USING THE
CLEBURNE CHAMBER OF COMMERCE
MEMBER PORTAL
(AKA Member Information Center)

Start taking advantage of unique exclusive benefits!

As a member of the Cleburne Chamber of Commerce, you have the opportunity to market your business to consumers visiting CleburneChamber.com. Our official website receives more than 44,000 visitors a year. Make sure your online listing shines!
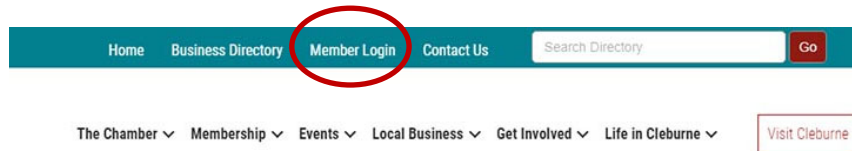
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Log in to the
Member Portal

With your username and password in hand, visit CleburneChamber.com and click Member Login at the very top of any page.

After you click the link you'll land on a page where you can enter your username and password to access your dashboard in the Member Portal.

Enter your credentials and click Sign In.

Dashboard
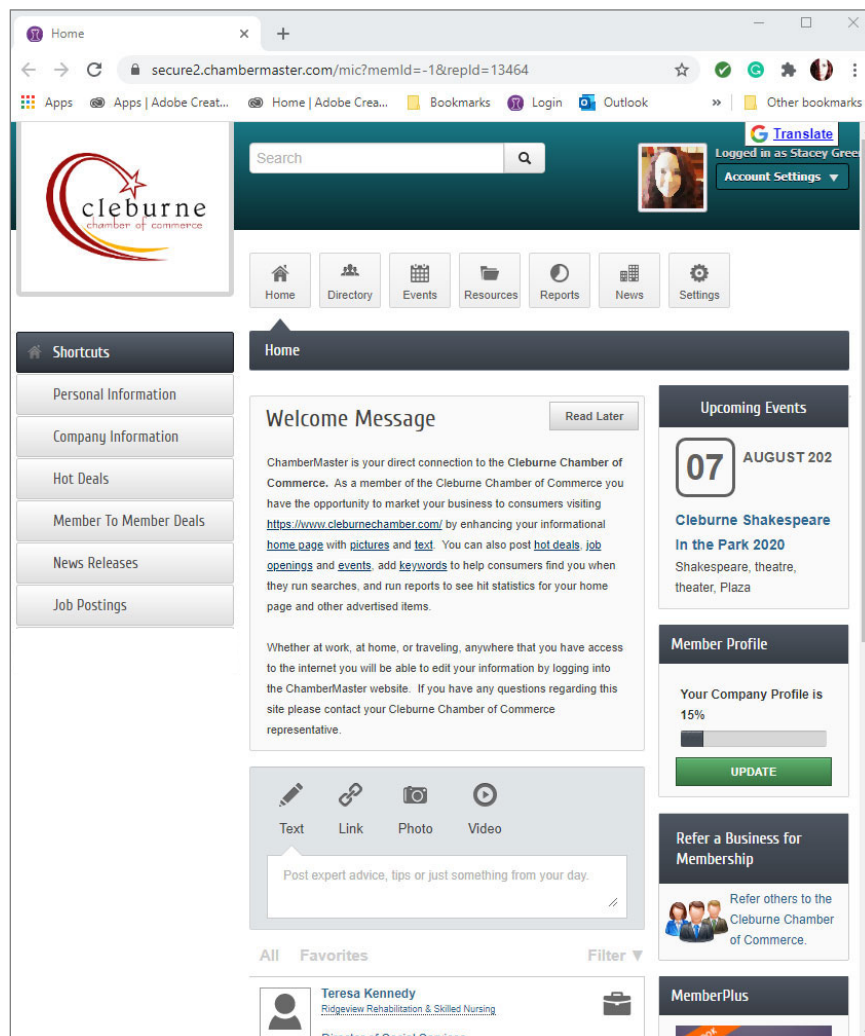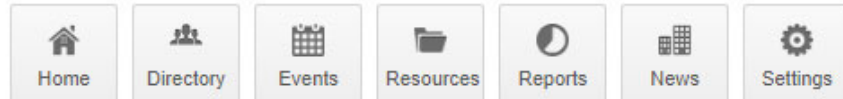
The first page you land on after you log in is your **Portal Dashboard**. There's a lot happening on your dashboard but it's all fairly self-explanatory. Here's a quick overview of what it contains.
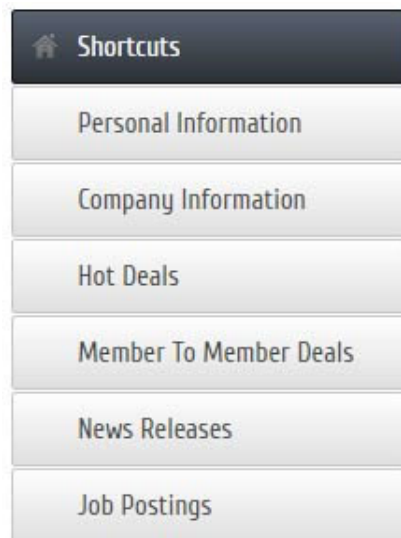
Navigation

You can navigate several important features using the navigation bar at the **top of the Portal** (shown above). From this constant navigation bar you can

- Return to the Dashboard (Home)
- Search the business directory (Directory)
- View/add/edit events on the calendar (Events)
- Download helpful resources (Resources)
- View reports of your online visibility (Reports)
- View community content (News)
- Edit your personal and business profiles (Settings)

The left-hand navigation is *contextual*—It will expand or change to give you menu options pertinent to the particular page you're on.

You can always get back to the menu as shown here by clicking Home to return to your Dashboard.

From the left menu on the Dashboard, you can update Personal Information, Company Information, post Hot Deals, add/manage News Releases, and add/manage Job Postings.

Update Your Personal Info
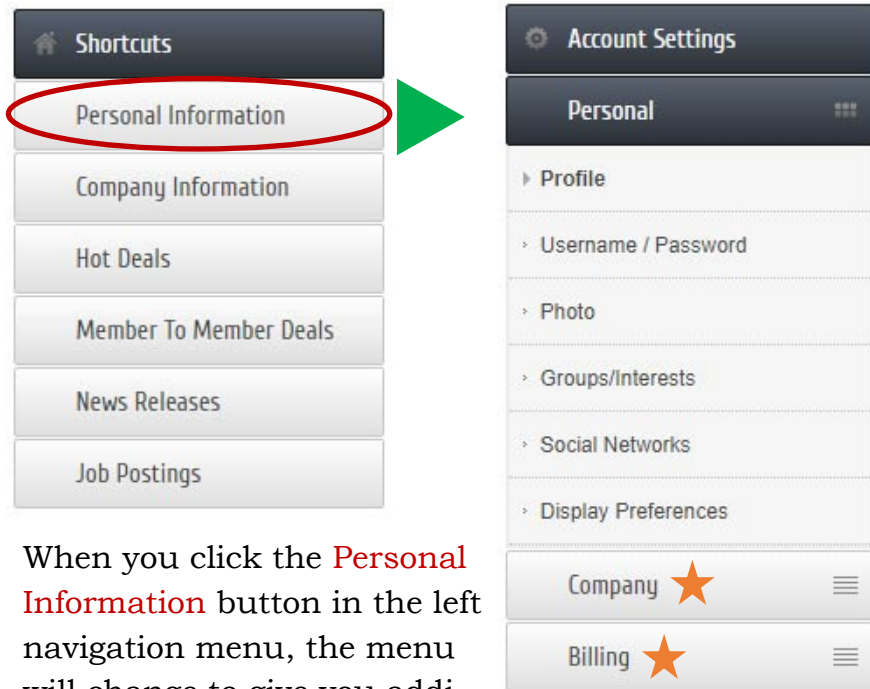
When you click the Personal Information button in the left navigation menu, the menu will change to give you additional options specific to your personal profile. Use these menu items to edit your profile, change your username and/or password, upload a display photo (that's what will show in the upper right and next to any comments, posts or updates), and add links to your personal Facebook or Twitter profiles if you like.

You can also get to these menu items by clicking the Settings button in the top navigation bar.
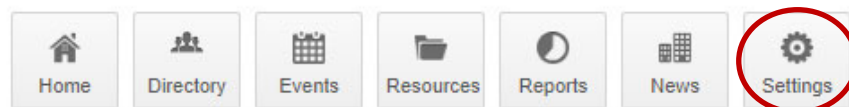
Note the 'Company' and 'Billing' menu options at the bottom of the left menu panel — ★

Update Your Company Info
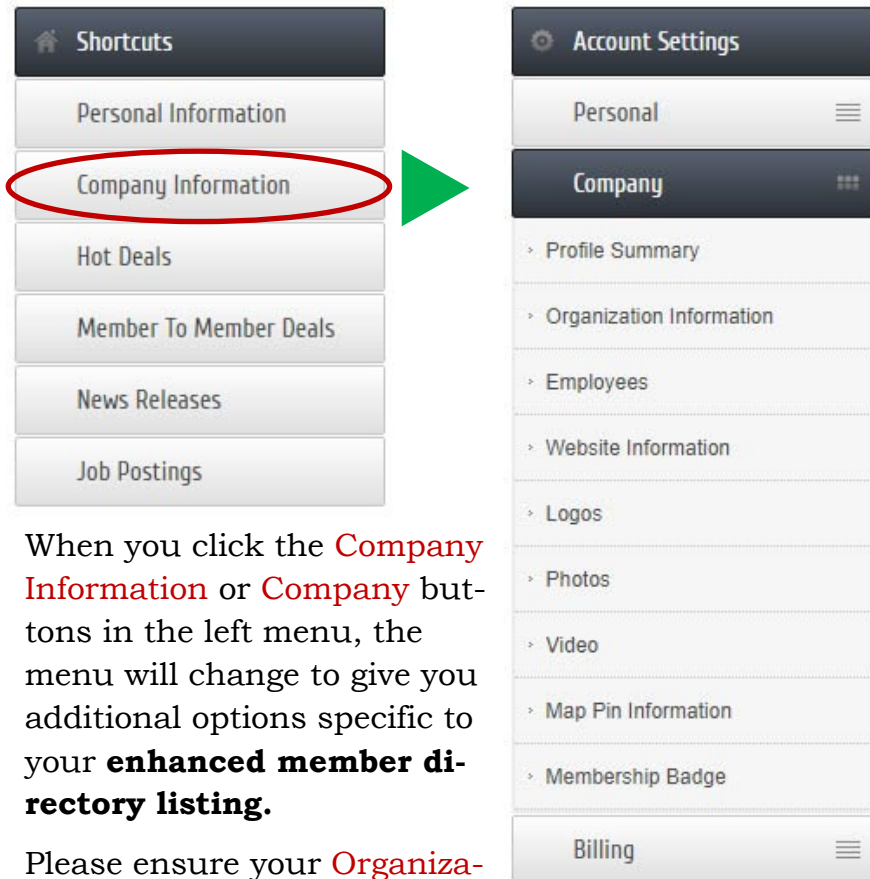
When you click the Company Information or Company buttons in the left menu, the menu will change to give you additional options specific to your **enhanced member directory listing.**

Please ensure your Organization Information and Website Information is correct and complete (be sure to add a description and keywords), then use other menu items to take advantage of the deluxe directory listing perks available to *all* of our members! Upload your logo, a header image, and photos for your gallery. Add your map pin and even link to a video.

Note: Editing Company Information is only available to representatives designated as Primary. Please contact the Chamber for more information.

View your Directory Listing

Plug your business name into the search bar in the very top menu to navigate to your directory listing!

A - Member Page Header 1200 x 225 pixels
B - Logo 400 x 400 pixels
C - Gallery photos 500 x 500 pixels
D - Map pin

Review your Business Category

While you're looking at your directory listing, please take a moment to review your business category (or categories), listed next to your logo if you've uploaded one.
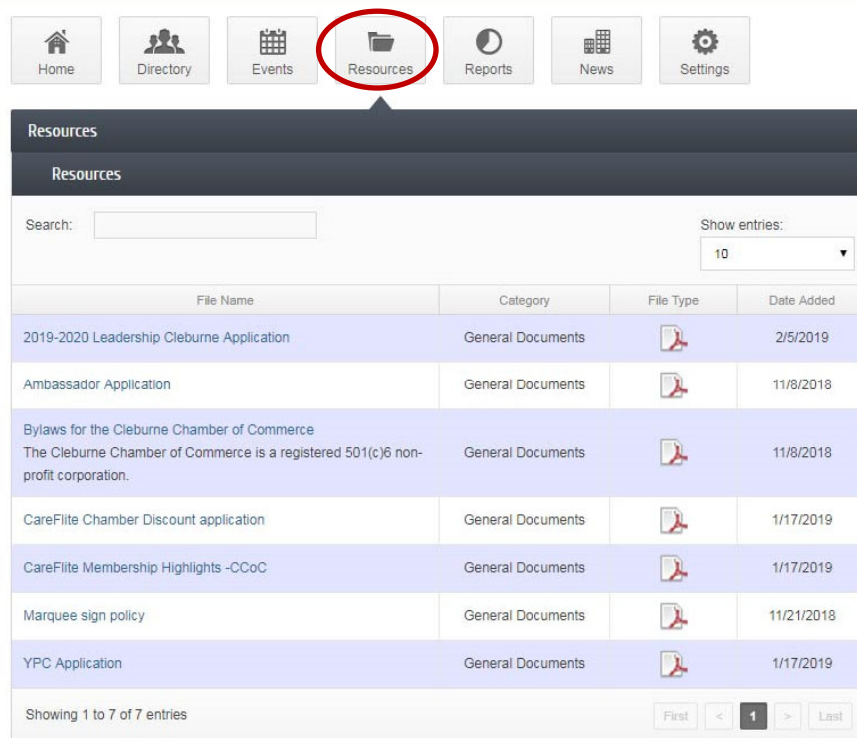

Business categories are controlled by the Chamber—you cannot edit them directly. If this information is incorrect (or to add additional categories), please contact us to discuss!

VERY OFTEN, when people google your business, your online Chamber directory listing will appear higher in the search results than your business website! That's why it's crucial to make sure your Chamber directory listing is as complete as possible!

Resources

Chamber staff have uploaded various resources we think you might find useful. You can find these under the Resources button in the Portal's top navigation menu.

Any time, day or night, you can find things here like

- Ambassador Application
- Marquee Sign Policy
- CareFlite discount information
- Chamber Bylaws

If you have suggestions for other resources to include here, please let us know!

Reports
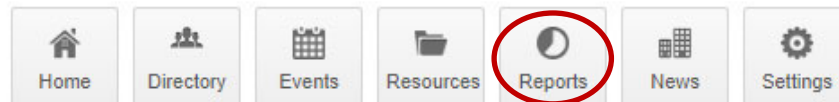
Our system keeps track of a LOT of analytics data you might find useful!

In particular, check your Member Page Views periodically. This shows how many eyeballs have viewed your directory listing for any date range.

Adding Content: Overview
!!! READ THIS !!!
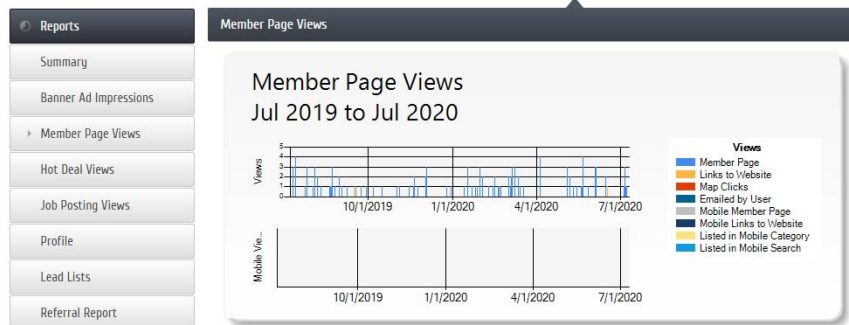
In the Member Portal, **you can add your own** community events, hot deals, member-to-member deals, news releases, and job postings to our website! Any time, day or night!

These are some general notes that apply to all DIY content.

Add / Manage Buttons

Each DIY content item will have two blue buttons, one to Add a new piece of content, one to Manage (and potentially copy) past content.

Rich Text Editor

Our system allows you to style your text, similar to using a word processor. You can change the size and color of text, create links, and more. *Rich text gets more eyeball time than plain text!*
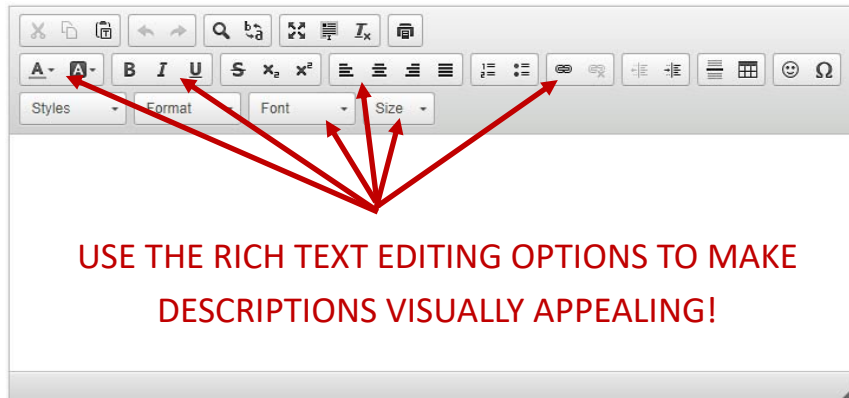
USE THE RICH TEXT EDITING OPTIONS TO MAKE DESCRIPTIONS VISUALLY APPEALING!

Images

You'll have the option to upload images to your content, and we encourage you to **take advantage of that**! *Images get more eyeball time than rich text!*

Free Online Image Creators

Canva - canva.com   **Pablo** - pablo.buffer.com

Snappa - snappa.com   **Desygner** - desygner.com

Spark - spark.adobe.com   **befunky** - befunky.com

Completeness Matters

The more information you provide, the more likely your content will be useful to someone else. Our only *requirement* is that every item must have basic information and a description—the rest is up to you.

Submit for Approval

When your content submission is as complete as you can possibly make it, be sure to scroll to the bottom of the page and hit Submit for Approval. We'll get a notification, we'll give it a quick look, and we'll approve it. If you hit Save as Draft, we won't ever see it.
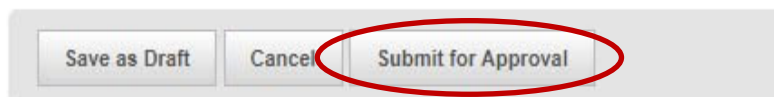
Add & Manage Events

Click on Events in the top Portal navigation.

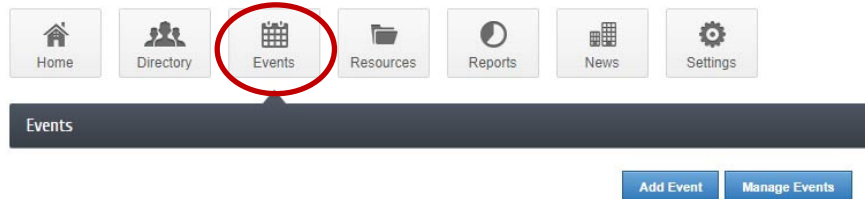(It's worth noting: On this page you *can* scroll through upcoming events as a list, pull it up in calendar view, search for events by date, etc., But we think the calendar on the public side of the website is *much* better for this: cleburnechamber.com/events)

To add a new event, click the blue **Add Event** button.

1. Fill out as MUCH information as you can

2. Add images (Especially the Search Results Logo! See the next page for a visual on which images are which)

3. Submit for approval

To copy a past event, click the blue **Manage Event** button.

1. Find the event you would like to copy and choose the Copy option (in the Action column)

2. Update/Add as MUCH information as you can, including images!

3. Submit for approval
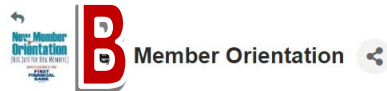
A - Event Header Photo 1200 x 225 pixels
B - Search Results Logo 200 x 200 pixels
C - Main Event Photo 500 x 500 pixels
D - Gallery photos (not shown) 400 x 400 pixels

Add & Manage Hot Deals and Member To Member Deals

Click the Home button in the top Portal navigation to get back to our main left navigation panel.

Hot Deals and Member To Member Deals work exactly the same way, it's just that one is for the general public and the other is just for members.

In the left navigation menu, click the item you want to add.

If you want to add a new deal, click the blue Add button.

1. Fill out as MUCH information as you can

2. Add images

3. Submit for approval

NOTE that there are **two sets of dates**. Offer start/end is when the deal is good. Publish start/end is when the deal is viewable on our website. These can be the same dates! In any case, you must fill BOTH sets of dates.

Add & Manage News Releases

Note: If you haven't already read the Overview
on pages 11-12, please do that first.

Click the Home button in the top Portal navigation
to get back to our main left navigation panel.
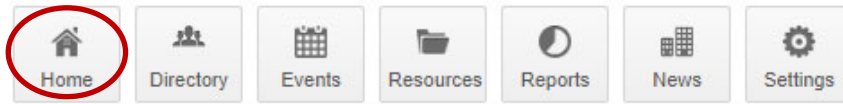
In the left navigation menu, click News Releases.

News Releases are like what you
might send to the newspaper.

If you want to add a new Release, click the blue Add button.

1. Fill out as MUCH information as you can

2. Add an image—a logo is fine

3. Submit for approval

Your DIY Content is viewable by all visitors to our website!

Events are included on our Community Calendar!

Hot Deals, Member To Member Deals, News Releases,
and Job Postings are linked in the primary navigation
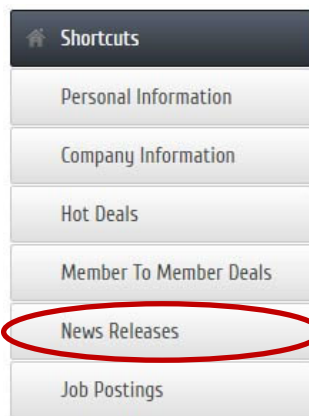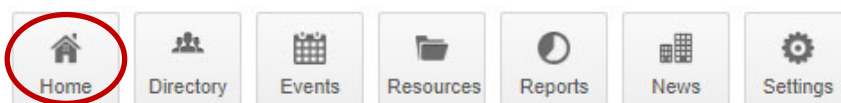menu for the duration of their publication!

Add & Manage Job Postings

Note: If you haven't already read the Overview on pages 11-12, please do that first.

Click the Home button in the top Portal navigation to get back to our main left navigation panel.

In the left navigation menu, click Job Postings.

If you want to add a new Job Posting, click the blue Add button.

1. Fill out as MUCH information as you can

2. Add an image—a logo is fine

3. Submit for approval

We include your DIY Content in our Weekly Scoop email newsletter!

The next two weeks' worth of **Events** are included in our Community Events section.

Hot Deals, Member To Member Deals, News Releases, and Job Postings are linked in their designated sections toward the bottom for TWO WEEKS.

New Member Orientation
(Not Just For New Members)

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Chamber Staff

Tara Janszen, President

Heather Juarez, Tourism Director

Melinda Finnell, Office Administrator

Jackie Saylors, Community Relations Specialist

D'Arla Tyler, Business Development/Events

Stacey Greenawalt, Marketing/Communications

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