**Marketing & PR Committee**

**Scope:** Create and maintain awareness, promotion, and public communications of and for the NSITSP.

**Guidelines:** (in order of priority)

* Develop speaking points, PP decks, marketing materials that members can use to share about NSITSP
* Logo / branding establishment
* Promote a compelling and appealing image for the NSITSP
* Increase NSITSP awareness of the NSITSP among service providers, vendors, and legislative organizations
* Outreach
* Be the public face for communicating on behalf of the organization along with board members and executives of the organizations.
* Develop and provide speakers for in person or remote events
* As needed, establish a Marketing subcommittee from among the Marketing & PR committee members
* As needed, establish a PR subcommittee from among the Marketing & PR committee members
* Formulate, implement, and distribute press releases to the press and talking points to membership as needed based on current events and the needs of our organizational.
* Discuss if NSITSP should use any additional Social Media platforms in addition to LinkedIn, Facebook and Twitter.
* Create, maintain, and monitor the NSITSP blog/website and social media pages
* Generate and manage the website/blog and social media page posts for the NSITSP
* Recognize member achievements
* Work with vendors on joint marketing initiatives (for example, free table at an event for promoting NSITSP)