

Social Media 101

Michelle Lilly, BA

SIGMA THETA TAU INTERNATIONAL
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CONNECTION**

Personal.
Professional.
Global.

Faculty Disclosure

- Faculty Name: Michelle Lilly
- Conflicts of Interest: None
- Employer: Sigma Theta Tau International
- Sponsorship/Commercial Support: None

Objectives

- Understand the features and advantages of a few popular social media platforms
- Learn basic skills to utilize these platforms
- Develop a social media campaign

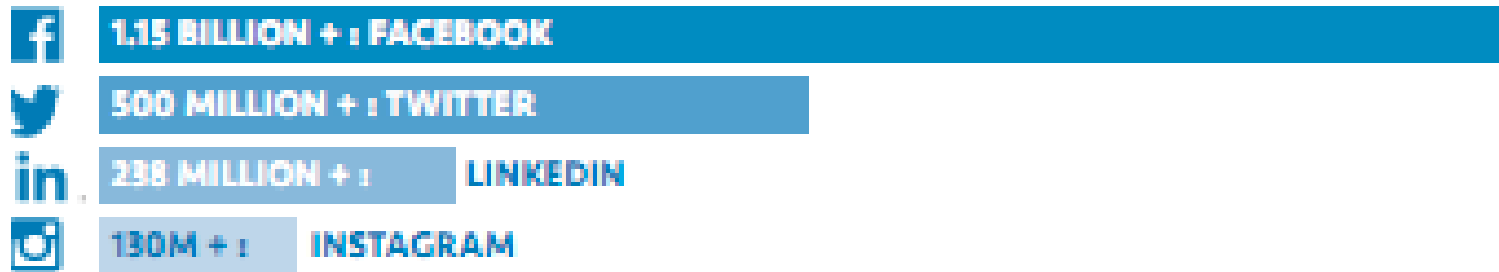
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What is social media?

- If media is an instrument of communication ...
- Provides information AND interaction
- Two-way street where YOU get to communicate, too!



4.2 billion people use a media device to access social media sites.



Women check out a brand's social page more often than men.

Around 46% of Web users turn to social media for making purchases.



Social media generates almost double the marketing leads of trade shows, telemarketing, or daily mail.

More than 23% of marketers are investing in blogging and social media.



60% of consumers say the integration of social media makes them more likely to share products and services.



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What is Twitter?

<http://twitter.com>

- “Start telling your story”
- Asks “tweeps” to make posts that are 140 characters or less:
 - What does 140 characters look like?? It isn’t much!! Especially if you share a complete hyperlink with followers: www.nursingsociety.org
- This forces you to share only the most important aspects of your message
- Your profile can be for an individual or an organization

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Twitter Statistics

- 255 million monthly active users; 1 billion + total users
- 500 million Tweets are sent per day
- 78% of Twitter's active users are on mobile
- 46% of Twitter users tweet at least once in a day

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Make this space yours. Add a photo!

TWEETS
639

PHOTOS/VIDEOS
23

FOLLOWING
2,000

FOLLOWERS
716

More ▾

Edit profile

Michelle Lilly

@MichelleAtSTTI

Constituent Engagement and Training Specialist at the Honor Society of Nursing, Sigma Theta Tau International (STTI)

📍 Indiana

🌐 thecircle.nursingsociety.org

📷 23 Photos and videos



Tweets Tweets and replies



Michelle Lilly @MichelleAtSTTI · 42m

Any @STTI chapters willing to share tips for an internal audit of finances? Please sign in and reply: ow.ly/Au2eU



Michelle Lilly @MichelleAtSTTI · 52m

Profile photos inspire trust online. Give your name a face in #TheCircle!
tinyurl.com/ovdj8ay



Give your name a face.

Update your profile to include your photo.

Who to follow · Refresh · View all



Michelle Lilly

@MichelleAtSTTI

TWEETS
670

FOLLOWING
1,997

FOLLOWERS
718

Compose new Tweet...

Who to follow · Refresh · View all



DoctorBase @DoctorBase

Follow

Promoted



Vistelan Healthcare @Viste...

Follow



Joseph Babaian @JoeBab...

Tweets



NPR Health News @NPRHealthNews

ICYMI: Results From Screening Tests Can Be High In Anxiety by @GlassHospital n.pr/1IG5rm0 ow.ly/i/6Kt05

View photo

Reply Retweet Favorite More



Followed by Ixekizumab Law.

RelateIQ @relateiq · Jul 21

Relationship management is broken, especially for start-ups. Read our take on the 3 biggest problems.

View on web

Promoted by RelateIQ

Expand

Reply Retweet Favorite More



NASN, Inc. @schoolnurses · 28s

Ebola: Separating Fact from Fiction. Check out the latest NASN Radio schoolnursenet.nasn.org/NASN/NASNRadio

Expand

Reply Retweet Favorite More





Results for Nursing Organizations

Save



AMSN @MedSurgNurses

The Academy of Medical-Surgical Nurses (AMSN) is the only national professional nursing specialty organization dedicated to medical-surgical nurses



Following



Nursing Standard @NScomment

The UK's best selling nursing magazine. Keep up to date with news, views, clinical practice & careers.
facebook.com/pages/Nursing-...
nursingblog.rcnpublishing.co.uk



Following



Amer Jnl of Nursing @AmJNurs

American Journal of Nursing, the leading voice of nursing since 1900. Peer-reviewed, evidence-based, the most trusted source for nursing.



Following



Nursing First @Nursing_First

We are a nursing organization that focuses on the education, enhancement, and empowerment of the nursing team.



Following



Connecting Nurses @connectingnurse

Connecting Nurses is an initiative for nurses supported by Sanofi and nurses organizations. Our mission is to bring nurses together online and IRL. Join us!



 Follow

 Followed by NurChat and 108 others

Tweets



Retweeted by David Barton



Sarah Amani @S_Amani · 17 mins

NHS takes action to tackle race inequality across the workforce via
[@NHSEngland](#) [#wenurses](#) [#equality](#) [#ccio](#) zite.to/1ADRskA

Expand

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



HealthLeaders Media @HealthLeaders · now

Handshaking Spreads Germs. Get Over It. hlm.tc/1n7kZZU

Expand

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



UN Women @UN_Women · now

What's next for women and girls in the [#post2015](#) agenda? ow.ly/zNC7y via
[@devex](#) [#gender](#)

Expand

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



Andrew Lopez, RN @nursefriendly · now

Becoming a Published Author: Writing, Producing and Promoting Your Book -
Dan Poynter, Author, Publisher, ow.ly/zNJM9

Expand

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



Retweeted by June Girvin



TimesHigherEducation @timeshighered · 2 hrs

Janet Beer has been named as the next University of Liverpool vice-chancellor:
ow.ly/zNlvi

Expand

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



Ellen DeGeneres

@TheEllenShow



Follow

If only Bradley's arm was longer. Best photo ever. #oscars
pic.twitter.com/C9U5NOtGap

Reply Retweet Favorite More



RETWEETS

3,429,266

FAVORITES

2,020,229



This is their handle, and how you can tag them in your own posts. "Hey, @chamberlainedu, I am a proud graduate!"



Chamberlain College @chamberlainedu · 7 mins

As healthcare shifts from reactive to proactive, learn what #nursing students are doing to combat a national epidemic ow.ly/zLDCw

2:25 PM - 31 Jul 2014 · Details

Collapse

Reply Retweet Favorite More

Hashtags assign a topic to a Tweet. Click on a hashtag to see Tweets related to a topic.

Comment on a Tweet and let the author know your thoughts

You can even add your own thoughts before you share it.



Results for #nursing

Save

Top / All



GetWellNetwork @GetWellNetwork · Jul 9

How can IPC help you on your Magnet Journey? #ONEilCenter
#PatientEngagement #HITsm info.getwellnetwork.com/Magnet-Patient...

 Promoted by GetWellNetwork

Expand

 Reply  Retweet  Favorite  More



Chamberlain College @chamberlainedu · 26 mins

As healthcare shifts from reactive to proactive, learn what **#nursing** students are doing to combat a national epidemic ow.ly/zLDcw

Expand

 Reply  Retweet  Favorite  More



NurseTogether.com @NurseTogether · 50 mins

Are you intimidated by your first **#nursing** job? Don't worry! Follow these tips from educators: ht.ly/zMwli

Expand

 Reply  Retweet  Favorite  More

Retweeted by Penn Nursing



RWJF Human Capital @RWJF_HumanCap · 2 hrs

#nurses make #hcquality reality. Learn how @campaign4action is improving **#nursing** #RWJF1stFri Aug 1 rwjf.ws/1jPgIj0 #futureofnursing

Expand

 Reply  Retweet  Favorite  More

The rules of hashtagging

- Use – Don't Abuse
 - Multiple tags look messy and are difficult to retweet
- Don't make them too long
 - You only have 140 characters!
- If you created it – follow it
 - Retweet those who are using your tag

Hashtag Huddle

Take a few minutes to talk to those in your immediate vicinity about an event or program that will occur for your group in the next year. Brainstorm hashtag suggestions for that event.

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670

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📍 Indiana

🔗 thecircle.nursingsociety.org

Tweets

Tweets & replies

Favorites

Lists



Michelle Lilly @MichelleAtSTTI · Sep 1

There are two webinar opportunities in September to talk about the @STTI membership benefits. Join us! ow.ly/AzXcG



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STTI Chapters

Chapters of the Honor Society of Nursing, Sigma Theta Tau International

33 Members

Association Professionals

Those working in/for associations

8 Members

Nursing

Nursing groups/organizations and individual nurses

43 Members

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Beta Delta Chapter @BetaDeltaSTTI · Sep 1

#LaborDay means true labor for many nurses. Thanks for your hard work & dedication!

Expand

← Reply ↻ Retweet ★ Favorited ⋮ More



Retweeted by Tau Upsilon STTI



CBC News @CBCNews · Aug 30

More doctors, nursing homes needed to improve health system cbc.sh/QAacLyV
pic.twitter.com/ecOyfzHzLu

🖼️ View photo

← Reply ↻ Retweet ★ Favorite ⋮ More



Retweeted by Beta Delta Chapter



AmericanHospitalAssn @ahahospitals · Aug 29

Terri Fontenot @WomansHospital discusses the need for cultural competence in #healthcare #EquityofCare ow.ly/ACZBZ

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More



Beta Delta Chapter @BetaDeltaSTTI · Aug 29

Fall Newsletter is out! fb.me/4i1KmbKGS

Expand

← Reply ↻ Retweet ★ Favorite ⋮ More

Additional Twitter Tips

- Use URL shorteners to free up space in your tweet. There are many free programs (Bitly, TinyURL)
 - Converts your original link into a much shorter one
- Retweet your followers tweets.
- Tag people! When tagging others (using the @), putting a period in front of it will allow all of your followers to see the message
 - Otherwise, only people who follow you AND the person you tagged will see the message.
 - People love photos!

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What is Facebook?

www.facebook.com

- People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share/express what matters to them.
- You have a profile as an individual
- Individuals can also manage pages or groups for organizations

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Life Events

- 2012
 - ▶ More Than 1 Billion Active Users
 - ▶ Hacked the NASDAQ Button
- 2011
 - ▶ Moved to New Home
- 2010
 - ▶ Launched Like Button
- 2006
 - ▶ Facebook Opens for Everyone
- 2005
 - ▶ High School Students Join Facebook
- 2004
 - ▶ College Students Join Facebook

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Facebook Statistics

- 1.01 billion mobile monthly active users as of March 31, 2014
- 72% of online adults visit Facebook at least once a month
- There are more than 50 Million Facebook pages
- Most common reason to unlike a Facebook page is uninteresting posts

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Individual Profiles

Non-commercial space to share personal stories and photos and interact with family and friends.

- **Privacy:** Set by each individual. You can have customized privacy groups (i.e., these people can see my photos, but these people cannot).
- **Audience:** People you have indicated as a friend (through friend requests). Some components may be open to the public, and can be adjusted through privacy settings.
- **Communication:** You will receive a notification when someone interacts with you or something you've done. This includes posting to your wall (profile), commenting on something you have posted, tagging you in a photo or their own status, or commenting on something you have also commented on.

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Michelle Lilly

[Update Info](#)

[View Activity Log](#)

...

[Timeline](#)

[About](#)

[Photos](#)

[Friends](#) 1,134

[More](#) ▾

ABOUT

 **Constituent Engagement and Training Specialist at Honor Society of Nursing, Sigma Theta Tau International**

2007 to present

 **Studied Journalism at Franklin IN Alumni**

Past: Greencastle Senior High School

 **Lives in Indianapolis, Indiana**

 **From Greencastle, Indiana**

 **Engaged to [Matt Coburn](#)**

 [Status](#)  [Photo / Video](#)  [Life Event](#)

What's on your mind?



Michelle Lilly shared a link via [Sigma Theta Tau International](#).

17 minutes ago 



Leadership Succession Committee

www.nursingsociety.org

The 2013-2015 Leadership Succession Committee (LSC) is seeking your assistance to identify individuals who might be interested in holding an elected office with STTI during the...

Groups

Groups are private spaces where you can keep in touch with people by sharing updates, photos or documents.

- **Privacy:** In addition to a public setting, more privacy settings are available for groups. In secret and closed groups, posts are only visible to group members.
- **Audience:** You can adjust group privacy to require members to be approved or added by admins. When a group reaches a certain size, some features are limited. The most useful groups tend to be the ones you create with small groups of people you know.
- **Communication:** In groups, members receive notifications by default when any member posts in the group. Group members can participate in chats, upload photos to shared albums, collaborate on group docs and invite members who are friends to group events.

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Nurse Practitioner Networking group

Bringing together compassionate and creative minds from around the globe.
Please be kind to one another. Always.

Family Nurse Practitioner Networking group

Join Group

+ Create Group



Members (10,841)

See All

Admins



Barbara
C. Phillips



Summer
Rettinger
Steenburg

Other Members



Mitch N
Cameron
Whitehead



Stephanie
McClelland



Ashleigh
Stroble



Chelcia
Thompson



Samiya
Jones



Barb
Hoefener



Kristen
'Eritsch'



Terri
Calihan



Jen O
RnBsn



Bill Woods



Cathy
Gadlione



Debbie
Kanlan

ABOUT

🔒 Closed Group

Due to an overwhelming number of daily requests to join this group we ask that you place some form of identification on your profile as to your job title (NP, NP Student, Recruiter). Please be informed, this group is known to contain some non-NP's as well. If you don't wish to divulge this information in a public format, please email one of the group administrators. Requests not following this format will be ignored. Also, please be mindful of your privacy settings, if non-friends are unable to see your information you must email both admin, or your request will be ignored. Group Admins are: Barbara Phillips and Summer Steenburg.

A social and professional networking website primarily for NP's, although there are non-NP's known to be in this group as well. Please respect all persons in this group. Please do not post anything on this page that you would not want to see as a headline news.

Pages

For businesses, brands, and organizations to connect with users, members, or consumers.

- **Privacy:** Page information and posts are public and generally available to everyone on Facebook.
- **Audience:** Anyone can like a Page to connect with it and get News Feed updates. There is no limit to how many people can like a Page.
- **Communication:** People who help manage a Page can share posts from the Page. Page posts can appear in the News Feeds of people who like the Page. Page owners can also create customized apps for their Page and check Page Insights to track the Page's growth and activity.

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Page

Activity 3

Insights

Settings

Build Audience ▾

Help ▾



24-27 SEPTEMBER 2014

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 INDIANAPOLIS, INDIANA, USA

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Sigma Theta Tau International Nursing

Liked ▾ Following Message ⋮



Timeline About Photos Likes More ▾

THIS WEEK

41
Page Likes

14,150
Post Reach

UNREAD

2
Notifications

1
Message

PEOPLE >

8,723 likes

Keri Kendrick, Scott Emory and 47 other friends like this or have been here.



+44

Invite your friends to like Sigma Theta Tau International



Sigma Theta Tau International shared a link.
 Posted by Barry Stti [?] · 15 minutes ago

Leadership succession is an integral part of each chapter and is important to the overall vitality of STTI. Please join the members of the Leadership Succession Committee (LSC), to discuss the importance of leadership succession planning on... [See More](#)



- Recent
- 2014
 - 2013
 - 2012

News Feed

- The stories that show in your News Feed are influenced by your connections and activity on Facebook.
- You see stories in your News Feed about your friends' activity on Facebook, including when your friends like or comment on posts from people you're not friends with.

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Kelly Lord

9 hrs · 👤

Getting excited to see my family this weekend!!!! Sheila O'Connor Michael O'Connor Ryan Langen

Like · Comment · Share

👍 Kathy O'Connor Wiebell and Jay McIntosh like this.



Stephanie Marie And the rest of us!

3 hrs · Like · 👍 1



Write a comment...



Sharon Starr-Lezzer shared The Movement's video: PARENTS need to see this... please share!

1 hr · 👤

I just watched this and turned mine off!!!



Ave's Auto Repair



Free tow or Free checkout when we do the repairs.

Like Page · 171 people like this page

INDYPROV



INDYPROV - We are the Emmy® nominated INDYPROV. Indy's only independent improvisational co...

Like Page · 7,696 people like this page

Conner Insurance

Rachel is here to help!



Home, Auto, Life, or Health? I can help you save money and get better coverage.

Like Page · 572 people like this page

Earthbound Farm

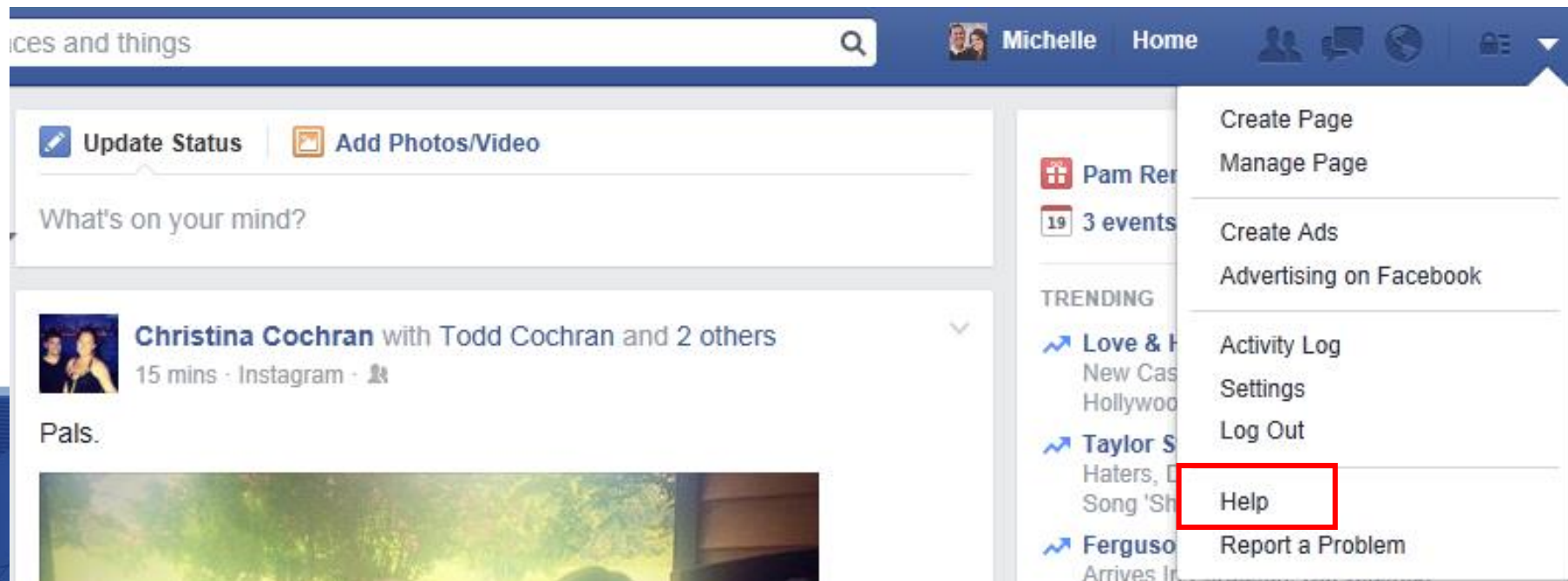


Cheers! Going organic has never been easier or more delicious.

Like Page · Lindsay Patterson likes this page

Additional Facebook Tips

- You can also have hashtags on Facebook.
- Facebook allows for targeted advertisements that are fairly inexpensive
- Facebook has an extensive “Help” section for new users & administrators:





What is LinkedIn?

www.linkedin.com

- World's largest professional network
- Allows users to connect with company news, discover new job opportunities, and connect with employees
- You can connect with individuals through their profiles, as well as companies and professional groups

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LinkedIn Statistics

- 300 million members in over 200 countries and territories around the globe
- Supports 19 languages
- 3 million companies are on LinkedIn
- Executives from every Fortune 500 company are on LinkedIn

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Individual Profiles

- Allows individuals to highlight their experience and professional strengths
- Your connections can give you endorsements and recommendations
- The quickest way to edit and enhance your profile is to click the **Complete Your Profile** button in the top section of your profile.



Michelle Lilly

Constituent Engagement and Training Specialist at The Honor Society of Nursing, Sigma Theta Tau International
Indianapolis, Indiana Area | Professional Training & Coaching

Previous The Honor Society of Nursing, Sigma Theta Tau International,
Honor Society of Nursing, Sigma Theta Tau International

Education Franklin College

[Complete your profile](#)

[Edit Profile](#)

395
connections

www.linkedin.com/pub/michelle-lilly/a/632/318/

[Contact Info](#)

Background



Experience

Constituent Engagement and Training Specialist

The Honor Society of Nursing, Sigma Theta Tau International

February 2012 – Present (2 years 7 months)

I specialize in developing engagement and training resources for members of the organization.

Chapter Training Specialist

The Honor Society of Nursing, Sigma Theta Tau International

August 2011 – February 2012 (7 months)

I specialize on providing resources and training opportunities to chapter leaders to support chapter leadership and operations.

Marketing and Communications Specialist

Honor Society of Nursing, Sigma Theta Tau International



Volunteer Experience & Causes

Opportunities you are looking for:

- Joining a nonprofit board

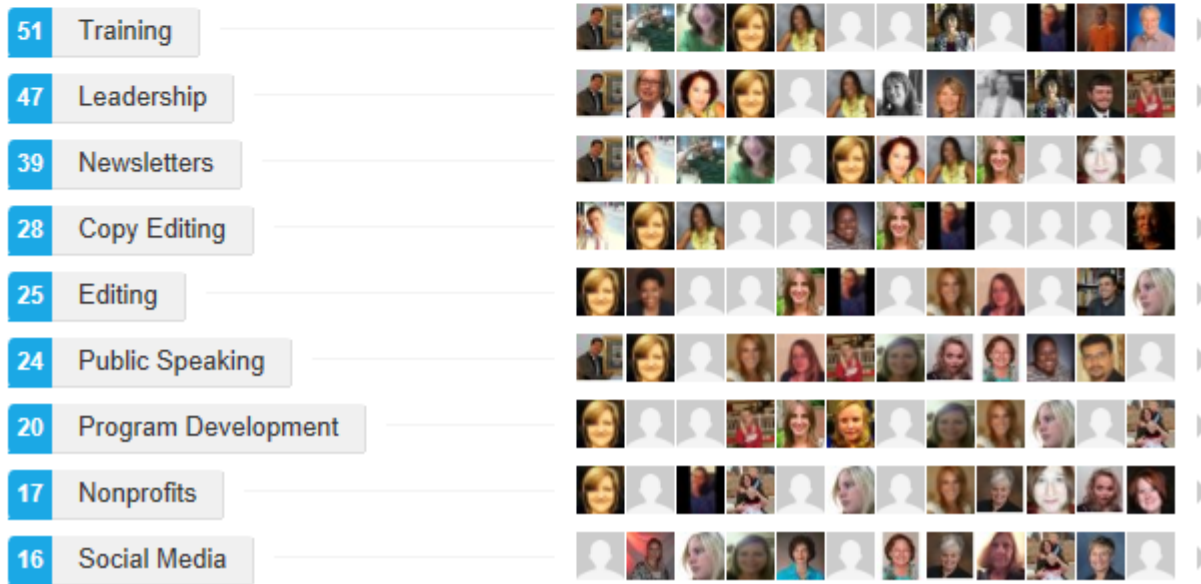
Causes you care about:

- Children
- Education
- Human Rights
- Disaster and Humanitarian Relief



Skills & Endorsements

Top Skills






Connections

A healthy professional life starts with healthy relationships




Connect with **Elizabeth G.**, Accountant

 Connect



Connect with **Jackie Michael**, Clinical Assistant Professor at University of Texas at Arlington


In common: Gordon Natal, Jr.

 Connect




Connect with **Alma Allen**, Dir of Case Management at Inova Alexandria Hospital

In common: gail west MSN, RN CCM CPUR

 Connect




Connect with **Ashley H.**, Finance Specialist at Roche

 Connect




Connect with **Carolyn E.**, QA

 Connect



Connect with **Suzanne Lane**, Owner/President at Hittel Lane

In common: Shawn Murphy

 Connect

Groups

- Provide a place for professionals in the same industry or with similar interests to share content, post and view jobs, make business contacts, etc.
- Find groups to join by using the search feature at the top of your homepage or viewing suggestions of groups you may like. You can also create a new group. A few types of groups that are currently on LinkedIn:
 - Corporate
 - College alumni
 - Nonprofit
 - Trade organizations
 - Conferences
 - Industry-specific

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Young Professionals

a subgroup of **Indiana Society of Association Executives**

12 members

Member



Discussions Promotions Jobs Members Search



Your Activity

Popular Recent



2014 Annual Convention

Katie Riggs, CAE, CMP
Meeting & Event Professional

Convention is where connections are made. See you there. http://whhttp://www.isae.org/wp-content/uploads/2013/10/VFW_color-large-1024x271.jpg?c4590cww.isae.org/2014-convention/overview



Like • Comment • Follow • 1 month ago



This pinpoints great moments, big and small, to display leadership.

Ashley Kirkman
Membership Services Coordinator at National Dart Association



[Six Moments That Can Make A Leader Out Of Anyone - Forbes](#)
forbes.com

It has often been remarked – including by this writer and in this space – that leaders are not just those people who find themselves in leadership positions. Just as captains of sports teams are not the only ones who make the decisions that can create...

Like • Comment • Follow • 3 months ago

Members of this Group



Sarah Rosenberger
PR & Marketing Manager at Partnership for Philanthropic Planning | @sarahindygal | sarahrosenberger.com [See all members](#) [Unfollow Sarah](#)

Your group contribution level

Start by commenting in a discussion. Group participants get 4x the number of profile views.



Getting Started

Ads You May Be Interested In

Training Employees Again?
Train Your Employees Online - Get Them on the Fast Track with WalkMe

Attn: Go From RN to MSN!
Earn a CCNE® Accredited MSN for Under \$20K in Under 24

Jobs

- LinkedIn offers the ability to create online job postings to advertise open positions.
- These can be searched by job seekers throughout the LinkedIn network and will be recommended to potential candidates through the **Jobs You May Be Interested In** feature.

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Jobs

Search

Advanced search

Jobs you may be interested in

Preferences:

Your job activity is private.



UBC-Training Specialist
US-Tennessee-Memphis



Training Specialist
Houston, TX



Vice President of Public
Affairs
Indianapolis, Indiana Area



Training Specialist
Washington D.C. Metro Area



Training Specialist
Greater Minneapolis-St.
Paul...



Communications and Training
Specialist
Washington, DC



Director of Corporate
Communications
Indianapolis, IN



Training Specialist
Baltimore, Maryland Area



Get smarter
with your space.

District Manager in Training -
Indianapolis,...
Indianapolis, IN

Are you hiring?

Reach the right candidates with [LinkedIn Jobs](#)

Post a job

Saved jobs (0)



Save jobs you're interested in and get back to them later.

[See all saved jobs](#)

Saved searches (0)

Save your searches and we'll let you know when new results match your criteria.

Applied jobs

Review your past job applications here.

[See all applied jobs](#)

Move to the top of the list

Get special placement as a featured applicant





District Manager in Training - Indianapolis, IN

RGIS - Indianapolis, IN

Posted 13 days ago

[Apply on company website](#)

[Save](#)

Contact the job poster

Reach out for more information or to follow up on your application.



Jessica Gillis Nowak

Human Resources Professional

[Send InMail](#)

Other Details

16

Applicants

See how you compare to the competition
Get more insights on who's applied with a Premium account.

[Upgrade free](#)

About this job



Job description

The District Manager in Training (DMIT), is a position designed to train and develop a management member to become a District Manager within 2-3 months. The candidate selected will complete a mentor-guided training program to expose him/her to all the responsibilities of a District Manager.

POSITION SUMMARY

The District Manager is responsible for managing, maintaining and improving the operational effectiveness of a district office. The District Manager will drive and create top-line sales and deliver bottom-line profits while ensuring that business operations are conducted in accordance with RGIS guidelines. They will secure new clients, expand our service offerings to existing clients, and ensure the quality of service to consistently exceed customer expectations. Additionally, they will create and sustain a robust people development effort, as well as plan and coordinate the schedules of managers and inventory events to optimize productivity. The District Manager shall perform all such responsibilities in accordance with RGIS policies and procedures.

People also viewed



[Customer Relationship...](#)

Indianapolis, Indiana Area
Posted 12 days ago



[Area Manager Indiana and...](#)

Indianapolis, Indiana Area
Posted 14 days ago



[Territory Sales Representative](#)

Indianapolis, Indiana Area
Posted 12 days ago



[Macy's Indiana District...](#)

Indianapolis, Indiana Area
Posted 13 days ago



[Territory Sales Representative...](#)

Indianapolis, Indiana Area
Posted 14 days ago



[District Team Leader...](#)

Indianapolis, Indiana Area
Posted 20 days ago



[Implementation and Training...](#)

Indianapolis, Indiana Area
Posted 25 days ago



[District Manager](#)

Additional LinkedIn Tips

- Use your homepage to find network updates (similar to a newsfeed on Facebook or a Timeline on Twitter)
- People are able to see who has looked at their profile, unless the viewer has edited their privacy settings to hide this information.
- Take advantage of LinkedIn Learning Webinars to get started

What else?



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Know Your Audience on Each Platform

- **Members**
 - Upcoming events and opportunities for involvement
 - Member benefits
 - Photos
- **Non-members**
 - Why your members are special
 - Products or Events open to non-members
 - How to become a member

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Manage Multiple Accounts in One Place

- Bitly
- Everypost
- Buffer
- SocialOomph
- Hootsuite

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Make me a
hero!



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Goal	Timeline	Message/ Call to Action(s)	Audience	Delivery Method	Responsible Party
Increase attendance at chapter events during the fiscal year	The Big Event is our 25 th anniversary on 15 February 2015	<p>Thank you for being a part of this chapter milestone</p> <p>Don't miss out</p> <p>Get a sneak peek at our membership benefits</p>	<p>Members and Shareholders</p> <p>Members</p> <p>Non-members</p>	<p>Email, Web, Print</p> <p>Facebook</p> <p>Twitter</p>	<p>Secretary and Webmaster</p> <p>Publicity Committee</p> <p>Publicity Committee</p>

25th anniversary social campaign

- Publicity Committee will then determine:
 - Frequency of posting
 - Which committee person will be posting
 - What the message will be on each platform
 - Could do a fun theme like “25 facts in 25 days”
 - Share photos of the first members/officers, chapter charter, etc.
 - Develop a hashtag and share with all the leaders
 - #25YearsYoung
 - #Etai25

References

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Costill, Albert. (2014). *Top 10 Tools For Managing Your Social Media Accounts.* Retrieved on 1 August from <http://www.searchenginejournal.com/top-10-tools-managing-social-media-accounts/87843/>

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Questions?

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Upcoming Sessions

- Five Easy Ways to Create a Sense of Community
- Clear Channels: A Communications How-To
- Strategic Planning Workshop
- Board Boot Camp: How to Effectively Orient Your Board of Directors

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