

Member Information Center (MIC) Best Practices

Company Information vs. Personal Information - We vs. Me

- Company Information: Anything listed under Company Information should be a generic representation of your organization. Your business's main telephone number, an info@emailaddress.com, public social media pages, etc.
 - Think of Company Information as a "We" section: Information would be applicable to anyone employed under that organization.
- Personal Information: This pertains to your affiliation with your company, such as your work phone number or extension, your professional email address, or your LinkedIn profile.
 - Personal information is a "Me" section: How that individual supports the organization's success and advances their own professional endeavors.

Best Practice: Ensure these two sections are differentiated with the appropriate information. If you work remotely, **do not** list your home address as a company address as it will appear on our Directory (unless privacy settings are changed). Similarly, do not list your cell phone number as the company phone number if you have another line dedicated to your business.

NOTE If you are a sole proprietor that does not differentiate organizational from professional services, please be mindful of the display/privacy settings.

Primary and Billing Contacts

- Primary Contact: The person responsible for managing your membership
 - This individual has full MIC access and can advertise on your organizations behalf, update employee information, take advantage of the MIC associated benefits, etc.
- Billing Contact: The person assigned assumes the fiscal responsibilities of your membership
 - This individual receives all invoices (membership renewal, sponsorships, events, etc.) and can pay them through their MIC under "Company Information" > "Billing".

Best Practice: Differentiate your Billing and Primary Contact. If an individual assumes both responsibilities and then something happens to them (ex: change in occupation, unexpected leave, transferred locations) without us knowing, we will continue to use them as our Point of Contact (POC) for your membership. This could result in important information not being received or your membership lapsing.

NOTE If you are a sole proprietor, it is fine to be listed as both the Billing and Primary Contact. Please be mindful of the implications with each status.

Personal Bio and Headshot - Connecting prior to Interacting

- When completing your Personal Information Section, you will see a textbox titled, “Personal Bio”. This textbox correlates with the “Photo” tab as well as “Social Networks”.

Best Practice: If you are a Primary Contact, be sure to have a personal bio and headshot uploaded. If you are a part of your organization’s outreach team (Director of Sales, Director of Community Relations, Director of Development, etc.), we highly encourage uploading a personal bio and headshot (the need to list social networks varies based on occupation, but LinkedIn is also recommended). This allows for potential customers to have an understanding of who they would be working with prior to meeting you.

NOTE You will have to check the “Allow my information to be displayed” box under “Personal Information” > “Display Preferences” for it to be visible to either “Public” ([Member Directory](#)) or “Members” (MPCC Members with MIC access only).

Company Information Breakdown - The Necessary Three

- Organization Information: Maintain organization information and make necessary changes to operational information so potential customers know how to access/utilize your products and services.
- Employees: Maintain employee (rep) information so staff can receive our free or reduced member rate at events and mass communication. This also helps MPCC Staff with knowing who we should be contacting based on the circumstance. **Please include** the reps’ name, title, if they should have Primary/Billing status, and contact information.
- Website Information: Through this section, you can manage how your profile appears in our [Member Directory](#). When we have inquiries from the public, we often refer them to a Member Directory category, and if applicable, a specific member in particular. By ensuring your website information is completed, you are allowing us to provide an informative referral. If you are a higher-level investor, please refer to the [Premium Perks Resource Guide](#) for information regarding your advanced membership marketing benefits.

Best Practice: Log into your MIC regularly to maintain/update information so we are able to best serve you throughout your membership.

MIC Associated Benefits Benefit YOU - Defining and Strategizing

- [Member to Member to Member Deals](#): Exclusive and accessible to only to MPCC members
 - Unlimited regardless of membership level
- [Hot Deals](#): Promotions available to the public (Ex: Black Friday or First Responder discounts, free for a new client, loyalty program, etc.)
 - Unlimited regardless of membership level
- [Job Postings](#): Vacancies you are seeking to fill
 - 1x/month submission for basic membership, unlimited for associate and above
- [Community Calendar](#): Chamber events and Members' events featured
 - 1x/month submission for basic membership, unlimited for associate and above
- [News Releases](#): Celebrate an achievement or request public support
 - 1x/month submission for basic membership, unlimited for associate and above

Best Practice: Utilize all of these benefits when appropriate as they are incorporated in your membership! Our software system had Search Engine Optimization (SEO) built into it, so when you utilize one of the benefits listed above, it is not only appearing on our website but a search engine as well. If someone were to look up a promotion or job vacancy near Mount Pleasant, our website would populate and feature your listing. When we provide demonstrations or respond to public inquiries, we also refer to these benefits. Finally, we feature deals, job vacancies, and community events on our social media platforms through "Social Snapshots"! Be sure to like/follow our pages "@mtpchamber"!

If you would like further guidance on how to take advantage of these MIC associated benefits, please refer to the "Resources" tab with the folder icon located in the top row of your MIC home page. In the "Making Sense of your MIC" category, there are detailed instructions for each one listed above. In the Resources folder, you will also find our digital membership badges, which can be uploaded to your website, email signature line, or posted to your social platforms! We also have special demographic badges, to include [Women-Owned Business](#), [Minority-Owned Business](#), and [Veteran-Owned Business](#).