



Community Hub Guidelines for Sponsors

May 2020

Community Hub Guidelines for Sponsors

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 Sponsors to participate in activities and events and in the Community Hub.

Sponsors 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 Sponsors the opportunity to communicate directly with Members. It is a powerful tool, giving the opportunity to leverage optimum value from their investment in Sponsorship.

Please refer to your sponsorship agreement for corresponding information.

This document supersedes and replaces the following documents:

- SMBiT_Professionals_Community_Hub_Guidelines v10-2019.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 Sponsor 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.
- General, Business and Technical Forums: These are for assisting and advising members in the areas being discussed. No advertising is permitted.

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?

- We have removed the limitations on Sponsor access to the forums. All employees within your organisation may now have access to the Community Hub (we suggest a mix of Sales and Technical).
- Each contact will be provided with login credentials. For details of the Community Hub sign up procedure, see [Community Hub - How to Join – Sponsors](#)
- Please forward your employee 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. 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 Sponsor 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?

- Sponsors 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 sponsorship 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 Sponsors 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?

- Sponsors are not permitted to advertise in any forum outside of their own Sponsor forum. Advertising for their own product, services and SMBiT Pro Member benefits within their Sponsor Forum is allowed.
- SMBiT Professionals recommends that Sponsors also include training and value-added items within their forums, to increase engagement with Members.
- 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 Sponsor, is not considered advertising, even when posted by Sponsor. This is to be general in nature and not mention your product, service or company name in the post.

Warning and Penalties

- Sponsors found to be in breach of these guidelines will receive warnings through the warning system in the Community Hub.
- Penalties include moderation of Sponsor posts, restrictions from posting and limits to forum access through to a ban from the Community Hub.

What are the conditions of use?

- It is important that Sponsors identify themselves clearly to Members as Sponsors, since the integrity of advice given is fundamental. Sponsor 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 all the 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.
- Sponsors are requested to not directly contact or solicit any members of SMBiT Professionals unless a member has granted the Sponsor permission to engage in one-to-one communication. Members are more receptive and less likely to mark Sponsor communications as SPAM, after formal introductions have been made via SMBiT Professionals' organised events, like chapter meetings, special events, conferences and the Sponsor's area in the Community Hub.
- The Sponsor 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.