


# Using Social Media for Chapter Success

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ACCOUNTING & FINANCIAL  
women's alliance  
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## Agenda

- Developing a Strategy
- Relating with Facebook
- Sharing with Twitter
- Connecting with LinkedIn
- Growing with Google+
- Best Practices
- Resources



## Developing a Strategy

- Establish Chapter Goals
- Select Social Media Platforms
- Gather Member Support



## Goal - Support Members

- Connect to Professional Resources
- Showcase their Technical Expertise
- Expand Network of Potential Employers



## Goal – Involve Community

- Promote Community Service Activities
- Share Financial Skills
- Resource for Local Colleges



## Goal – Grow Your Chapter

- Identify Potential Members
- Connect with Speakers and Sponsors
- Promote Education and Networking Events



## Relating with Facebook

- More Personal
- Relate Directly with Members
- Invite Members to Events
- Post Chapter Photos



## Maximize Impact Facebook

- Promote Chapter and Member Events
- Like Organizations Important to Members
- Connect with Local Followers
- Thank Members, Speakers and Sponsors
- Review Page Insights
- Create Sponsored Ads



## Member Engagement Facebook

- Get Members to Like Chapter Page
- Share and Comment on Posts
- Respond to Event Invitations
- Have Members Provide Content



## Sharing with Twitter

- Both Personal and Professional
- Potential for Followers
- Quick Information Sharing



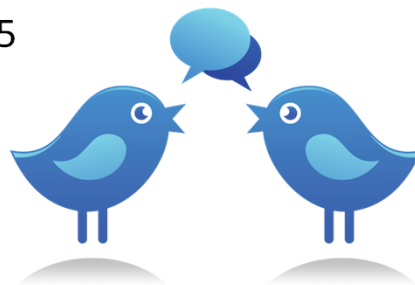
## Maximize Impact Twitter

- Follow Industry, Nonprofit and Local Accounts
- Share Chapter Events
- Evaluate Twitter Analytics



## Members Influence Twitter

- Participate in Twitter Chats
- Sources of Technical Content
- Share Chapter Tweets
- Use Hashtags #afwa15



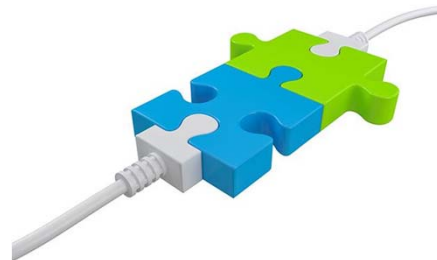
## Connecting with LinkedIn

- More Professional
- Members Connect
- Search Contacts



## Maximize LinkedIn Reach

- Chapter Group
- Company Page
- Sponsored Content



## Member Driven Success

- Participate in Group Discussions
- Publish Articles
- Expand Individual Network
- Add Chapter and Membership Profile



## Growing with Google+

- Both Personal and Professional
- Next Step for Increasing Reach
- Circles of Friends
- Event Feature





## Maximize Reach Google+

- Set Up Profile and Page
- Create Events
- Host a Hangout



## Best Practices

- Post Regularly
- Link Social Media to Website
- Promote Profiles on Email Signature
- Get Members Involved



## How Members Benefit

- Learn New Skills
- Develop Professional Profiles
- Expand Professional Network
- Network to New Job



## Social Media Analytics

- Facebook Page Insights
- Twitter Analytics
- LinkedIn Company Page Analytics
- Google Analytics



## Resources

- Schedule Posts - Hootsuite
- Shorten URLs - goo.gl
- [LinkedIn Group: Moderator Guide](#)
- [Evaluating Social Media Strategy](#)
- [Colorado Nonprofit Training Guide](#)



## Q&A



- Follow Up Questions
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