

ARIZONA COLLEGIATE DECA

CHAPTER RESOURCES

2020-2021 NEXT LEVEL

SOCIAL MEDIA

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SUMMARY

Steps to a Successful Social Media Presence

These few steps will allow you to successfully use social media in order to gain a media presence. Setting a timeline and goals for your media will allow you to track your progress and understand your audience better.

IDENTIFY TARGET MARKET

- Effectively understand how to reach out towards your target market through social media and what platforms are best to use. Collegiate DECA caters to young professional college students. Instagram, linked In, and Twitter are all great platforms to reach out to college students and young professionals.
- LinkedIn- professionals of all ages, search engine for target market (ex. College student, age range, profession, etc.)
- Instagram- young demographic mainly under the age of 35, visual platform that is good for brand awareness and audience interaction.
- Facebook- older demographic, good for advertising or in search of sponsorships, search engine for target market (ex. Location, age, profession, etc.)
- Twitter- younger demographic, college students, millennials,
- search engine for keywords.

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SET GOALS AND TIMELINES

- Set goals for your social media platforms and create a timeline you'd like to reach these goals. Creating a timeline can help you learn from the growth of your social media platform and be able to analyze the amount of interaction you receive from your followers. Some platforms, like Instagram offer an insight to how many people engage with your posts and social media page on a daily or weekly basis. Take advantage of these types of resource and record the free given data

RESEARCH TRENDS

- Keep up to date with today's trends and what type of content to post on varying platforms. Twitter, for example is best to post videos and short posts as their word count is limited. Instagram is mainly used for photos or their use of engaging stories. Don't be afraid to be funny or to use a trending meme, you don't want to be considered "late" to the trend so keep up to date with today's trends and styles.

IDENTIFY BEST TIME TO POST

- Research what times are best to post depending on the what platform you are using and post/interact within those hours. Once you have reached your goals or your set timeline make sure to look through your posts to see which ones did the best and what times you've noticed your audience using that platform.
- Check out SocialSprout for the best times to post!

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POST FREQUENTLY

- It's essential to maintain your image on social media and to post frequently so your audience doesn't forget you. The more you post, the more interaction you will receive from your followers, but remember quality, not quantity. Try not to post too much on your platforms where your followers find you annoying, but rather practice finding a good rhythm that will keep you engaged with your followers, but not overbearing

ENGAGE WITH FOLLOWERS

- When maintaining a social media presence, it is key to engage with your followers, you can engage with them by liking their posts/comments, retweeting their tweet, comment on posts, or post an interactive story. Stories on Instagram are a great resource to use when trying to receive feedback from your followers. Engaging with your followers shows them that you value/care about them and it gives you more exposure to potential followers.

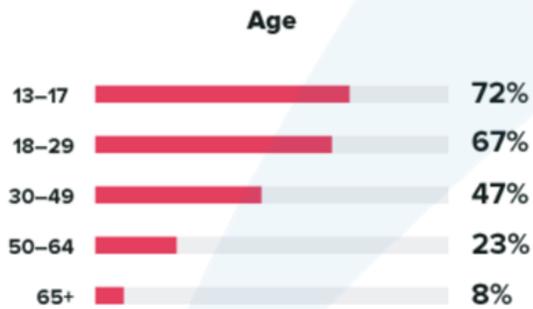
ANALYZE YOUR SOCIAL MEDIA

- Once you have reached your set goals or your timeline make sure to look back at your posts and analyze them. Look at which posts were successful and ones that didn't do too well. Adjust where needed and learn your audiences' preferences.

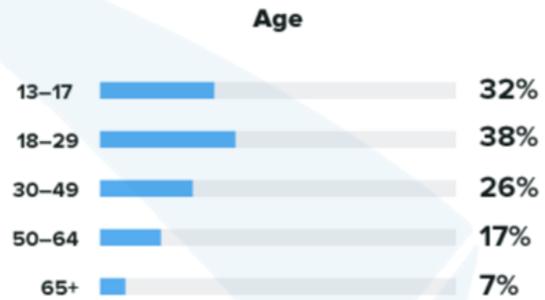
SOCIAL MEDIA

AGE DEMOGRAPHIC

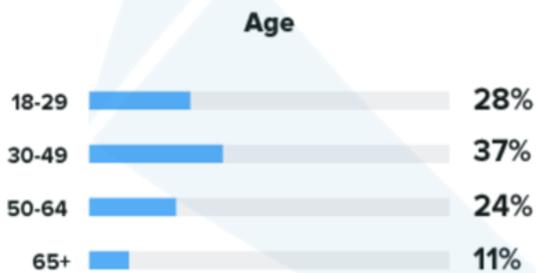
Instagram



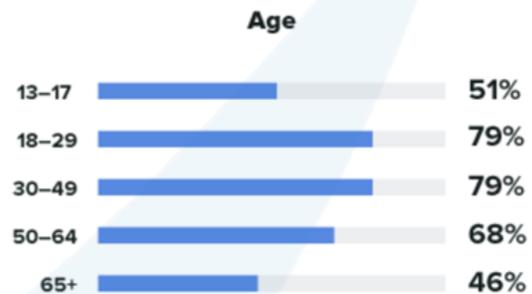
Twitter



LinkedIn



Facebook



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