

**Use of Meetup.com to Promote EMG Outings****Procedure 07.01**

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Approval By: EMG Excom

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**1.0 Purpose**

To establish a procedure and provide guidelines for outings leaders who desire to advertise an EMG Outing on the website Meetup.com.

**2.0 General Discussion**

Meetup.com is a website that is being used by many people to find and engage in activities that align with their personal interests and to meet other people. The Eastern Missouri Group has a Meetup group called the “Sierra Club Eastern Missouri Group Outdoor Activities” that is available and is being used but the procedure for its use has not been well established. The Meetup system is intended to augment the existing Campfire calendar that is already on the EMG website and is not intended to replace it. Meetup activities and their publication must also comply with applicable sections of Outings Committee Procedures 03 and 04.

**3.0 General Requirements per the EMG Executive Committee**

The following requirements for the use of Meetup are per the EMG Executive Committee.

- 3.1 All Meetup posts shall indicate if participation is open to the public or limited to Sierra Club members only.
- 3.2 Activities sponsored or organized by the Sierra Club may be posted to Meetup.com
- 3.3 Activities not sponsored or organized by the Sierra Club may only be posted to Meetup.com with the approval of the EMG Outings Committee on a case-by-case basis provided that the objectives of the event are generally aligned with that of the Sierra Club.
- 3.4 The only people allowed to post activities to the EMG Sierra Club Meetup will be appointed by the EMG Outings Committee. Any person who is designated as a Meetup organizer shall be required to learn the Meetup posting procedures and abide by such. The names of persons appointed by the Outings Committee shall be forwarded to the EMG Executive Committee.

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**4.0 Definitions**

- 4.1 Event: The term Meetup uses for an activity that is announced on the Meetup website.
- 4.2 Organizer: The person(s) who have administrative privileges to post new events on the Meetup website.
- 4.3 Event Host (organizer): The person(s) who are designated on Meetup as the primary person responsible for the event and serves as the primary contact person. There can be more than one event host.
- 4.4 Outing Coordinator: The person on the Outing Committee responsible for soliciting and screening potential new outings of the Eastern Missouri Group to be “official” EMG outings.
- 4.5 Waitlist: Once the specified maximum number of people are signed up who have been approved, other people may also signup but will be placed on a waitlist.

**5.0 Procedure for advertising a new EMG Outing on Meetup**

The procedure outlined below is the list of steps to be followed in order to advertise an EMG outing on the Meetup website.

- 5.1 The Outing Coordinator, while in the process of soliciting new outings for the EMG newsletter and the Campfire calendar, shall inform outing leaders that if they want to have the outing announced on Meetup, they must provide the following additional information:
  - (a) The maximum number of people who can sign-up through Meetup.
  - (b) The first and last dates when people are allowed sign up for the outing.
  - (c) Any special questions or information that is needed by the person who wants to sign-up for the outing.
- 5.2 The Outing Coordinator will then proceed as is normally the case to review the proposed outings and finalize the list of new outings to be announced in the Sierra Scape newsletter and on the Campfire calendar. He will then notify one of the Meetup organizers of which outings are to be posted on the Meetup website.

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- 5.3 Once all of the above information is received by the Meetup Organizer, they will enter the outing into Meetup with the above information and announce the event.
- 5.4 The Meetup description will generally be the same as it is announced on the EMG website unless the outing leader requests any additional information.
- 5.5 The location of the outing that is announced on Meetup is not to include the specific location of where the outing is to meet on the day of the outing. A general description of where the outing will be such as “We will hike the loop trail at Pickle Springs Conservation Area” is sufficient.
- 5.6 The Meetup announcement should make it very clear that it is important for participants to contact the Outing leader to discuss details of the outing and any special requirements.
- 5.7 If the activity being promoted is a Non-Sierra Club activity the Meetup Organizer has the responsibility of assuring that the activity satisfies the applicable requirements of the National Policy – Publishing Sierra Club Sponsored Activities. This policy is listed below under Resources. Non-Sierra Club activities must be approved by the Outings Committee. The title of the Meetup posting must be formatted as “**Non-Sierra Club Activity – *Name of Activity***.” The following text must be placed in a separate paragraph following the description of the activity.

*“Please note that this activity is not sponsored nor administered by the Sierra Club. The Sierra Club has no information about the planning of these activities and makes no representations or warranties about the quality, safety, supervision or management of this activity. It is being published only as a reader service because it may be of interest to the Meetup readers.”*

**6.0 Management of an EMG Meetup**

- 6.1 Once the Meetup is announced, the outing leader (event host) is notified by the Meetup website that the outing is now active online and the outing leader has the ability to go into the event on the Meetup website and manage the event.
- 6.2 It is the responsibility of the outing leader to periodically check the Meetup webpage to see who has signed up and to contact those people if necessary.

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- 6.3 If there are any relatively minor changes to the outing, the outing leader will make those changes on the Meetup website and participants will be notified of the change.
- 6.4 Major changes to the event may need to be approved by the EMG Outing Coordinator and should be contacted if there is any doubt that this is necessary.

### **7.0 After the Outing**

After the outing is done, it is suggested that the outing leader follow-up by posting any photographs or other information that may be useful on the Meetup website. Photographs of successful outings will help attract more people to EMG Outings. In addition, EMG Liability forms must be turned in along with any money that is collected to the appropriate people.

### **8.0 Resources**

#### 8.1 EMG Outdoor Activities Website

<http://www.meetup.com/Sierra-Club-Eastern-Missouri-Group-Outdoor-Activities/>

#### 8.2 Meetup Help Center

<http://www.meetup.com/help/>

#### 8.3 Policy – Publishing Sierra Club Sponsored Activities

<http://clubhouse.sierraclub.org/outings/policy/publishing.asp>

#### Revision History

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