

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.

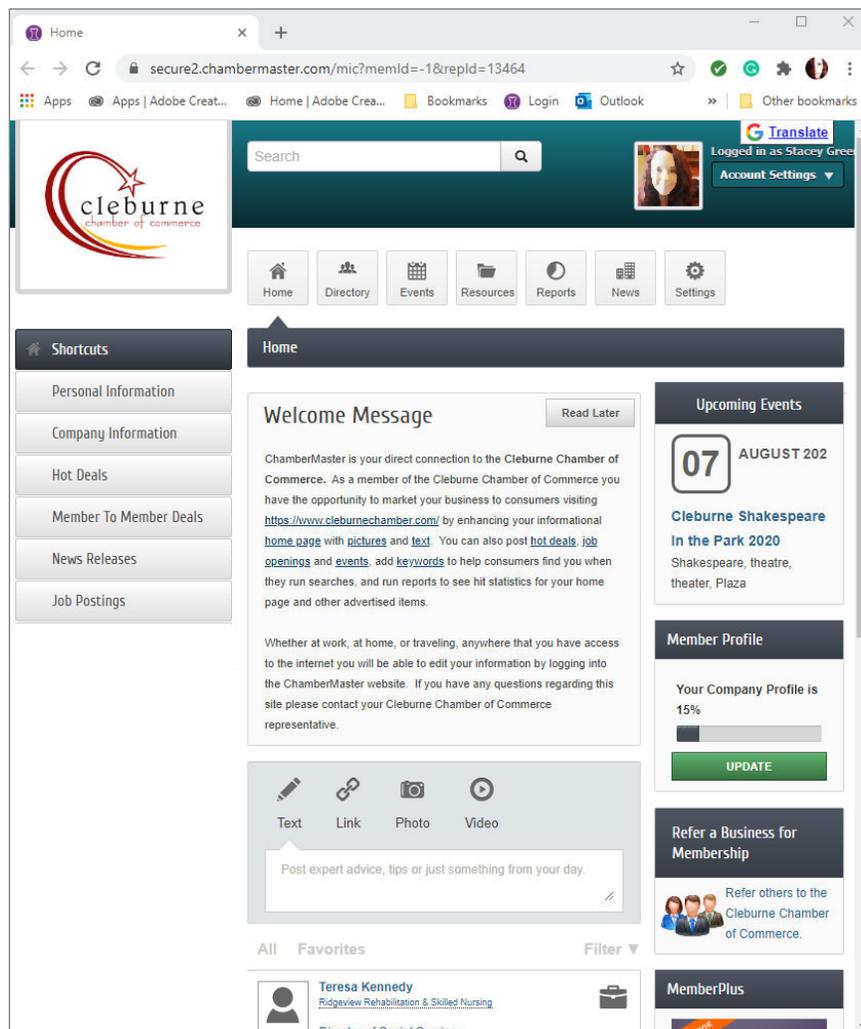
**Username**

**Password**

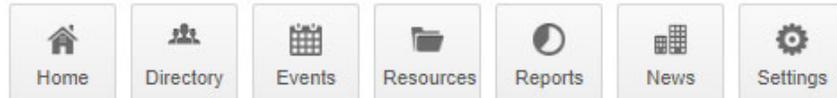
[Forgot your username/password?](#)

# 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.

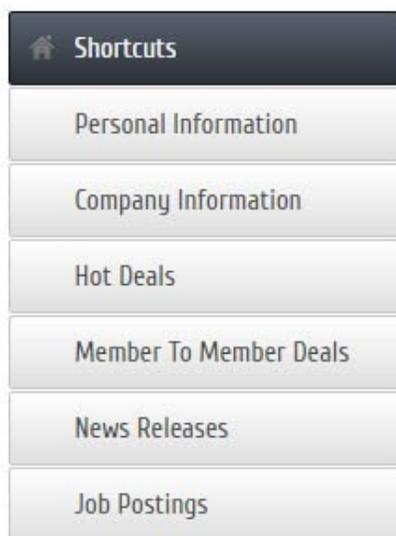


## Navigation



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)

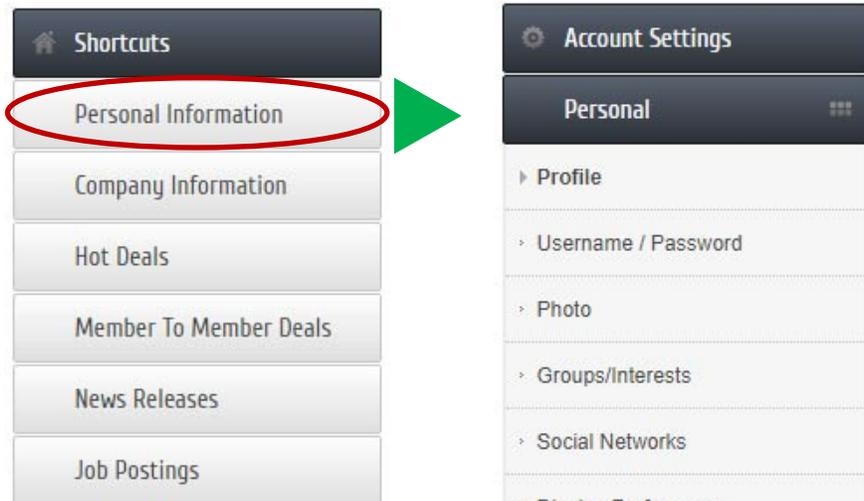


The left-hand navigation is *contextual*—It will expand or change to give you menu options pertinent to the particular page you're on.

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

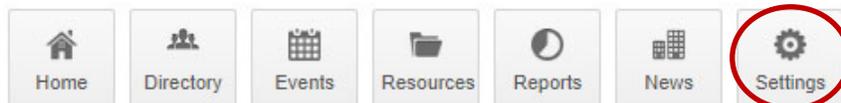
From the left menu on the Dashboard, you can update Personal Information, Company Information, post Hot Deals, add/manage News Releases, and add/manage Job Postings.

## Update Your Personal Info



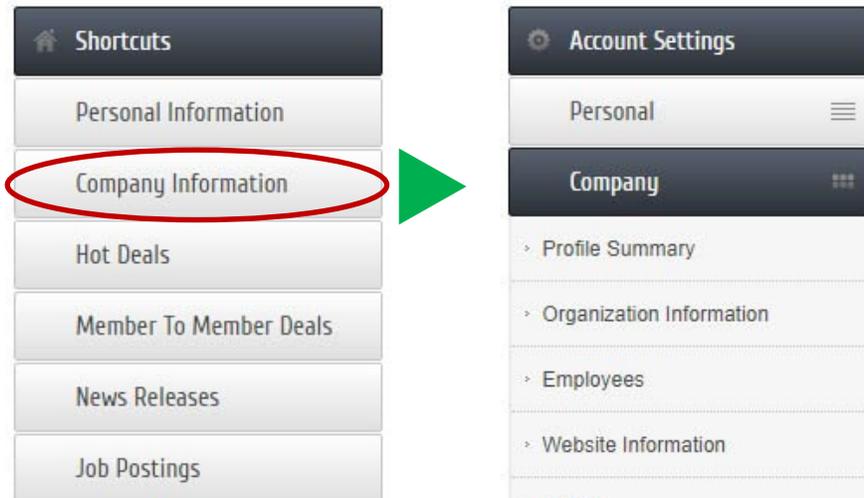
When you click the **Personal Information** button in the left navigation menu, the menu will change to give you additional options specific to your personal profile. Use these menu items to edit your profile, change your username and/or password, upload a display photo (that's what will show in the 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



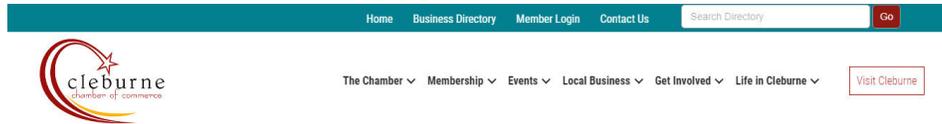
When you click the **Company Information** or **Company** buttons in the left menu, the menu will change to give you additional options specific to your **enhanced member directory listing**.

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!



## Cleburne Chamber Of Commerce



**Hours:**  
8:30am - 5:00pm Monday through Friday

**Driving Directions:**  
From Johnson Co Courthouse at corner of Main and Henderson, travel west approximately 2 1/2 miles. Chamber is on the right at the corner of W. Henderson and Faircrest.

### About Us

The mission of the Cleburne Chamber of Commerce is to promote business and the community.

### Highlights

- Let us help you network your business!

### Images



**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.



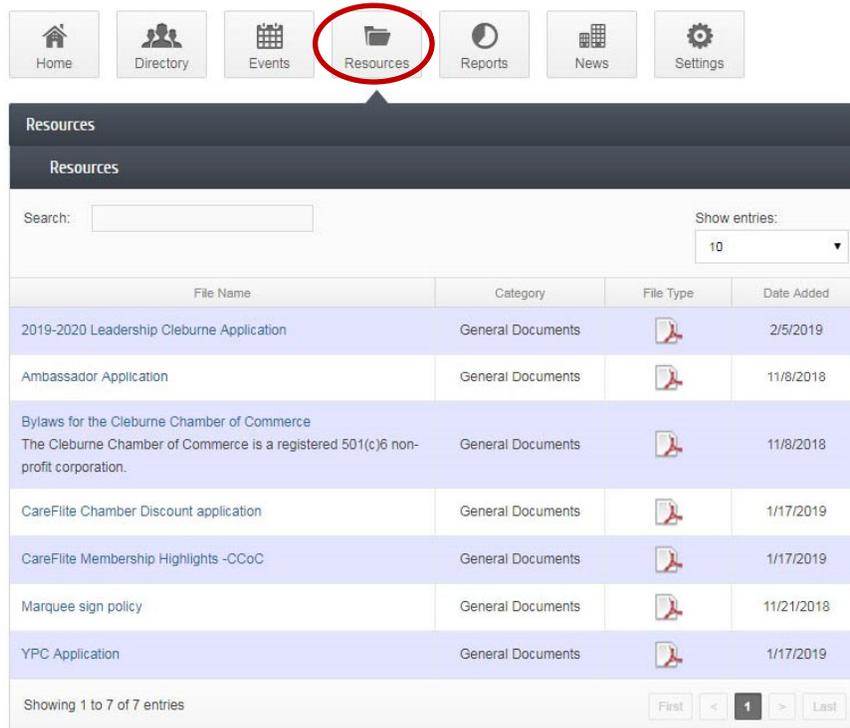
Business categories are controlled by the Chamber—you cannot edit them directly. If this information is incorrect (or to add additional categories), please contact us to discuss!



**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.



The screenshot shows the Portal's top navigation menu with the 'Resources' button circled in red. Below the navigation menu, the Resources page is displayed. It features a search bar, a 'Show entries' dropdown set to 10, and a table of 7 resource entries. The table has columns for File Name, Category, File Type, and Date Added. The entries are:

File Name	Category	File Type	Date Added
2019-2020 Leadership Cleburne Application	General Documents	PDF	2/5/2019
Ambassador Application	General Documents	PDF	11/8/2018
Bylaws for the Cleburne Chamber of Commerce The Cleburne Chamber of Commerce is a registered 501(c)6 non-profit corporation.	General Documents	PDF	11/8/2018
CareFlite Chamber Discount application	General Documents	PDF	1/17/2019
CareFlite Membership Highlights -CCoC	General Documents	PDF	1/17/2019
Marquee sign policy	General Documents	PDF	11/21/2018
YPC Application	General Documents	PDF	1/17/2019

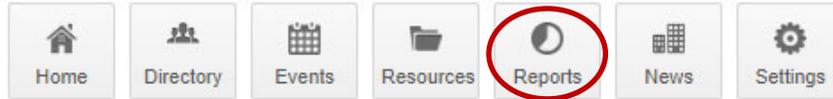
Showing 1 to 7 of 7 entries

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!

Reports

Summary	Membership Visibility
Banner Ad Impressions	2033 Total views and impressions in the last 12 months
Member Page Views	0 Banner Ad Impressions
Hot Deal Views	116 Member Page Views
Job Posting Views	647 Category Search Result Displays
Profile	1270 Other Search Result Displays
Lead Lists	0 Hot Deal Views
Referral Report	0 Job Posting Views

Increase the impact of your membership by creating news, adding a Hot Deal or Job Posting, etc.

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

Reports

Member Page Views

### Member Page Views Jul 2019 to Jul 2020

#### Filter Options

From Date:  Thru Date:

Use Current Month ]

\*Tracking of Mobile Member Page views began on 1/16/2010. Tracking of all other Mobile Page views began on 1/16/2013.

Member Page Views for Lake Whitney Arts Association										Print
Date	Member Page	Links to Website	Listed in Search	Map Clicks	Emailed by User	Mobile Member Page*	Mobile Links to Website*	Listed in Mobile Category*	Listed in Mobile Search*	

## 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.**

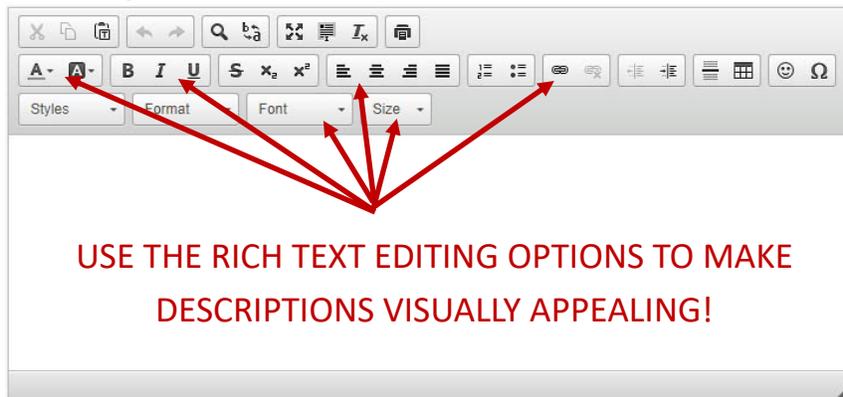
#### Add / Manage Buttons

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!*



## 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](https://canva.com)

**Pablo** - [pablo.buffer.com](https://pablo.buffer.com)

**Snappa** - [snappa.com](https://snappa.com)

**Desygner** - [desygner.com](https://desygner.com)

**Spark** - [spark.adobe.com](https://spark.adobe.com)

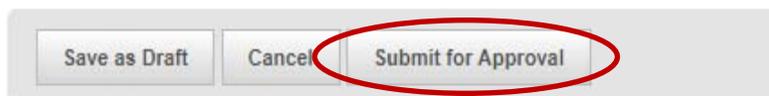
**befunky** - [befunky.com](https://befunky.com)

## 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.

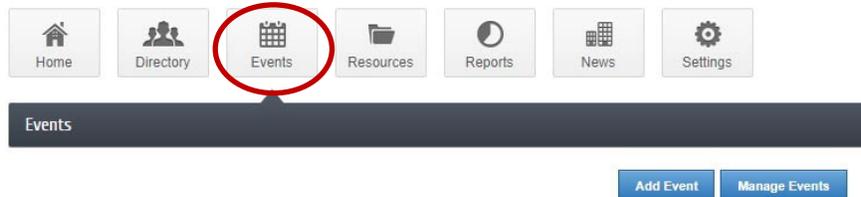
## Submit for Approval

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

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



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](http://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



**Date and Time**  
 Thursday Sep 12, 2019  
 11:30 AM - 1:00 PM CDT

**Location**  
 Chamber Office  
 1511 W Henderson

**Fees/Administration**  
 One representative per company can attend once free of charge as a benefit of your membership investment.  
 Additional reps are welcome to attend for \$10 each.

**Contact Information**  
 Stacey Greenawalt  
 Send Email

**New Member Orientation**  
 (NOT JUST FOR NEW MEMBERS)

SPONSORED BY  
**FIRST FINANCIAL BANK**

Register >>

Set a Reminder

**Description**

- 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

**Search Results Logo**

**RIBBON CUTTING**  
 Ribbon Cutting - House of Vintage (formerly Main Street Antiques)  
 Tuesday Sep 10, 2019

**LEADERSHIP CLEBURNE**  
 Leadership Cleburne 2019-2020  
 Wednesday Sep 11, 2019

**MEALS & WHEELS**  
 JOHNSON & ELLIS COUNTIES  
 32nd Annual Golf Event and Concert  
 Thursday Sep 12, 2019

**MEALS & WHEELS**  
 JOHNSON & ELLIS COUNTIES  
 Chronic Disease Self-Management Program  
 Free 6-week program to manage high blood pressure, diabetes, COPD, depression and arthritis  
 Thursday Sep 12, 2019

**JCAR**  
 Johnson County Association of REALTORS® Luncheon  
 Thursday Sep 12, 2019

**New Member Orientation**  
 (NOT JUST FOR NEW MEMBERS)  
 SPONSORED BY FIRST FINANCIAL BANK  
 Thursday Sep 12, 2019

**Bethel Temple: Jordan Feliz - The Faith Tour**  
 Thursday Sep 12, 2019

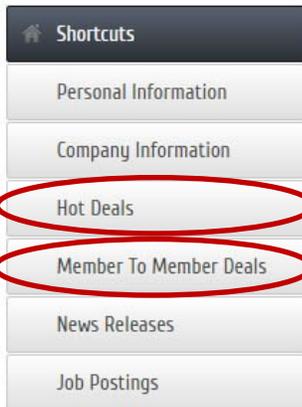
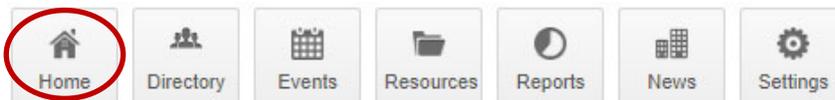
**Bethel Temple: Jordan Feliz - The Faith Tour**  
 Thursday Sep 12, 2019

**Rad Caboose Winery Cork and**

**Crazy8 Ministries - Rodeo**

## Add & Manage Hot Deals and Member To Member Deals

**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.

**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.

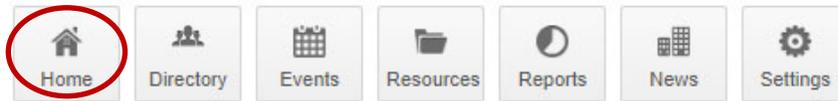
**If you want to add a new deal**, click the blue **Add** button.

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.

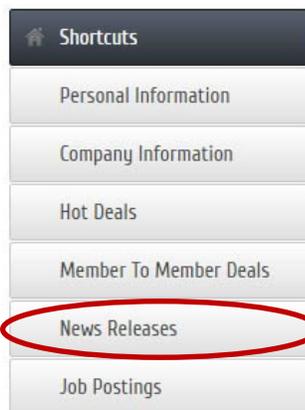
## Add & Manage News Releases

**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

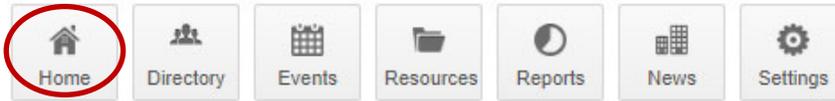
### **Your DIY Content is viewable by all visitors to our website!**

**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 Saylor, Community Relations Specialist

D'Arla Tyler, Business Development/Events

Stacey Greenawalt, Marketing/Communications

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