

SOCIAL MEDIA BEST PRACTICES

- Create chapter specific social media accounts
 - Facebook, Twitter, LinkedIn, Instagram
 - Any other platforms used by your members
- Create a social media position or committee
- Establish what type of photos can be added
 - High quality images with appropriate sizing to ensure they look professional
 - Appropriate photos from chapter events only
 - Tag your members and guests if possible
- Decide what kind of content can be shared
 - Educational content relevant to your members
 - Congratulate members' achievements, birthdays, etc.
- Always spell check and check for grammar
- Stay within your brand guidelines and establish a consistent voice across platforms
- Be consistent with your posting schedule
 - Identify the best times your audience sees/engages with posts and plan future posts for those times
- Announce upcoming chapter/association events
- Listen to your audience/ followers
 - Provide them with posts they want/like
 - Reply to their comments
- Identify your strongest followers and engage with them, make them your advocates and have them share your posts
- Follow your national organization's social media/share their posts

IMPORTANT

Don't allow profanity or inappropriate language on your social media platforms