Community Hub
Guidelines for Partners

Community Hub Guidelines for Partners

SMBiT Professionals (SMBiT Pro) is the industry association for information technology service providers specialising in Small and Medium Business. Our Members achieve optimal outcomes for SMB clients by applying best practice in the implementation and management of appropriate Information Technology, and through continuous professional development, strong vendor relations and open information exchange.

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Introduction

SMBiT Professionals' primary objective is to support its Members, IT services businesses, serving small to medium business. We encourage Partners to participate in activities and events and in the Community Hub.

Partners are encouraged, and expected, to engage wherever possible, to provide value to Member businesses and to the SMB IT industry as a whole.

The Community Hub gives Partners the opportunity to communicate directly with Members. It is a powerful tool, giving Partners the opportunity to leverage optimum value from their investment in Partnership.

Please refer to your partnership agreement for corresponding information.

This document supersedes and replaces the following documents:

- SMBiT_Professionals_Community_Hub_Guidelines v06-2018.pdf
- SMBiT_Professionals_Advertising_Guidelines v06-2018.pdf

To access the Community Hub, go to https://community.smbitpro.org.

What forums can we access?

- Your Forum: Each Partner is allocated an area in the Community Hub dedicated to their organisation. Please don't duplicate material in other forums, such as 'Chat'.

- Chat Forum: You can post (or respond to) topics of general interest, which aren't specific to your product, in the Chat area.

- Calendar: Please post events you are hosting, or participating in, in the Calendar.

- Virtual Meetings: You can access and comment on recordings of past Virtual Meetings.

What should we post?

- You are welcome to post any material to the Community Hub which will be of value to Members. Acceptable content includes information about new technologies, bug notifications, white papers, procedures, advisories, instructional material, podcasts, videos, responses to Members' questions, invitations to roadshow and training events, etc.

- The Community Hub isn't a place for marketing as such, so material aimed solely at sales or revenue generation is not generally accepted. In any event, Members will be more engaged if you go beyond marketing. See What about advertising? below for advertising guidelines.

Who can comment or post?

- A limited number of designated contacts from each Partner organisation will be granted rights to engage in the Community Hub (we suggest a mix of Sales and Technical). The number of contacts allowed depends on Partner level as follows:

  o Bronze: 2
  o Silver: 6
  o Gold: 10
  o Platinum: unlimited

- Each contact will be provided with login credentials. For details of the Community Hub sign up procedure, see Community Hub - How to Join – Partners (CommunityHub-HowtoJoin-Partners.pdf).

- The primary contact for the Partner should identify those designated for access, up to their quota, and forward their contact details to the Operations Manager – admin@smbitpro.org. If there's any logistical reason why this isn't possible, employees may forward their details directly and be granted login if the Partner's quota has not been reached. It is also the responsibility of the primary contact to inform us if a designated contact leaves the organisation or moves into a different role or replaced by another employee.

- We request that each Partner delegate the task of monitoring the Hub to one or two people, so that Member queries can be answered in a timely manner.

How often should we post?

- Partners are not limited in the number of posts they can make in the Community Hub, if posts comply with other SMBiT Professionals guidelines. Posts to the Community Hub are not included in communication allowances specified in the partnership package.

- For clarity, the number of post 'Views' displayed in the Hub only increments when a user clicks through to the post. All active Members of SMBiT Professionals are subscribed to the Community Hub, ensuring that Partners have the best chance of communication with Members. Views via the daily digest and other email updates, which Members receive, aren't included in the number displayed.

What about advertising?

- Partners are limited by their advertising credit allowance which is included in their partnership agreement. The SMBiT Pro Operations Manager (admin@smbitpro.org) can advise a Partner on the status of their current entitlements.

- As defined above under What should we post? information posted to the Community Hub, which is purely technical or informational, i.e. not directly revenue-generating for the Partner, is not considered advertising, even when posted by Partners.

- Advertisements MUST be first reviewed and approved by the SMBiT Professionals Partner Relations Committee. Partners are expected to adhere to this policy. Please send advertisements for approval to admin@smbitpro.org .

- 'Advertisers' includes all companies promoted in an advertisement. Therefore, if an advertisement is for a seminar at which Microsoft will present, for which IBM, HP and Trend Micro are event sponsors, and for which CRN is the principle promoter, all five of these organisations must submit their advertising for preapproval, so their entitlements can be individually debited.

What are the conditions of use?

- It is important that Partners identity themselves clearly to Members as Partners, since the integrity of advice given is fundamental. Partner representatives must identify themselves as such when contributing in person or in electronic form.

- Each person submitting a post on the Community Hub warrants that:
  a) They are authorised to submit such communication on behalf of the all parties named in the advertisement.
  b) The communication is in conformance with all relevant legislative requirements and industry practice guidelines.

- Each person submitting material to the Community Hub, and the company they represent indemnifies SMBiT Professionals, including their board, directors, executives, committees, staff and members from any liability which may arise in any way from the placement of that material on the Community Hub.

- Partners are requested to not directly contact or solicit any members of SMBiT Professionals unless a member has granted the partner permission to engage in one-to-one communication. Members are more receptive and less likely to mark Partner communications as SPAM, after formal introductions have been made via SMBiT Professionals' organised events, like chapter meetings, special events, conferences and the Partner's area in the Community Hub.

- The Partner and its employees or authorised representatives are responsible for understanding and following these guidelines and engaging with SMBiT Professionals and its members, teams and executive.

SMBiT Professionals and/or its Board of Directors reserves the right to change and/or alter any of these guidelines at any time without notice.