Ivan Misner®	VCP Process®
BNI Online™	Givers Gain®	VCP®

Social Media Posting Frequency for BNI® Chapters

For the BNI® chapter's social media pages, it is best to regularly post daily on the page to keep followers engaged. The ideal posting frequency for a BNI chapter is generally recommended as **EVERY OTHER DAY** depending on the quality of content. Occasionally, you might want to post twice daily to promote visitor days or during special events. However, and you do not want to exceed 12 posts per page per week to avoid spamming followers.

For non-English speaking chapters, we understand that time is needed to translate the English posts from Dr. Ivan Misner's or BNI® Global's social media pages. Plus, many of our graphics are embedded with text in English or the photos used in these posts are not culturally relevant for other countries. Therefore, we recommend that our non-English speaking chapters post a minimum of **TWICE A WEEK**.

It is also recommended that you post on your various social media pages at the time of day that is the most impactful for your audience. We have found that 9 am (the start of the business day) or 7 pm (post work-time online at home) tends to be the two best posting times. You can see when the majority of your own Facebook followers are online using the below steps:

- As "Admin": Select the "Insights" tab on the top of the screen
- Select the "Posts" tab on the left-hand side
- View the times which have the highest engagement and select the best time for scheduling posts on all your various social media pages

It is highly encouraged for BNI® chapters that need content to post to share posts from either BNI® Global's or Dr. Ivan Misner's social media pages onto your BNI® Chapter's pages.

Inappropriate Content for BNI® Chapter's Social Media Pages

Because prospective visitors tend to visit the chapter's social media pages, some content may be inappropriate to post.

The below content is inappropriate to post on your BNI® chapter's various social media pages and should not be posted:

- Internal terminology that may confuse prospective members (such as 3+1, etc.)
- Full videos (live or otherwise) of Featured Presentations or meetings
- The meeting agenda
- Negative commentary on your members, other BNI® chapters, or BNI® policies
- Political/religious commentary
- Sexual comments or photos
- Discriminatory topics.
- Sensitive information regarding members
- Copyrighted materials of other users or any content that violate trademark or other intellectual property laws
- Internal confidential information
- Sensitive information regarding members
- Bullying, or content that may be considered offensive to any member

Social Media Engagement Tips

Social media engagement is whenever someone interacts with your social media account in any way such as:

Likes – Follows – Comments - Shares - Retweets

These metrics are crucial for measuring the effectiveness of your social media campaign. To increase your social media engagement, build a positive and supportive relationship with all your followers over a long period. For example, you tend to trust someone you've known for years than someone you met yesterday. Social media works much like that. When people engage with your content on social media, it shows they trust you. BNI® recommends using social media to build trust with BNI® members and prospective new members by creating posts that relate to our “BNI Core Values®”. To make your followers feel more engaged, it's best to give direct responses to their content on your page by clicking “like” to all comments and shares. Plus, reply to their comments to your posts by including their name in your reply to them. Know who your audience is. Finally, you can improve your social media engagement by posting frequently and at the optimal times to post depending on when your fans are online.

In addition to the BNI-related content, BNI® Chapters are encouraged to explore and include content that is relevant to their audience to build more engagement.

- Add a video, photograph, or link to all posts.
- Add the name of your BNI® chapter and the URL of your chapter's website to every post
- Ask followers to “Like”, “Comment”, and “Share” your posts.
- Connect your content with current events, trends, and holidays.
- Cross-promote your other social media platforms on each other.
- Initiate feedback conversations with your followers
- Mention your followers by identifying them with @
- Post “Giving back to the community” (BNI Foundation®, BNI Cares, charity, etc.)
- Promote user-generated content and respond to mentions
- Share posts from Ivan's, BNI® Global's, and Graham's social media pages
- Share members' testimonials
- Show gratitude (#BNIthankyou)
- Use “Call-To-Action” in your posts
- Use a limited number of relevant hashtags (#) on your posts
- Use culturally relevant photographs of your members on posts.
- Write Captivating Headlines



Funnel Marketing of BNI® with Social Media

Targeted prospects go through three stages before visiting a BNI® chapter:

awareness, consideration, and decision and social media are

important in each of these three stages. At the awareness stage, they recognize they have a problem. For example, “I need more warm leads to sell to.” In consideration, they’re actively exploring solutions – “Should I invest in digital ads, television, radio, or networking?” Lastly, in the decision stage they choose a solution and take action – “Growing my relationships with others will create steady referral business and BNI® seems better than other networking companies in generating referrals.”

We must create genuine content for all three stages that a targeted prospect might be in. If they’re in the **awareness stage**, they’ll likely want content on how to improve their sales process, prevent their business from failing, or find new clients. Keep in mind, we don’t need to sell BNI® in this stage. We simply want to address their problem and move them through the funnel process by recognizing their emotions and expressing the value of BNI®. Some topics to post would be the weekly BNI® podcasts and the various blogs from Dr. Ivan Misner twice a week.

In the **consideration stage**, the targeted prospect will be exploring networking as a solution to their problem against other solutions (i.e. chambers, billboards, increased cold calling, etc.). The biggest need here is for content that shows how referral networking is better and more sustainable than other solutions. Some topics might be “How paying for referral networking saves you money in the long run” or “Why referral networking is more sustainable than (insert another solution)”. Again, we don’t necessarily need to give a hard sell on BNI® here to targeted prospects.

Lastly, we have the **decision stage**. Here, content should focus on why BNI® is the best solution against other networking solutions. Share BNI® Success Stories, the building long-lasting relationships, BNI® Core Values, the visiting of a BNI® Chapter meeting, and how BNI® is more effective than other networking systems.

But the journey of potential visitors doesn’t stop with social media. The ultimate goal is to keep our targeted prospects as followers in our different BNI® Social media platforms gathering information about BNI® until they register to visit a BNI® chapter. Once targeted prospects are added to the BNI® Connect system by registering to visit a BNI® chapter, they are synced into **BNI® Engage** which will continue to contact them about the value of BNI® and encourage them to become BNI® members.



Facebook Guidelines for BNI[®] Chapters



Creating a Facebook Business Page for BNI® Chapters

BNI® Chapters are encouraged to have Facebook Business Pages.

How to create a BNI® chapter's Facebook business page:

<https://blog.hootsuite.com/steps-to-create-a-facebook-business-page/>

- Type of page as business/brand
- Page name: type **BNI [Chapter Name] - [City]**
- Category: type and select **business service**
- Add your address and phone number to make your BNI® Chapter's meeting location public
- Upload profile and cover images for your Facebook page. (see page 18)
- Create a username, as BNI [Chapter Name]
- Add your business details
 - About
- Established by Dr. Ivan Misner in 1985, BNI® is the world's largest business referral network. BNI® has over 270, 00 small to large business members, in over 9400 chapters across 70 Chapters. We are a global company with local footprints. **Currently, our BNI® chapter meetings are online for the health and safety of our members.**
 - Company Overview
- Our proven approach provides members a structured, positive, and professional referral program that enables them to sharpen their business skills, develop meaningful, long-term relationships, and experience business growth. Visit BNI.com to learn how BNI® has impacted the lives of our members and how it can help you achieve your business goals.
- Check to make sure that your meeting location is marked correctly on the map.
- Tell your Story (This feature is not included in the updated Facebook layout)
 - Please post an approved chapter group photo sized at 1200 x 445)
 - Business Network International (BNI®) provides a positive, supportive, and structured environment to exchange quality business referrals. BNI® is the largest business networking organization in the world. We offer members the opportunity to share ideas, contacts, and most importantly, business referrals. Last year Members of BNI® passed thousands of referrals, which generated Billions of dollars' worth of business for each other! BNI® is a business and professional referral organization that allows only one person from each profession to join a chapter. Belonging to BNI® is like having dozens of salespeople working for you because all the other members carry several copies of your business cards around with them. When they meet someone who could use your products or services they hand your card out and recommend your services. It's as simple as that! BNI® was founded in 1985 by Dr. Ivan Misner as a platform for entrepreneurs to build their business through referrals. Today, the organization has thousands of chapters in dozens of countries around the world. Each year, BNI® passes millions of referrals generating billions of US dollars in business for its members. Find out more about how you can build your business through referrals in BNI®. **Currently, most of our BNI® chapter meetings are online for the health and safety of our members.**

Facebook Page Permissions for BNI® Chapters

BNI chapters are recommended to have a “private” Facebook group page for their members. Facebook business pages are encouraged for BNI chapters.

Facebook Business Page:

Your BNI® Regional Executive Director is required to be the **ONLY administrator “Admins”** on your BNI® chapter’s Facebook Business page. BNI® chapters who do not allow their BNI® Executive Director to take over the administrative rights to their BNI® chapter’s Facebook business page are subject to intervention.

Your chapter’s Leadership Team (BNI® Director, President, Vice President, and Secretary) are **ONLY** listed as “**Editors**” and not an “Admins” on your Facebook page. On October 1st, the BNI Executive Director (or someone they designate) will need to remove ALL the previous names of the old leadership team and add the names of the new leadership team as “**Editors**”.

Use this link to change the page “Admins” or “Owners” of your Facebook page:

<https://bni.canto.com/b/RJGES>

Facebook Group Page:

Facebook is evolving to focus more on building relationships with their Facebook Groups feature. We recommend that BNI® chapters create a “private” Facebook Group for members to promote themselves among their members. Note: the posts in a private group page are only seen by the chapter members and cannot be shared publically. Therefore, BNI chapters are encouraged to have a Facebook business page to be able to share these posts publically. The Chapter Leadership Team will need to add new members and remove members that resign.

BNI CORE GROUPS: Create only an “Open” Group Page while the new chapter is forming. Do not create a Facebook business page until the chapter officially launches. Once the chapter launches, please change the group page setting to “Private”.

How to create a Facebook Group Page:

1. Log into your brand’s Facebook Business Page and click the more icon (...) at the far right of the menu bar under your cover photo, then choose **Create group**.

2. Please set up your group as:

Name – BNI [Chapter Name] Member’s Only Group

Private - Only members can see who's in the group and what they post

Visible - Anyone can find this group

Personalize the page:

- Add a chapter group photo as your cover photo
- Add a description
- Add your chapter meeting location

How do I change the color of a Facebook group I admin to BNI Red?

When you change the color of a group you admin, it changes things like the background color and buttons in the group. It won't change the color of the text in posts.

To change the color of your group to BNI Red:

- From your News Feed click Groups in the left menu and select your group.
- Click Settings in the left menu.
- Next to Group Color click .
- Select a color: **Click the image of your cover photo for a custom color based on your cover photo.**
- Click Save.

Note: The custom color is based on your cover photo and will automatically change if you update your cover photo. To turn off the custom color, select another color option.

Branding Your Facebook Page

Branding of your Facebook page is important to help the page stand out as an official BNI® Facebook page in your area and part of your BNI region.

Facebook Profile Photo

For your Facebook business page, your chapter must select a preapproved profile picture from one of the following:



1) Standard BNI Logo: Red BNI® logo on a white background. Here is the link to this graphic on BNIbranding.com

<https://bni.canto.com/b/RLP7D>

2) Personalized BNI Chapter Logo: Red BNI® logo on a white background, with your chapter name printed below the logo in Grey. Please contact your BNI® Executive Director for your chapter logo.

Do not add any words or other graphics with the BNI® logo on social media.

Please note that BNI® Chapters are not permitted to create a separate logo for use on social media pages. See BNI® Global Brand Standards for more information.

This image is not just on your profile page; it is the icon in every post. The profile photo will be cropped to a circle.

Facebook Cover Photos

For your BNI® chapter's Facebook page, you are expected to properly brand your page's cover photo. Approved Facebook Cover Photos include:



1) BNI® preapproved Facebook Cover Photos graphics. Note: The text on our templates can be translated or edited. <https://bni.canto.com/b/RT9GR>

2) Team Photos of your BNI® chapter

Cover photos not issued by BNI® Global will need to be approved before the use of the cover photo or graphic by your BNI® Executive Director. Please note that group team photos of your BNI® chapter tend to become outdated quickly as members join and or drop the chapter. These photos would need to be updated monthly.

Facebook Images Dimension Sizes

Facebook updates its design and image dimensions constantly, so the best strategy to use on the platform is to follow Facebook's recommended file formats for best results. Always upload the highest quality resolution image available in either.JPG or.PNG format. Try to keep the embedded text on images as less than 20 percent text in case these items will be wanted to be boosted later.

Facebook profile photo size: Create as 360 x 360 pixels

- Displays at 180 x 180 pixels on desktop
- Displays at 128 x 128 pixels on mobile

Facebook "Business Page" cover photo size: 820 x 312 pixels.

- Displays as 820 x 312 pixels on desktop
- Displays as 640 x 360 pixels on mobile
- The image must be at least 400 pixels wide and 150 pixels tall

Facebook "Group Page" cover photo size: 1640 x 856 pixels.

Facebook posts photo size: 1200 x 630 pixels

Facebook event cover photo size: 1920 x 1080 pixels (16:9 ratio)

- Images narrower than 1920 pixels will be enlarged to fit.
- Images wider than 1920 pixels will be cropped on both sides.
- Images taller than 1080 pixels will be cropped from top and bottom.

Facebook ads size (boosted posts): at least 1200 x 630 pixels

- Images will need to have less than 20 percent text to be boosted

Facebook "Our Story" photos: 1200 x 445 pixels

Approved Facebook Content for BNI® Chapters

Suggested DAILY posting topics for your BNI® chapter's Facebook pages include:

- New BNI® chapter members
- Celebration of your BNI® chapter's Anniversary
- Renewing membership anniversaries
- Testimonials from current members
- Upcoming featured presentation speakers
- Chapter social events
- Chapter Business Voices- community involvement activities
- Promoting Visitor days

Additional posts can be shared from posts on your BNI® Regional social media pages:

- International Networking Week events
- National Conference information
- BNI® Global Convention information
- Links to business or networking related articles
- Networking tips
- Suggested Educational Moment topics
- BNI Podcast Posts
- Ivan Misner Blogs
- Entrepreneur.com articles from Dr. Ivan Misner
- Why Join BNI®? Posts
- Ivanism Quotes
- BNI® Core Values

It is also encouraged to share onto your BNI® chapters Facebook page the below topics posted weekly on Dr. Ivan Misner's Facebook page: <https://www.facebook.com/IvanMisner.BNIFounder/>

- Join BNI (Monday)
- Ivan Misner Blogs (Monday & Thursday)
- Ivanism Quotes (Tuesday)
- BNI® Podcast (Wednesday)
- Feedback Friday's Question (Friday)

Do not include more than TWO hashtags to your Facebook posts from the list of approved hashtags on page 9 of this booklet.

TIPS TO IMPROVE ORGANIC REACH ON FACEBOOK

Organic reach on Facebook is somewhere between 2% and 6%. However, on Dr. Ivan Misner's Facebook page, we figured out how to get as high as **35% organic reach**. Here are nine ways you can boost Facebook reach without promoting posts:

1. Analyze your top 10

Go into your Facebook page Insights and rank your monthly content by engagement: (likes, comments, and shares). This is the fastest way to see what's resonating with Facebook users. Seek out patterns and reposts the popular posts annually and the top post from last month.

2. Post at the best time

According to Facebook, the best time to post daily is 7-8 PM. This makes sense when you think about it – most people work during the day, come home and have dinner, and then relax, watch TV and turn on Facebook. But what about our fans? To see when your fans are online, check out the Posts report within Facebook Insights. For Ivan's pages, I post at 7 am, 2 pm, and 9 pm. I also do special announcements at 2 am. These times are (PDT)

3. Post on weekends

During the weekends, most people have more free time to see what's up with their Facebook friends. Also, very few brands post on the weekends, so there's less competition in the newsfeed. This spells opportunity for us to get more exposure in the Newsfeed. I post three times every day.

4. Use Facebook LIVE

Facebook Live is a video broadcasting feature that lets any person, live-stream events, celebrations, and more. Ivan loves using it.

5. Publish More Video Content.

Facebook wants to become the next generation of digital streaming television. And they are favoring video content in the news feed. I try to post a video twice weekly.

6. Ask Questions.

Ask simple, short questions. I have a weekly Feedback Friday question on Ivan's pages.

7. Post Daily Content

Facebook wants you to focus on really good quality posts that are posted twice daily. Because BNI is a 24 global company, I post three times daily. Do not include more than TWO hashtags to your Facebook

8. Share the Links on Social Media

Every post on Facebook has a unique link. It's the timestamp, the date and time. If you click on that, that gives you the unique URL for that post. Share these links to the various other BNI pages and groups.

9. Engage with others to gain more engagement

Encourage people to like, comment, and share the posts. The easiest way to do this is to "LIKE" all the "shares" and "comments". Plus, if they ask a question in the comments, ANSWER THEIR QUESTIONS. Encourage followers to reach out to you via messages. Make sure you reply to every message in your inbox.

Setting up A BNI Visitor Day on Facebook as a Facebook Event

Below is the wording we recommend for the details. Plus the examples of the links to the zoom room and the BNI chapter page to register as a visitor to receive the zoom password for the event.

Build your Business by Referrals with BNI®

You are cordially invited to a special BNI Online Visitor Day event locally in Sacramento.

Hosted by: The BNI Riverside Executives Chapter

When: Jun 17, 2020: Noon - 1:30 pm (Pacific Time Zone)

Link: [https://bnionline.zoom.us/j/XXXXXXXXXXXXX_\(add your Chapter Zoom code\)](https://bnionline.zoom.us/j/XXXXXXXXXXXXX_(add your Chapter Zoom code))

PLEASE REGISTER TO ATTEND TO RECEIVE THE ZOOM PASSWORD TO BE ABLE TO LOG INTO THIS EVENT

BNI is a great way for businesses to experience growth by maximizing their marketing efforts through word of mouth. Join us as our guest on June 17th at Noon to see how the power of referral-based marketing can work for you and your business here in the greater Sacramento area. If you would like to increase the volume of your business or just want to build your business through personal referrals, then you do not want to miss this networking event. [#BNIwvw20](#)

To receive an invitation to this BNI Riverside Executives online visitor day event, please click on this link: [https://bnicv.com/en-US/visitorregistration?chapterId=XXXX_\(add Chapter ID code\)](https://bnicv.com/en-US/visitorregistration?chapterId=XXXX_(add Chapter ID code))

Finally, the wording we recommend when "sharing" the Facebook Event from your BNI Chapter's page onto your members' Facebook business pages and personal timeline as a post. I can also be sent as a message to directly invite visitors.

You are cordially invited to a special BNI Online Visitor Day event locally in Sacramento.

Hosted by: The BNI Riverside Executives Chapter

When: Jun 17, 2020: Noon - 1:30 pm (Pacific Time Zone)

Link: [https://bnionline.zoom.us/j/XXXXXXXXXXXXX_\(add your Chapter Zoom code\)](https://bnionline.zoom.us/j/XXXXXXXXXXXXX_(add your Chapter Zoom code))

PLEASE REGISTER BELOW TO RECEIVE THE ZOOM PASSWORD TO BE ABLE TO LOG INTO THIS EVENT AND ATTEND AT [https://bnicv.com/en-US/visitorregistration?chapterId=XXXX_\(add your Chapter ID code\)](https://bnicv.com/en-US/visitorregistration?chapterId=XXXX_(add your Chapter ID code))

Once the posts are shared, you can go to each of these posts and add the words below as a comment to each shared post so that the direct link is shown for registering to visit this chapter. Allowing the auto emails and follow-ups can occur from BNI engage. The wording and links can be used to create posts on other platforms like Twitter, Instagram, and LinkedIn.

PLEASE REGISTER TO RECEIVE THE ZOOM PASSWORD FOR THIS EVENT:

[https://bnicv.com/en-US/visitorregistration?chapterId=XXXX_\(add your Chapter ID code\)](https://bnicv.com/en-US/visitorregistration?chapterId=XXXX_(add your Chapter ID code))

Page Stories on the Facebook Mobile Phone App

Facebook Stories are a visual way to share content. It is a feature that adds filters and effects to images, photographs, or videos on your phone. Rather than just posting these images to Facebook, they are posted to the Stories section of Facebook App.

Page Stories appear at the top of the News Feed in a highly visible area. People can also tap on your mobile Page's profile picture to see your Page Story. The Stories are shared only to specific people the user chooses, through direct sharing. Friends receiving Stories are only able to view it once. Once the story ends, the image or video will no longer be visible.

With Page Stories, you can share content that represents BNI® directly from your mobile device. Stories engage your audience and allow you to develop deeper connections with your members in a more frequent, authentic, and casual way. You can share pictures and short videos to engage with your BNI® members. Stories let you share personal, relatable content through fun, fleeting moments that bind everyone together.

The Benefits of using Page Stories:

Reach people consistently: If anyone in your audience misses a post, they'll see your Story at the top of their News Feed. Stories let you reengage a passive audience and dynamically provide updates.

Crosspost across platforms: If you're active on Instagram and use Stories, you can cross-post your Instagram Stories to your Facebook community.

View Insights: Understand how many people your Page Stories reach and learn what content resonates best with your audience.

What to post on Facebook stories vs news feed

Stories posted to “Your Story” disappear after 24 hours. So if you are posting an informal content or you like to update your members regularly about a certain topic, stories would be a good place to post them.

You should post on your News Feed if you want to make it visible on your wall, where you can see likes and comments. Posting to “News Feed” stays there unless deleted.

FACEBOOK PAID ADS - OPTIONAL

Facebook has two types of paid ad campaigns: **Pages Likes Ads** and **Boosting Posts**.

Page Likes Ads

Page Likes ads help you reach people who may like your Page. These ads are a way to promote your Facebook Page to business people who are interested in our content. BNI® chapters should NOT create Page Likes Ads to gain more followers.

Boosted post for more engagement (OPTIONAL)

Boosted posts are ads you create from posts on your Facebook Page. Boosting a post may help you get more people to react, share, and comment on it. You may also reach new people who are likely interested in visiting your chapter or attending an upcoming visitor day event.

Type of posts to boost:

- Blogs from Ivan Misner
- Inviting Visitors to your chapter
- Visitor Day Events

To create a boosted post:

1. Go to your Facebook Page.
2. Find the post you want to boost. This may include an Event or video post.
3. Select **Boost Post**. You can find it in the bottom-right corner of your post. **Note:** If you are unable to select **Boost Post**, boosting may be unavailable for this post.
4. Fill in the details for your ad. They automatically use images and text from your post, but you can choose the following details:

Details for your boosted post ad:

- **Audience:** Use the recommended audience below based on specific traits.
- **Total Budget:** See below.
- **Duration:** Select a suggested time frame or provide a specific end date.
- **Payment Method:** Review your payment method.

Ad Budget:

We recommend the BNI chapters wanting to boost post set your daily limit at \$5 per day for a monthly budget of \$150. *Bill is paid by the Sect from the chapter dues account.*

If you have any questions about Facebook Ads or ad campaign ideas, please contact your BNI® Executive Director.

FACEBOOK PAID ADS – continued

Recommended Audience Ad set:

Location: **Living In (your city)**

Age: **25 - 54**

People Who Match:

- Interests: **Networking Events, socializing, BNI (organization), Business networking, Lead generation, Startups, Chamber of Commerce, Rotary Foundation, BNI, Small Business Owners, Chief Executive Officer, Independent Business Owner, Young Entrepreneurs, Business owner or Rotary International,**
- Employers: **Business Owners, Small business owners**
- Job title: **Chief executive officer, Chairman, Co-Owner, Owner and Founder, Own Business, Owner and CEO, or Founder**

And Must Also Match:

- Interests: **BNI, Business, Business Networking, Small Business, Medium Enterprise, or Chamber of Commerce**

To boost a post in multiple languages:

1. Go to your Page. Select **Settings** in the top right. Make sure you're in **General** settings.
2. Look for the **Post in Multiple Languages** setting. If it's turned off, select **Edit**. Select the box next to **Allow people who manage this page to write posts in multiple languages**. Select **Save Changes**.
3. Go back to your Page and select **Posts** on the left. When you start to write the post, **+ Write post in another language** should appear in gray below your post.
4. Add text to your post in the **Default** language.
5. Select **+ Write post in another language**, then choose a language from the **Select** dropdown menu. Repeat to add as many languages as you want. Some languages translate automatically. If you'd like, you can edit the translated text.
6. Select **Photo/Video** to add images or a video. The same images or video will appear for every language. You can't add different images or videos for different languages.
7. Select **Boost Post**



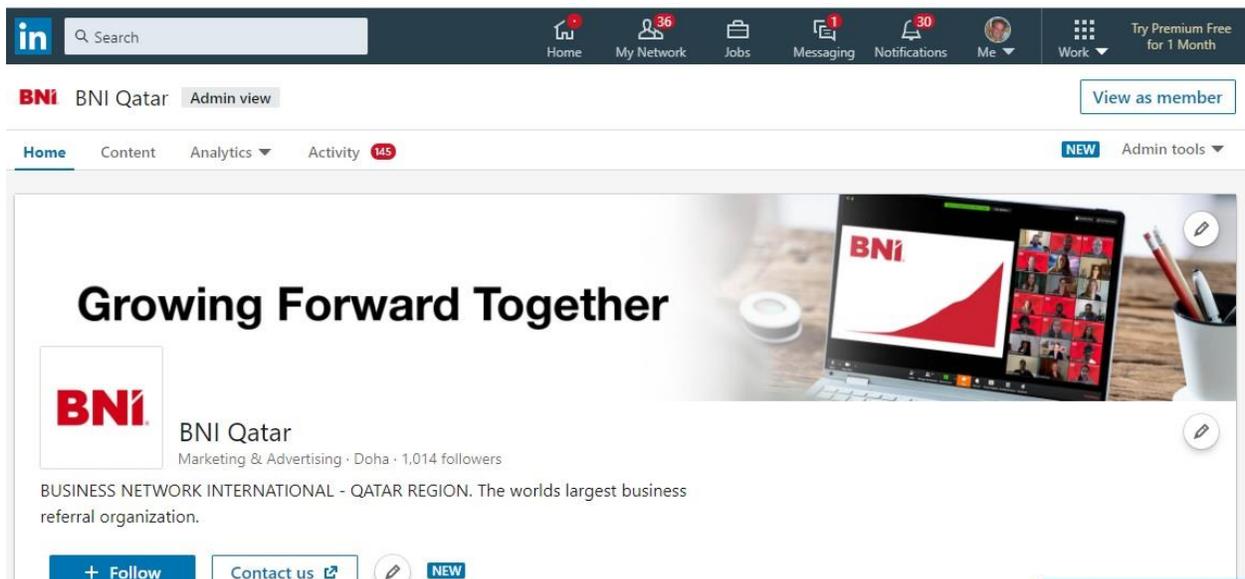
Twitter Guidelines For BNI[®] Chapters

Please note:

Twitter pages are not recommended for BNI[®] chapters as they do not have a unique BNI email to set up and manage the page.



LinkedIn Guidelines for BNI® Chapters



The screenshot shows the LinkedIn profile page for BNI Qatar. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network (36), Jobs, Messaging (1), Notifications (30), and Me. Below this is the profile header for BNI Qatar, including the company name, 'Admin view' button, and 'View as member' button. The main content area features a banner image with a laptop displaying a BNI logo and a video conference grid. The text on the banner reads 'Growing Forward Together'. Below the banner is the BNI logo, the company name 'BNI Qatar', and the description 'Marketing & Advertising · Doha · 1,014 followers'. The bio states 'BUSINESS NETWORK INTERNATIONAL - QATAR REGION. The worlds largest business referral organization.' At the bottom of the profile, there are buttons for '+ Follow', 'Contact us', and a 'NEW' badge.

Creating a LinkedIn Business Page for BNI® Chapters

BNI® chapters are encouraged to have a LinkedIn Business Page.

How to create a LinkedIn business page for your BNI® chapter:

<https://www.linkedin.com/help/linkedin/topics/6227/6228/710>

1. Click the **Work** icon in the top right corner of your LinkedIn homepage.
2. Click **Create a Company Page**.
 - Select the Page type: **Small business**
3. Enter your **Page identity, Company details, and Profile details** information.
 - **Page name:** BNI [Chapters Name] – [City]
 - **Overview:**

Established by Dr. Ivan Misner in 1985, BNI® is the world's largest business referral network. BNI® has over 270,000 small to large business members, in over 9,400 chapters across 70 Chapters. We are a global company with local footprints. Our proven approach provides members a structured, positive, and professional referral program that enables them to sharpen their business skills, develop meaningful, long-term relationships, and experience business growth. Visit BNI.com to learn how BNI® has impacted the lives of our members and how it can help you achieve your business goals.

- **Website:** Add your Chapter's BNI® website URL
 - **Industry:** Marketing & Advertising
 - **Type:** Privately Held
 - **Founded:** 1985
 - **Specialties:** Word of Mouth Marketing, Referral Marketing, and Business Networking
4. Check the verification box to confirm you have the right to act on behalf of that company or school in the creation of the page.
 5. Upload profile and cover images for your LinkedIn page. (see page 30)
 6. Click **Create page**.

LinkedIn Page Permissions for BNI® Chapters

It is optional for BNI® Chapters to have a LinkedIn business page.

Your BNI® Chapter can set up an optional LinkedIn business page for promoting upcoming feature presentation speakers, visitor's day invitations, or endorsing individual members. Your BNI® Executive Director is required to be added as an "Admin" on your chapter's LinkedIn page. Your Chapter's Leadership Team (BNI® Director, President, Vice President, and Secretary) are also added as "Administrators" on your page. Other Admins can be assigned to whoever is designated to manage the social media on behalf of your BNI® chapter.

BNI® Chapters who do not allow their regional BNI® Executive Director to be added as an "Admin" for their BNI® Chapter's LinkedIn page are subject to intervention.

To provide administrative rights as "Admin" to someone or to remove an "Admin" from your page, please follow these steps:

- Navigate to your Chapters LinkedIn Page
- Select the "Admin tools" tab on the top of the screen
- Select the "Manage Admins" button on the drop-down list
- Type in that person's name and select their profile

On October 1st, the BNI Executive Director (or someone they designate) will need to remove ALL the previous names of the old leadership team and add the names of the new leadership team as "**Admins**".

BNI CORE GROUPS: Create only a LinkedIn Group Page while the new chapter is forming. Do not create a LinkedIn business page until the chapter officially launches.

When pasting a URL into a post, an auto-generated thumbnail image may appear in the preview if one is available, along with the article or website title. But, you can customize it by clicking the Image icon below the text box and selecting an image from your computer.

LinkedIn Hashtags for BNI® Chapters

Do not include more than TWO hashtags to your LinkedIn posts from the list of approved hashtags on page 9 of this booklet.

Branding Your LinkedIn Page

LinkedIn Profile Photo

For your LinkedIn business page, your chapter must select a preapproved profile picture from one of the following:



1) Standard BNI Logo: Red BNI® logo on a white background. Here is the link to this graphic on BNIbranding.com

<https://bni.canto.com/b/H5VNS>

2) Personalized BNI Chapter Logo: Red BNI® logo on a white background, with your chapter name printed below the logo in Grey. Please contact your BNI® Executive Director for your chapter logo.

Do not add any words or other graphics with the BNI® logo on social media.

Please note that BNI® Chapters are not permitted to create a separate logo for use on your LinkedIn pages. This image is not just on your profile page; it is your posts' icon.

LinkedIn Cover Photos

For your BNI® chapter's LinkedIn page, you are expected to properly brand your page's cover photo. Approved LinkedIn Cover Photos include:



1) BNI® preapproved LinkedIn Cover Photos graphics. Note: The text on our templates can be translated or edited. <https://bni.canto.com/b/HB78P>

2) Team Photos of your BNI® chapter

Cover photos not issued by BNI® Global will need to be approved before the use of the cover photo or graphic by your BNI® Executive Director. Please note that group team photos of your BNI® chapter tend to become outdated quickly as members join and or drop the chapter. These photos would need to be updated monthly.

LinkedIn Image Dimension Sizes

Posting regular updates on LinkedIn with graphics has been consistently shown to increase comments and sharing on the platform. Always upload the highest quality resolution image available. Stick to the recommended sizes below for the best results.

- LinkedIn Cover photo size: 1128 x 191 pixels
- LinkedIn Company logo size: 300 x 300 pixels
- LinkedIn blog post link image size: 1104 x 736 pixels

Approved LinkedIn Content for BNI® Chapters

BNI® chapters should be posting DAILY on LinkedIn. The posts on LinkedIn should be focused on the business owner as LinkedIn is a business to business social media platform. Suggested posting ideas for your BNI® chapter's LinkedIn page includes:

- Upcoming BNI® chapters events
- Testimonials from current members
- Links to business or networking related articles

In addition to these topics, it is highly recommended to create posts based on your Facebook posts. These suggested Facebook topics can be found on page 20 of this booklet.

It is encouraged to also share onto your BNI® chapter's Linked page a selection of the posts from Dr. Ivan Misner's LinkedIn profile:

<https://www.linkedin.com/in/ivanmisner/detail/recent-activity/shares/>

- Ivan Misner Blogs (Monday & Thursday)
- Why Join BNI®? (Monday)
- BNI® Podcast (Wednesday)

LinkedIn Advertising

Using LinkedIn ads for promoting your BNI regional events is your choice. BNI® regions are recommended to have and use their LinkedIn business page. Using LinkedIn ads is optional for BNI National and regional pages. However, it is optional for BNI® Chapters to have a LinkedIn business page and we do NOT recommend chapters use LinkedIn ads.

Please be aware that LinkedIn ads are more expensive than Facebook ads. The cost of advertising on LinkedIn starts at around \$2 per click and runs up to \$4 or \$5 per click with the minimum DAILY budget being \$10 a day. (Be warned that your actual daily spend could potentially be up to 20% higher) .You can still create successful campaigns with relatively small budgets of \$300 per month for 60-150 clicks per month.

We did not include LinkedIn ads in the new social media guidelines because no BNI National Team has used it in the past. We have used and currently use Facebook Ads for boosting posts in certain countries. Therefore, we support the use of Facebook Ads and consider LinkedIn ads optional. See the BNI Social Media Guidelines for the steps to set up your ads.

If you do choose to use LinkedIn ads, please share with me the results as it could be included in the future as a possible revision of the guidelines.

Setting up A BNI Visitor Day as a LinkedIn Event

Below is the wording we recommend for the details. Plus the examples of the links to the zoom room and the BNI chapter page to register as a visitor to receive the zoom password for the event.

Build your Business by Referrals with BNI®

You are cordially invited to a special BNI Online Visitor Day event locally in Sacramento.

Hosted by: The BNI Riverside Executives Chapter

When: Jun 17, 2020: Noon - 1:30 pm (Pacific Time Zone)

Link: <https://bnionline.zoom.us/j/XXXXXXXXXXXX> (add your Chapter Zoom code)

PLEASE REGISTER TO ATTEND TO RECEIVE THE ZOOM PASSWORD TO BE ABLE TO LOG INTO THIS EVENT

BNI is a great way for businesses to experience growth by maximizing their marketing efforts through word of mouth. Join us as our guest on June 17th at Noon to see how the power of referral-based marketing can work for you and your business here in the greater Sacramento area. If you would like to increase the volume of your business or just want to build your business through personal referrals, then you do not want to miss this networking event. [#BNIwvw20](#)

To receive an invitation to this BNI Riverside Executives online visitor day event, please click on this link: <https://bnicv.com/en-US/visitorregistration?chapterId=XXXX> (add Chapter ID code)

Finally, the wording we recommend when "sharing" the Facebook Event from your BNI Chapter's page onto your members' Facebook business pages and personal timeline as a post. I can also be sent as a message to directly invite visitors.

You are cordially invited to a special BNI Online Visitor Day event locally in Sacramento.

Hosted by: The BNI Riverside Executives Chapter

When: Jun 17, 2020: Noon - 1:30 pm (Pacific Time Zone)

Link: <https://bnionline.zoom.us/j/XXXXXXXXXXXX> (add your Chapter Zoom code)

PLEASE REGISTER BELOW TO RECEIVE THE ZOOM PASSWORD TO BE ABLE TO LOG INTO THIS EVENT AND ATTEND AT <https://bnicv.com/en-US/visitorregistration?chapterId=XXXX> (add your Chapter ID code)

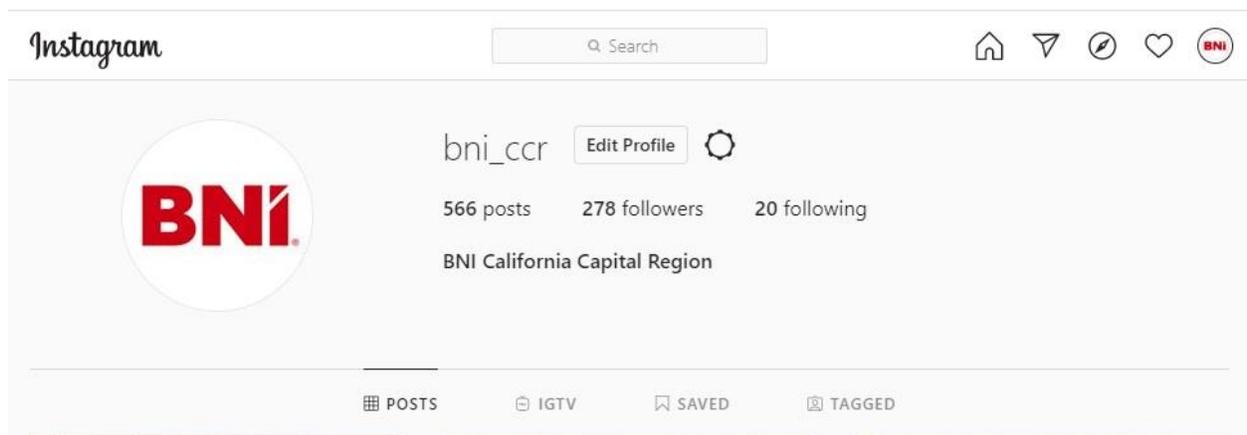
Once the posts are shared, you can go to each of these posts and add the words below as a comment to each shared post so that the direct link is shown for registering to visit this chapter. Allowing the auto emails and follow-ups can occur from BNI engage. The wording and links can be used to create posts on other platforms like Twitter, Instagram, and LinkedIn.

PLEASE REGISTER TO RECEIVE THE ZOOM PASSWORD FOR THIS EVENT:

<https://bnicv.com/en-US/visitorregistration?chapterId=XXXX> (add your Chapter ID code)



Instagram Guidelines for BNI[®] Chapters



Creating an Instagram Business Page for BNI® Chapters

BNI® Chapters are authorized to have an Instagram Business Page to give non-members more information about BNI® in your area. People come to Instagram to be inspired and discover things they care about, and that includes content from brands and businesses like BNI®.

Make your account on Instagram a “business account” to get insights about your stories, posts, and followers. With an official Instagram business account you can:

- Get real-time metrics on how your stories and promoted posts perform daily.
- Get insights into your followers and how they interact with your posts and stories.
- Add information about BNI®: your meeting location and a contact phone number.
- You also have the option to hide your contact information on your profile.

How to create an Instagram business page for your BNI® chapter:

<https://business.instagram.com/getting-started>

Step 1: Download the Instagram app for iOS from the App Store, Android from Google Play Store, or Windows Phone from the Windows Phone Store. Once the app is installed on your mobile phone, tap to open it.

Step 2: Tap Sign Up, then enter your email address and tap Next, or tap Log in with Facebook to sign up with your Facebook account.

Step 3: Set up a free business profile within the app on your smartphone

- Go to your profile and tap in the upper right corner.
- Tap Settings.
- Tap Account.
- Tap Switch to Professional Account.
- Tap Business.

Step 4: Update your Instagram business page with your BNI® chapter’s information

- Meeting Location address and President’s telephone contact information.

Step 5: Upload a profile image for your Instagram page. (See pages 35)

Step 6: After setting up, go to your profile and tap “Edit Profile”. Go to “Profile Display” under “Public Business Information” to choose whether you want to hide or display your category label and contact info. Then, tap Done.

Instagram Page Permissions for BNI® Chapters

BNI® chapters are permitted to have Instagram business pages only if your BNI® Executive Director and your BNI® chapter's Leadership Team (BNI® Director, President, Vice President, and Secretary) have the active password to the account on file at all times. Instagram does not have "Admins" or Editors" to monitor the page. Instead, you log in with username and password, which is kept confidential. Chapters that do not allow their BNI® Executive Director to have access to the login and password information for the BNI® chapter's Instagram page are subject to intervention.

Branding Your Instagram Page

Branding of your chapter's Instagram business page is important to help the page stand out as an official BNI® Instagram page in your area. Instagram now supports horizontally and vertically oriented images along with the square images they used to prefer. This increases your options but also makes image dimensions a little trickier to get right. Follow these guidelines to make sure your images end up looking their best.

Instagram Profile Picture

For your Instagram business page, your chapter must select a preapproved profile picture from one of the following:



1) Standard BNI Logo: Red BNI® logo on a white background. Here is the link to this graphic on BNIbranding.com

<https://bni.canto.com/b/OM27I>

2) Personalized BNI Chapter Logo: Red BNI® logo on a white background, with your chapter name printed below the logo in Grey. Please contact your BNI® Executive Director for your chapter logo.

Do not add any words or other graphics with the BNI® logo on social media.

Please note that BNI® Chapters are not permitted to create a separate logo for use on your LinkedIn pages. **Instagram profile photo size: 320 x 320 pixels**

The profile photo will be displayed as a circle. So make sure any elements you want to focus on in the photo are centered so they don't get cropped out.

Instagram Post Photos

- Landscape: 1080 x 566 pixels
- Portrait: 1080 x 1350 pixels
- Square: 1080 x 1080 pixels

Approved Instagram Content for BNI® Chapters

BNI® chapters should be posting TWICE DAILY on Instagram. For the Instagram Business page, it is best to regularly post on the page to keep your followers engaged. The posts on Instagram should be focused on the “Millennial” business owner as Instagram is a social media platform preferred by business owners under the age of 35.

Due to the nature of Instagram, users' feeds are regularly the most recent content posted by the accounts that they follow. That said, to ensure your content is regularly seen by followers; you want to post as regularly as possible. Reposting the same posts with variations of the phrasing is encouraged on Instagram. It is highly recommended to create Instagram posts based on your Facebook posts. These suggested Facebook topics can be found on page 20 of this booklet.

It is also encouraged to share onto your BNI® chapters Instagram page a selection of the posts from Dr. Ivan Misner's Instagram page: <https://www.instagram.com/drivanmisner/>

- Ivan Misner Blogs (Monday & Thursday)
- Why Join BNI®? (Monday)
- Ivanism Quotes (Tuesday)
- BNI® Podcast (Wednesday)
- BNI Cares
 - Shares from members. on how members help the community
- Member Appreciation
 - Example: Highest number of visitors invited by the member
- Storytelling and Success Stories
- InstaStories can also be looked in a similar way like FB stories to bring in engagement
- If your chapter used TikTok previously, give InstaReels a try instead
 - This video can tell you more about InstaReels
 - <https://www.youtube.com/watch?v=LJi4d9dB1eI>
 - **BNI Chapters in the USA are not to be using TikTok**

Instagram Hashtags

To help your chapter's BNI® Instagram page connect with your BNI® members, there are a series of suggested hashtags that can help your content reach more people. Do not include more than FOUR hashtags to your Instagram posts from the list of approved hashtags on page 9 of this booklet.