

PARSONS CHAMBER OF COMMERCE

Maximize Your Membership: Get Started with Locable

We're excited to partner with Locable to help boost your business's visibility online! This powerful tool automatically pushes your updates, events, and promotions directly onto the Chamber's community calendar and directory.

Why use it? You get free multi-channel marketing with zero extra hassle. Write it once on Locable, and it automatically cross-promotes across the whole community network.

Phase 1: Claim Your Free Profile

1 Open Your Invite

Look for the Locable invitation email sent from the Chamber. Click the secure signup link inside.

2 Create Credentials & Verify

Enter your name, email address, and choose a secure password. Check your inbox immediately for a confirmation email and click the verification link to unlock your account.

3 Link to the Chamber

Type in your business details. If your business profile is already in the database, click **"This is My Business"** to instantly link to the Chamber network. If no match is found, simply select **"Create it."**

Phase 2: Share the Load – Add Team Members

1 Open User Settings

Click on your organization name in the top-right corner of the dashboard screen, then select **Manage Users**.

2 Invite Your Staff

Click **Add a New User**. Assign a permission role, enter your team members information and email, and send the invitation.



Locable Roles Breakdown:

- **Owner:** Full access including billing details, company profile customization, and employee user management.
- **Manager:** Perfect for marketing employees, assistants, or interns. They can freely post calendar events, blog announcements, job or volunteer postings, make profile updates, and more. They are unable to make core account changes or remove other users.

Phase 3: Add to the Community Calendar

1 Start a New Event

From your main dashboard, go to **Promote > Events** and click **“New”** (or use the “Promote an Event” Quick link on your dashboard page.)

2 Set Details & Location

Add your event title, select dates, and choose start/end times. Pick your default business location as the venue, or set an offsite address.

3 Add Descriptions & Images

Provide crucial info (ticket costs, guidelines, etc) and upload an eye-catching event cover photo. If there is a ticket website, enter it on the right panel, along with other web links.



Think Outside the Box: An “event” isn’t just a festival! You can post store sales, open houses, workshops, restaurant specials, classes, pop-up shops, fundraisers, networking hours, or live music nights.



Website Integration: You can embed your Locable calendar directly onto your own business website! When you post an event, it will simultaneously update on your site and the Chamber's community calendar—saving you double the work.

Phase 4: Post Your First Update

1 Navigate to Blogs

From your main dashboard, head to the left panel and select **Promote > Blog Posts**, then click **“New.”** Or use the quick link **“Post An Announcement”** on the main dashboard page.

2 Pick Quick Post / Announcement

This is the lowest-stress format, ideal for swift news flashes, promotions, expert tips, event recaps, etc.

3 Fill and Publish

Write a catchy header, draft your body, upload an engaging photograph or graphic, and hit **Publish**. Your update will instantly stream into the Chamber directory. **Workspace tip:** click and drag the bottom-right corner of the text box window to stretch it downward.



Think Outside the Box: Use updates to share event recaps, customer or staff spotlights, behind-the-scenes stories, industry tips, and expert advice.



Website Integration: You can embed your Locable announcements directly onto your own business website! When you post an announcement it will simultaneously update on your site and the Chamber's Member Newsfeed—saving you double the work.

Additional Tips To Maximize Your Paola Chamber Profile Experience:

1 Add a Gallery of images to your Blogs / Announcements

Go to **Media Library > Galleries** and click "**New Gallery**". Name it (e.g., "2026 Holiday Event Recap") for your backend information and upload your photos. To add descriptions or photo credits, go to **Media Library > Images**, then click the cogwheel icon on any image. You can add captions, crop images, and make other edits. Save, then return to your blog post draft to select your new gallery from the dropdown menu at the bottom.

2 Take Advantage of the Marketing Assistant!

Stuck on what to write or how to promote your business? Say hello to Locable's built-in Marketing Assistant! Locate "**Marketing Assistant**" at the top of the left panel, select your specific industry, and explore a treasure trove of tailored marketing prompts designed just for you. Whether you need an idea for your next blog post, inspiration for an upcoming event description, or a quick announcement template, this tool gives you instant ideas to save you time and beat writer's block.

3 Don't forget you can post Jobs and Volunteer Opportunities!

"**Promote > Job Postings and Volunteer Opportunities**" You can link to Indeed or other job listing platforms on the right side panel.

4 Sync Your Site with Embeddable Tools:

Stop wasting time updating multiple websites! Locable lets you embed dynamic widgets directly onto your own business website. Whether you are publishing an event, writing a blog post, or listing a new job or volunteer opening, you only have to enter the information once. It will instantly publish to your personal website and automatically update across the Chamber's community boards at the exact same time—giving you maximum exposure with zero extra effort. Head to "**Embeddable Resources**" on the left panel to check it out.

5 Need a Hand? Locable Support is Ready:

If you ever get stuck or need extra technical help, you don't have to figure it out alone! You can reach out to the Locable support team directly by visiting <https://impact.locable.com/support/> or by clicking the "Help" button located right at the top of your user dashboard. Locable's customer service team is top-notch, incredibly friendly, and usually responds very quickly to get you right back on track.

Questions or need technical assistance? We're here to help.
Contact the **Parsons Chamber of Commerce** or visit help.locable.com for full documentation.