IEEE Power and Energy Society

Boston Chapter

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IEEE PES Chapter Chair Training
26 July, 2015 Denver, CO
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Chapter Website

- Link: http://www.ieeeepesboston.org/

Website pages:
1. Awards: we post short bios of our Chapter awards recipients on this page.
2. Our Committees: The contact information and the affiliation of the executive and sub-committee members are posted on this page.
3. Calendar: Our events are posted on this page.
4. Resources: Educational and technical resources about PES are posted on this page.
5. Electrical Engineering Students: Full-time student support programs are posted on this page.
6. Jobs: Boston area Electrical Engineering openings

Features:
1. Ability to sign up for email updates
2. Ability to synch the outlook calendar with the Chapter events
3. Link to the Chapter Facebook, Twitter, and LinkedIn pages
4. Chapter news page
Facebook

- Link: https://www.facebook.com/ieeepesboston?ref=aymt_homepage_panel
- Ability to track the post views, likes, etc
- Track engagement (clicks on posts)
- Promote the Chapter events
- Ability to communicate with each individual follower
Mailchimp

- Link: www.mailchimp.com
- Web-based email marketing service provider
- Maintain a central repository of email names and addresses
- Gives people the opportunity to instantly subscribe or unsubscribe
- Track the number of opens, bounces, subscribes, and unsubscribes
- How many people click through to links embedded in the email?
- Free for lists up to 2,000 subscribers
Questions?