

EXPERIENCE *the* DIFFERENCE

ARIZONA COLLEGIATE DECA

CHAPTER RESOURCES

2023-2024 Experience The Difference

SOCIAL MEDIA

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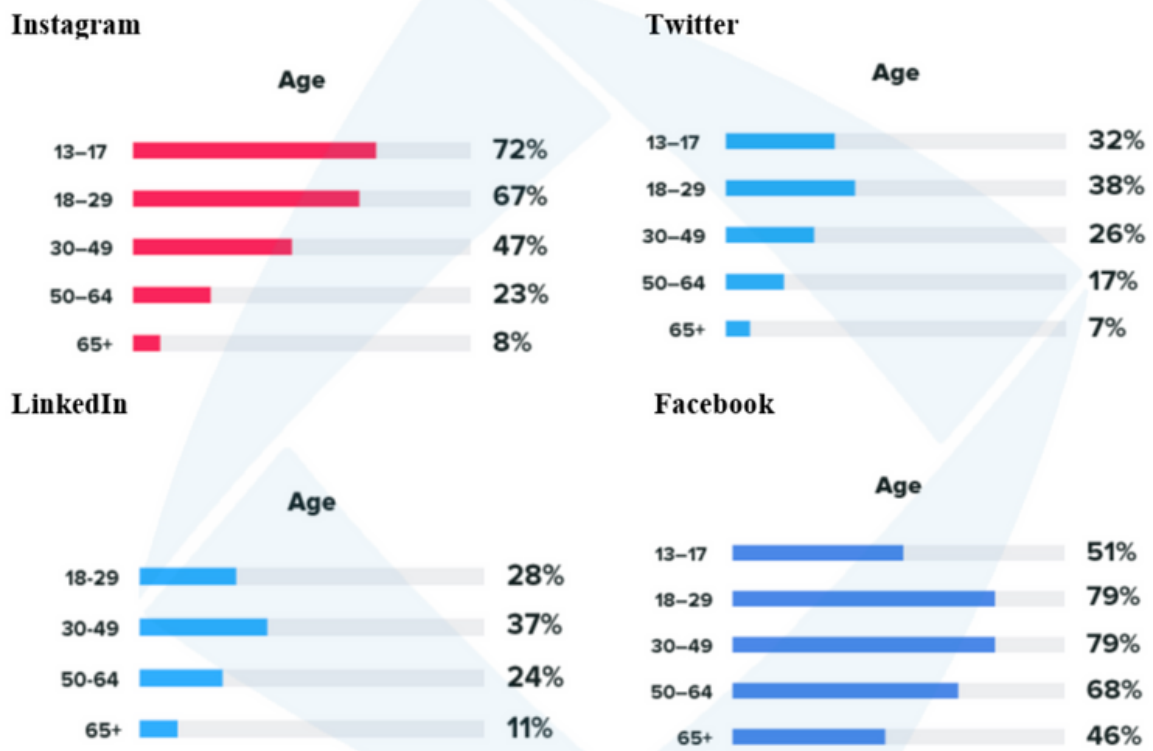
SUMMARY

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 social media strategy will allow you to track your progress and understand your audience better. It is important to know how, when and where to create your social media posts.

IDENTIFY TARGET MARKET

- Effectively understand how to reach your target market through social media and what platforms are best to use. Collegiate DECA caters to young professional college students. Instagram, LinkedIn, Twitter, and TikTok 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- generally a 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- generally a younger demographic, college students, millennials,
- Search engine for keywords.
- Slack- employees or customers of an organization, could be a company or a non-profit.
- GroupMe- members of a non-profit organization, educators or the general public.
- TikTok - primarily younger demographic from ages 10 - 30.

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Source: pewrsr.ch/2P0uyRs

CREATING SOCIAL MEDIA POSTS

- When creating social media posts, it is always helpful to know what you want the post to be about and what theme you want to use. Canva is a very helpful resource when it comes to creating posts. It is important for you to make social media templates for the different types of posts you will be making periodically throughout your DECA year as a chapter or as a member. On the following page, you can find an example.

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- Create templates that you know will be helpful for your leadership team throughout the semester and/or the academic year. Using the schedules your leadership team developed in your planning meetings, create templates that allow for quick, effective, and efficient posting. This will make it easier for your leadership to remain proactive on social media and easily react to situations where quick posts may be required, such as an announcement of competition winners.

TEMPLATE



POST



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SET GOALS AND TIMELINES

- Set goals for your social media platforms and create a timeline of how you would 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. When creating a timeline for your social media goals, you should create a social media content plan, which can be very useful in laying out exactly what you will do on your social media throughout the year. Some platforms offer an insight as to how many people engage with your posts and social media page on a daily or weekly basis. Take advantage of these types of resources and record the free given data.

RESEARCH TRENDS

- Keep up to date with current 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 engaging stories. Don't be afraid to be funny or to use a trending meme. However, you don't want to be considered "late" to the trend so keep up to date with current trends and styles. TikTok is also an app and can be used to make short 15 second videos that can be funny but professional.

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!

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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 will struggle to keep up, but rather practice finding a good rhythm that will keep you engaged with your followers. Ideally, once a week is a great pace for posting on social media.

ENGAGE WITH FOLLOWERS

- When maintaining a social media presence, it is key to engage with your followers. Engage with them by liking their posts/comments, retweeting their tweet, comment on posts, or posting an interactive story. When commenting or posting, be sure to keep it professional. 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. Share the information you learned from the prior year with the incoming social media coordinator and/or officer team.