

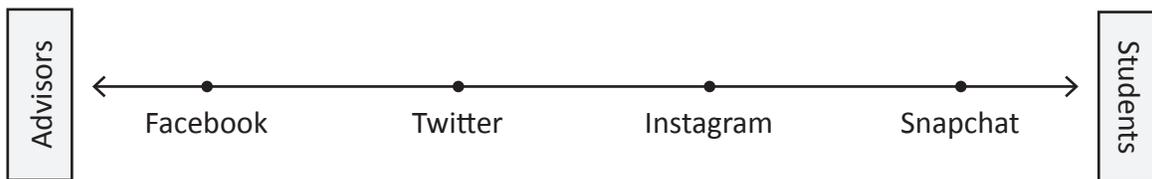
# Effective Communication in a Connected World

## Choosing a Social Media Strategy

So, you want to talk social media strategy? Work through the steps below to evaluate how you can grow your digital presence.

1. Goals: What are your goals? What are you looking to get from this?

2. Audience: Who is your target audience?



3. Resources: Do you have the resources to make this a success?

Students expect you to be somewhere - what works best for you?

Facebook	Twitter	Instagram	Snapchat
<p><b>photos</b></p> <p>before/after</p> <p>major moments</p>	<p>photos/graphics</p> <p>in the moment</p> <p><b>highly shareable content</b></p>	<p><b>high-quality photos</b></p> <p>engagement</p>	<p>events-driven</p> <p><b>in the moment</b></p> <p>showcase</p>

4. Motivation: What is your motivation for doing this? Do you feel like you *need* to or *have* to?

5. Plan: Start making a list of things that you need to market throughout the year. What are the most important dates? When do events take place? When is membership due?

6. Adapt: Be open to change and embrace it. If something isn't working, reevaluate. Adapt to fit your goals and resources.

## The MASC Strategy

Here is a look at how we have developed our social media strategy.

### 1. Goals

- Increase our interaction and engagement through social media.
- Use social media to strengthen the MASC brand and the “MASC Experience.”

### 2. Platforms

Social Network	Audience	Use
Facebook	Parents, Advisors, Students	Post photos/videos; Major moments
Twitter	Students, Advisors	Most common tool of communication; Post photos/graphics to market events; Post during events, especially photos
Instagram	Students	Post photos/graphics; follow students;
Snapchat	Students	Post during events; allow students to post for us during events
YouTube	Everyone	Post commercials/recaps; Very easy to link to Facebook/Twitter
MailChimp	Advisors	Weekly email updates to advisors
Blog	Advisors, Students	Post resources, interesting articles and other engaging content

#### Some Notes

Facebook	Facebook requires a lot of work for “little” results. The News Feed algorithm makes it increasingly harder to show up in feeds.
Instagram	Instagram users expect high-quality photos. Make sure you have an abundance of photos that you can pull from!
Snapchat	If you are considering a Snapchat account, think about launching it right before an event. This way you can launch it and have content to share immediately.
YouTube	YouTube is the easiest place to upload and share your videos. Plus, it is super easy to share URLs across Facebook, Twitter or email.
Blog	If you are considering a blog, make sure to list out the content you want to share. Consistency is key with a blog, so plan ahead and evaluate if you have the time/resources to do it regularly.

## What's New

### Snapchat

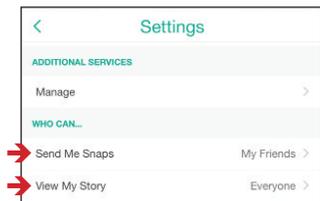
*“Snapchat is quickly becoming the most used social media network, especially with the advent of My Story.”*

Snapchat is growing exponentially and students are flocking to it. “My Story” is the main feature that we use. This is a collection of the “snaps” that you choose and is available for 24 hours. This is a very cool way to show what’s going on at your events (and what others are missing out on).

#### How to Sign Up

1. Download and open Snapchat.
2. Fill in the information.
3. Choose your username. Remember that you cannot change this!
4. When asked to verify your phone number, we recommend clicking “Skip.”

#### Tip!



To help make your account more secure, we recommend changing your settings to the following:

- Send Me Snaps = **My Friends**
- View My Story = **Everyone**

In addition, we recommend **NOT** adding other users. Both of these changes mean that no one will be allowed to send you snaps but will be able to see what you post to your story.

### MailChimp

MailChimp is an email communication tool that we have recently started using. Through the website, we can manage our email lists, construct email updates and communicate with advisors across our state. This is an effective tool for reaching a large amount of people through email. Plus, you can design (or use pre-designed) emails that look very professional and top notch!

You can also set-up multiple users for your account. And there is a free version!

For more information, and to see a huge resource library, visit [www.mailchimp.com](http://www.mailchimp.com).

## Best Practices & Tips

Want some tips and pointers on social media? Here is a collection of some of the best tips we can offer!

**Use all of the real estate you're given on social media.** This includes your profile picture and cover/header photos.

### Things you can do:

- ➔ Have a t-shirt design/event logo? Make that your profile picture in the months leading up to your event or activity.
- ➔ Change your cover photo to promote your something your organization is doing, like the example below.



Our Facebook & Twitter profiles are currently showcasing our blog.

**Take advantage of trends.** Some of our most successful posts had nothing to do with student council. We were simply using trending topics to engage with our followers, see #MartyfromMASC.

**Engage. Engage. Engage.** Make your followers feel part of your social media experience. Introduce ways to showcase what your followers are doing. Ask for ideas and share them.

**Don't be afraid of GIFs and emoji.** Emoji are quickly becoming the language of today's teens, so don't be afraid to throw a thumbs-up, or explosion, or smiley face into a post.

That said, there are a couple that you should avoid.



**Learn as you go.** This is the best advice that we can give. Don't be afraid to try something new, or emulate Twitter accounts that you think are quality.

**Photos, Photos, Photos.** Take them, organize them, post them. Pictures increase the chances that people will stop and look at your post.

Plus, kids love to see themselves. So when they see a picture of themselves, they will be likely to share it. Free publicity!

Since our Instagram Expansion, we have tried to include photos with every post. Sometimes this is a graphic that we create, sometimes it is just a picture.

**Follow back & interact.** Social Media is all about interaction.

At MASC, we follow only official student council accounts on Twitter. But we follow all of our followers on Instagram.

While we don't usually look through our Instagram feed, we make an effort to like whenever someone mentions us on Twitter. And we like to throw in a retweet, too.



**Start small and grow.** Don't jump into everything and realize you don't have the resources to succeed. Start with one or two, and when you think you can expand, then do it.

**Change your thinking from "What do we get from this?" to, for example, "This is an extension of MASC Experience."** Social media makes a huge impression with the kids who will be attending your events. Make sure you are working to provide a positive experience that enhances what you are already doing.