Social Media Marketing for Chapters

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AGO Technology Committee
Understanding social media platforms and demographics: Why promote on social media?

People use social media to:
• Connect with others
• Engage in dialogue
• Consume content
• Exchange goods

Source: Pew Research Center, 2021
Understanding social media platforms and demographics: Which social media is right?

3 Big Ideas:
1. Platform
2. Audience
3. Content

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</table>

Source: Pew Research Center, 2021
Understanding social media platforms and demographics: Which social media is right?

**Facebook:**
- Largest age range and membership
- Highest media consumed here

**Instagram:**
- Second-most used social media platform
- Primarily image- and video-based

**Twitter:**
- Decline in popularity as news source
- Limited use of characters

**Snapchat:**
- Most popular among age 30 and younger
- Content is short media clips that disappear

**TikTok:**
- Most popular among age 30 and younger
- Content is almost exclusively video-based

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% of U.S. adults who say they ever use ...  

Source: Pew Research Center, 2021
Facebook Page vs. Group: Which is best?

The Difference Between Facebook

**Profiles**
- Invite Friends
- Personal Individual
- Businesses not allowed
- Invite + Maintain Friends
- Only Friends can view
- No Advertising
- Create Pages + Groups
- It is possible to have a 'Business Profile'

**Pages**
- Invite Likes
- Official Presence for Business or Celebrity
- Admin can be shared
- Gain Likes (was Fans)
- Anybody can view + Like
- Nobody needs permission to Like
- Advertising Allowed
- Pay to promote Posts

**Groups**
- Invite Members
- Discussion Forum or Community for Club, Cause or Specific Purpose
- Business + Ads allowed
- Invite + Maintain Members
- Do not have to be Friends
- Profiles + Pages can join or post
- Open, Closed, or Secret

• **Pages** are places on Facebook where artists, public figures, businesses, brands, organizations, and charities can connect with their fans and customers.

• **Groups** are a place to communicate about shared interests with certain people.

Sources: REQ and Facebook
Using Instagram: Business Profile is Best.

Switching your Instagram account to an Instagram Business Profile allows you to:

• Have access to more Instagram features, including the Professional Dashboard
• Post simultaneously to Instagram and Facebook
• Schedule posts in advance via integrated posting software
• Promote posts and create ads
# Scheduling Content: What and When?

<table>
<thead>
<tr>
<th>Event</th>
<th>Day of</th>
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<td>Idea 2: General music fact</td>
<td></td>
<td>Idea 2: Builder feature</td>
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Creating Content

• Use programs like Canva, Visme, and Adobe to create a graphic that is engaging and informative
• Beg, borrow, and steal: use inspiration from posts that catch your attention when you scroll
  • Color schemes
  • Use of photography, shapes, and text
• Create templates that will serve multiple uses down the road
• Don’t be afraid to TRY!
• ...but DON’T use photos/images without permission!
Which is more helpful and engaging?

Cathedral Church of St. Peter

Join us for Evensong this Sunday at the Cathedral Church of St. Peter! Organ Prelude at 4:45pm, and Evensong at 5pm. Freewill offering.

Choral Evensong

Sunday, April 24
5:00 pm
Organ prelude at 4:45pm
Freewill Offering

The Cathedral Church of St. Peter
140 4th Street N, St. Petersburg
Posting Content: Facebook or Instagram?
Financially promoting your content: Boosting

Select a goal
What results would you like from this ad?

More profile visits
@spcathedral

More website visits

More messages

Define your audience

Special requirements
For ads about credit, employment, housing, social issues, elections or politics.

Automatic
Instagram targets people like your followers

Create your own
Manually enter your targeting options

Budget & duration

$30 over 6 days
Total Spend
3,400 - 9,000
Estimated reach

Budget
55 daily

Duration
6 Days
Two birds with one stone: Graphics on Newsletters
Stop right here. This is a lot. Let’s talk burnout.

• Utilize your AGO network. Many hands make light work!
• Consider all your resources and all your needs
• Ask for help – and don’t always go to the youngest person on the team
• Negotiate the costs and benefits of these roles
  • This IS necessary and viable work!
  • Don’t forget: this position could easily be a full time, paid position for someone, so it’s not fair to ask someone to do all this work “for the benefit of the Guild/chapter”
• Consider ways to “reward” your tech person or other hard workers in your chapter... Perhaps with a free AGO conference registration?
While we’re talking about money...

• Your chapter receives a portion from AGO dues and other fundraising ventures for a reason

• Make your money work in your favor:
  • Develop a budget line for social media promotions
  • Invest in subscriptions to valuable software (like Pro versions of platforms you already use for graphic design and content scheduling)
  • Hire a photographer for ONE big chapter event... and get incredible, better-than-stock photos that you can use for years to come
Using Insights to predict peak performing posts

(Peak performing post on Facebook: June 5 Pentecost Picnic photos of parishioners)
(Peak performing posts on Instagram: June 1 Pride Month post, June 19 Juneteenth post)
Scheduling posts in advance with Hootsuite

**PROFESSIONAL**

- $49/mo*

  - Free 30-Day Trial
  - Core features:
    - 1 user
    - 10 social accounts
    - Schedule unlimited posts
    - Access messages in one Inbox

**TEAM**

- $129/mo*

  - Free 30-Day Trial
  - Core features:
    - 3 users
    - 20 social accounts
    - Schedule unlimited posts
    - Access messages in one Inbox

Source: Hootsuite
Expand when you’re ready. New platforms, younger audiences, and improved technology will be there.
I’m here for you!

Michelle Klima Thomas
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/mmckthomas
@mktcantate