

APICS SOUTHWEST MICHIGAN (SWMI) CHAPTER

STANDARD OPERATING PROCEDURE

Position: Chapter Marketing – LinkedIn Site

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1. Purpose And Scope

- a. To establish and maintain instructions for setting up and maintaining the APICS Southwest Michigan Chapter LinkedIn Site.

2. References

- a. LinkedIn is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries. You can find, be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals.
- b. LinkedIn is a business-oriented social networking site mainly used for professional networking.
- c. We will use the APICS Headquarters site as a benchmark for our chapter site.
- d. The LinkedIn Site, as with all social networking sites maintained by our chapter, will fall under the control of the VP Marketing, VP Communications and Webmaster.

3. Instructions

- a. The Administrator of this site will be responsible for the following:
 - i. Authorizing the request for free membership/connection to our site.
 - ii. Send Membership Invites to Chapter Members and Mailing List Contacts.
 - iii. Maintaining the Professionalism of the site by reviewing content and removing objectionable content as needed.
 - iv. Maintain discussion threads on our site and posting all current events, displayed on our chapter website, to the LinkedIn site.

Revision Box

Requests for changes to this document must be made in writing to the issuing and approving authority together with documentation on which to base the review and approval. Listed below is the record of changes for this document. Revision level and approval of revisions are recorded on title page.

Rev	Date	Page	Paragraph	Nature of change
0	9/1/2009	All	All	New Document