



SHAKOPEE

CHAMBER & VISITORS BUREAU



CHAMBER 102

GET THE MOST FROM OUR WEBSITE

THE HOW-TO ON MAXIMIZING YOUR CHAMBER LISTING

GETTING STARTED



The Member Information Center (MIC) is an internal website just for Chamber members that gives you the ability to manage a variety of activities. Access your membership account through the MIC to update your company information, search for other member businesses, register for events, and – most importantly – build your online presence.

Let's get started!

Go to www.shakopee.org and click on the **Member Login** link, located at the bottom of the page under Resources.

Resources

[Member Login](#)

[Member](#)

[Directory](#)

[Join](#)

[Visitors](#)

[Blog](#)

[Contact Us](#)

Login

Username

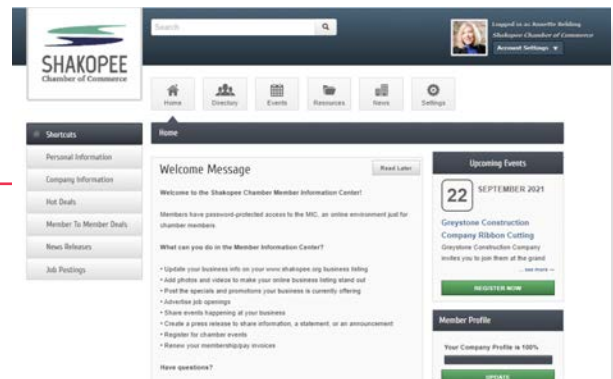
Password

2

Enter your login information. If you don't remember your login, click the "Forgot your username/password" link. If you don't have a login, click the "Sign up now" link. *

Once you are logged in, you will be brought to the dashboard for your **membership account**. Now you can edit your business information, add photos and video, post job openings, register for events, and much more!

3



[Forgot your username/password?](#)

[No login created? Sign up now.](#)

[Sign In](#)

4

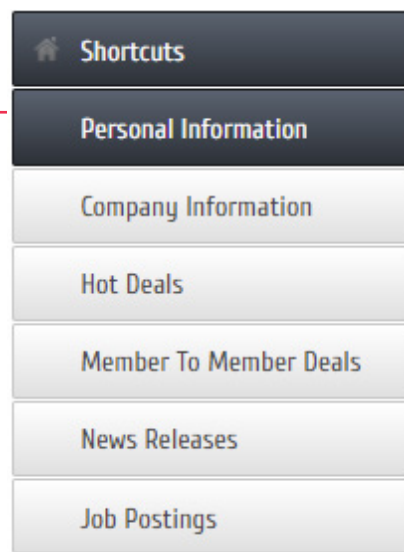
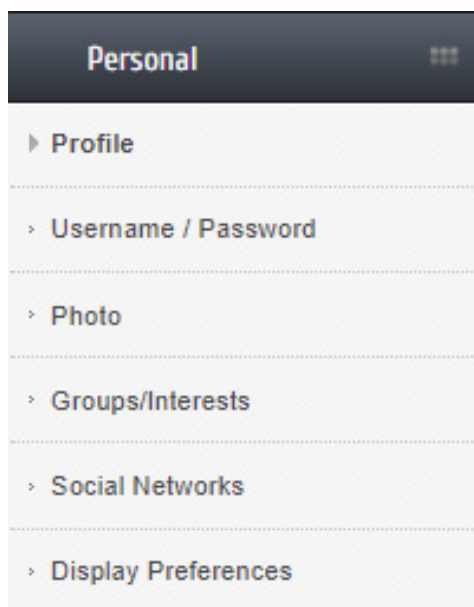
* If you don't have a login and click the "**Sign up now**" link, you will need to verify your identity by entering your email address. If we have your address on file, you will be sent an email with instructions on how to create your login. If you don't receive an email within 1-2 minutes, that means we don't have your address on file; please contact the Chamber at 952-445-1660 or chamber@shakopee.org to be added to our records.



YOUR PROFILE

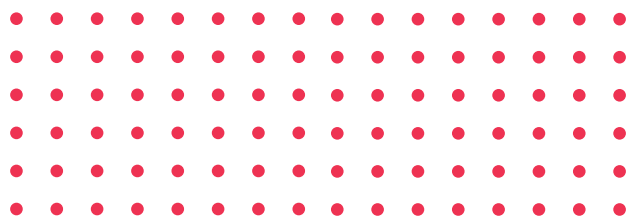
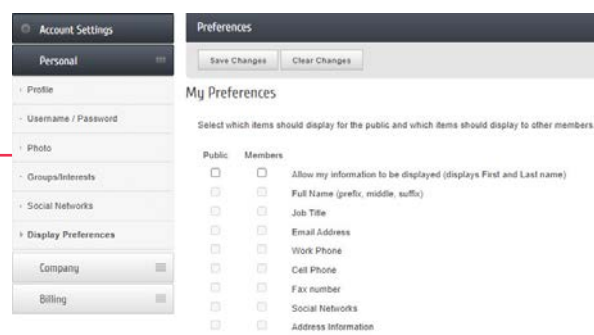
Updating your profile information is very easy and beneficial! To ensure that other members (and those that search our website) can find you, be sure to keep your profile up-to-date.

To **edit your profile**, click Personal Information on the left side of the page under Shortcuts. Here, under Personal, you can update your contact info, change your username and/or password, add a headshot, and enter your social network information.



If sections of your profile are grayed out and you are unable to make changes but should be authorized to do so, let us know.

Under Display Preferences, you can **choose what information is made public** on our website and what information is only visible to other members.



UPDATING EMPLOYEES

We understand changes happen at an organization. We want to be sure that the right people are getting Chamber information and those that have moved on from your company are not on the email list.

Select **Company Information** on the left side of the page, then choose **Employees** from the drop-down menu.

Employees (4)				
<input type="checkbox"/> Rep Name	Title	Primary	Phone	Email
<input type="checkbox"/> Annette Belding	Membership & Events Director	No	(952) 641-9042	abelding@shakopee.org
<input type="checkbox"/> Cristy Chadderdon	Billing & Operations Manager	No	(952) 641-9041	cchadderdon@shakopee.org
<input type="checkbox"/> Ashley Grotewold	Main Street Director	No	(952) 641-9044	agrotewold@shakopee.org
<input type="checkbox"/> Tim Zunker	President	Yes	(952) 641-9043	tzunker@shakopee.org

Click on **Employee Profile** and choose **Preferences** to determine what employee info is made public and what is only available to members.

Add Employee/Representative

Contact Information

Member:

Shakopee Chamber of Commerce

Prefic:

Greeting:

First Name:

Job Title:

Middle Name:

Contact Preference:

Email

Last Name:

Phone Preference:

Work Phone

Login Access

☐ Email an invitation to this employee/representative, allowing them to create a username and password for access to this site. (requires a valid email address to be entered)

To **deactivate a representative**, click the box next to their name and select **Deactivate Selected Reps**.



You will see a listing of employees. To make edits, **click on a representative's name** (each name is an active link). When clicked, their information will appear and can be edited.

Employee Profile

Tim Zunker

Edit Employee Profile

To **add an employee**, click Add Employee/Rep and complete the contact information. At the bottom of the page, you will see Login Access. Click the box so the new employee can set up their login.

Employees (4)	
<input type="checkbox"/> Rep Name	Title
<input checked="" type="checkbox"/> Annette Belding	Membership & Events Director
<input type="checkbox"/> Cristy Chadderdon	Billing & Operations Manager
<input type="checkbox"/> Ashley Grotewold	Main Street Director
<input type="checkbox"/> Tim Zunker	President

YOUR “MINI” WEBSITE

We want you to use your Chamber web listing as an extension of your own website. The more information you provide, the better your search engine optimization!

On the **SHORTCUTS** menu, **CLICK ON COMPANY INFORMATION**, then **WEBSITE INFORMATION**. Here you will find all the tools you need to build your "mini" website. To get the most from your website listing, be sure to do the following:

Verify that your Web Page Content is correct.

Social Network Services

Social Network Services with a check-mark will be displayed on your public member page.

<input checked="" type="checkbox"/> LinkedIn [Verify URL] <input type="text" value="http://www.linkedin.com/groups?gid=3355791&sk=hb_side_g"/>	<input checked="" type="checkbox"/> Facebook [Verify URL] <input type="text" value="http://facebook.com/ShakopeeChamber"/>
<input checked="" type="checkbox"/> Twitter [Verify URL] <input type="text" value="http://twitter.com/ShakopeeMN"/>	<input checked="" type="checkbox"/> Instagram [Verify URL] <input type="text" value="https://www.instagram.com/shakopeechamber/"/>

Fill in all of the Web Description and Text Content boxes to **let people know what your company is about**.

Highlights

Bullet points that display in the Highlights section of your public directory page; 120 characters max each bullet text; Enter an optional website URL that the bullet item would link to

Bullet Text <input type="text" value="Access-Connecting business with the opportunity to be KNOWN by"/>	Bullet Url <input type="text" value="http://www.shakopee.org"/> [Verify URL]
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Keywords are very important in helping people find your business. There is no limit to the number of keywords that can be added; however, you shouldn't duplicate words. For example, the keywords financial planner, financial advisor should be financial, planner, advisor. We recommend adding representative names, as well, in order to be found quickly through the website.

Web Page Content

☒ Use Organization Information [Preview Web Page]

Company Name: <input type="text" value="Shakopee Chamber of Commerce"/>	
Local Phone: <input type="text" value="(952) 445-1980"/>	Toll-Free Phone: <input type="text"/>
Address Line 1: <input type="text" value="1901 East County Road 101"/>	Address Line 2: <input type="text"/>
City: <input type="text" value="Shakopee"/>	State: <input type="text" value="MN"/>
Postal Code: <input type="text" value="55379"/>	Fax: <input type="text" value="(952) 445-1989"/>

Add your company's social network feeds. Check off the box next to each network for it to be displayed on the website.

Web Description / Text Content

Description: 1470 chars remaining.

Displayed on the About section of your public directory page

The Chamber is a voluntary, not-for-profit business organization dedicated to improving the economic environment of the community.

Highlights are a great opportunity to **show visitors what you offer**. They don't have to link to a website; it could be a document, like a menu or price list.

Keywords

Enter unlimited keywords with a space between each word; common search terms that would be used to find your listing.

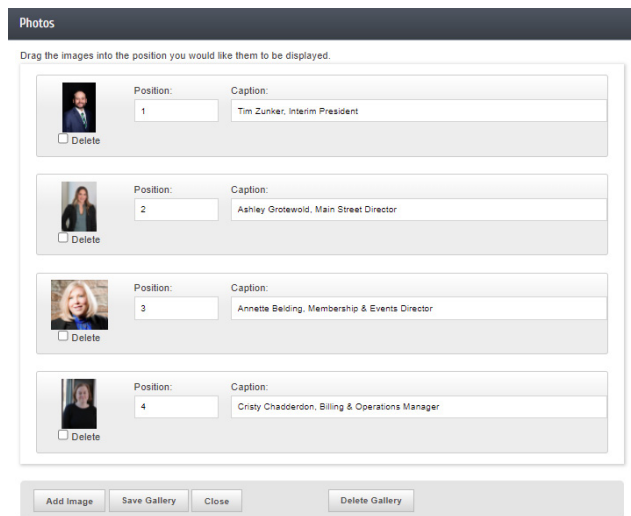
Shakopee Chamber Commerce Business Businesses Member Members Memberships Economy Economic Development Community City

ENHANCING YOUR LISTING

As a Shakopee Chamber and Visitors Bureau member, you have the ability to make your listing POP with logos, photos, video, and more.

Click on Company Information on the Shortcuts menu.

Logos: You can add a Header Logo and a Search Logo. Images should be 1200 x 225.



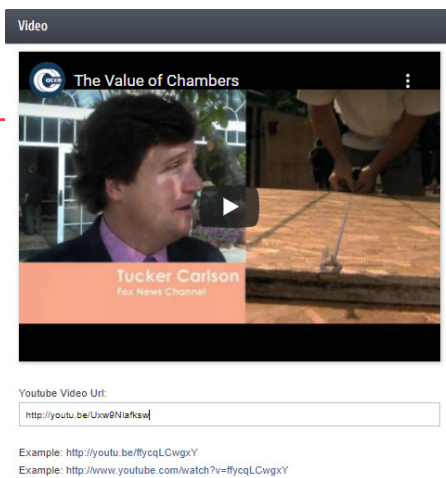
The screenshot shows a 'Photos' upload interface. At the top, it says 'Drag the images into the position you would like them to be displayed.' Below this are four rows, each with a small image placeholder, a 'Delete' button, a 'Position' field (numbered 1-4), and a 'Caption' field. The captions are: 1. Tim Zunker, Interim President; 2. Ashley Grotewold, Main Street Director; 3. Annette Belding, Membership & Events Director; 4. Cristy Chadderton, Billing & Operations Manager. At the bottom are buttons for 'Add Image', 'Save Gallery', 'Close', and 'Delete Gallery'.

Video: You can share a video that has been previously uploaded to YouTube. Only one video can be featured at a time but can be updated as often as you would like.



Photos: For best results, use an image that is 500 x 500.

If a logo or photo is uploaded that is larger than the recommended size, it will be downsized to maintain the aspect ratio so the image is not distorted. Smaller images are not recommended.



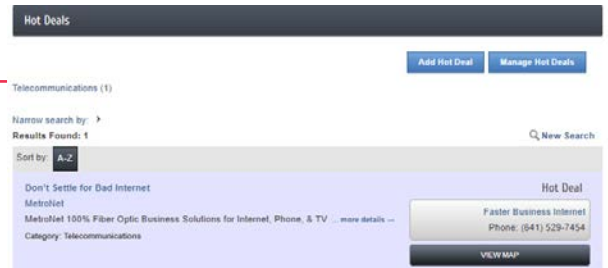
If you would like to add photos or graphics but don't have access to software, we recommend using **FREE online resources** like picmonkey.com or canva.com.

ADDITIONAL BENEFITS

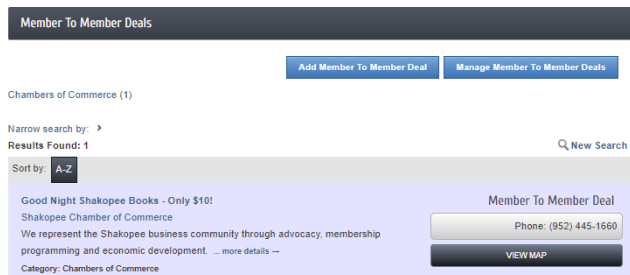
Chamber members are able to post jobs, events, news releases, member-to-member discounts, and hot deals for visitors to the website. Get your business out there!

Adding Even More: Click on Home and use the Shortcuts menu to add the following to your website listing.

HOT DEALS are specials or discounts you want to offer to the general public. Anyone who visits our website or your specific business listing will be able to see your deal.

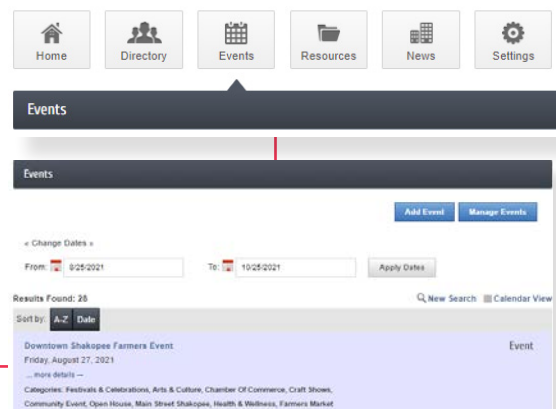
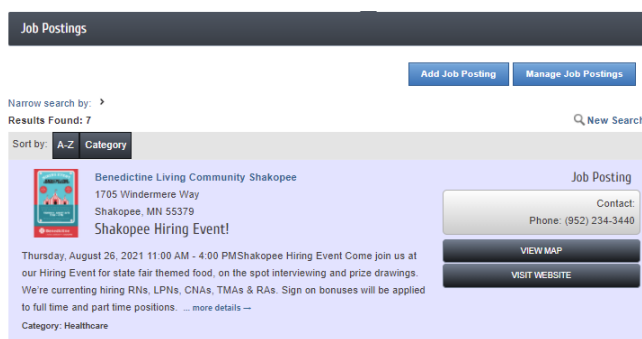


MEMBER-TO-MEMBER DEALS are for other Chamber members only.



A NEWS RELEASE is a great way to share important information about your business. The news release will be included in your web listing.

Share any openings at your business under **JOB POSTINGS**, which can be viewed by all visitors to the Chamber website.



Click on **EVENTS** on the toolbar to add an event to be included on the Chamber's online calendar.

All submissions are subject to review and are typically approved and posted within a few days.




SHAKOPEE

REPRESENT | GROW | CONNECT | EXCEL

THINGS FOR YOU TO DO

- ☐ Update your Company Profile
- ☐ Add keywords for best SEO
- ☐ Add an event to the calendar
- ☐ Submit a job opening
- ☐ Find other members through the Member Directory
- ☐ Post a Hot Deal
- ☐ Register for Chamber events

REACH US AT

-  952-455-1660
-  chamber@shakopee.org
-  www.shakopee.org

STRENGTHEN OUR COMMUNITY BY ADVANCING
• BUSINESS, TOURISM, AND THE ECONOMY. •