

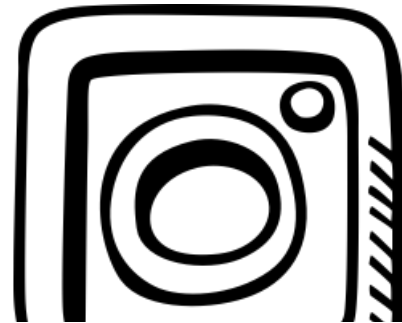
# **SOCIAL MEDIA 101: SOCIALIZING, PROMOTING AND STORYTELLING**

FLORIDA FFA ASSOCIATION



# WHY SOCIAL MEDIA?

- As an alumni or FFA member, you have the unique responsibility of communicating your chapter's/affiliate's announcements, news and happenings to a wide audience.
- Social media not only makes your job easier, but serves as an additional promotional tool!
- You can engage new audiences, connect with other FFA chapters and alumni affiliates and take part in a community entirely focused on building and supporting FFA.



# FACEBOOK

- Your Facebook page is a community for members, potential members, advisors, alumni and parents, where they can come together to discuss, share and like all things FFA.
- Overall, the main goal of your Facebook page is to promote engagement and activity among the FFA community through likes, shares or posts.
- It is imperative that everyone 'like' your Facebook page. This is the best way to ensure you're receive all the top stories, latest photos and important updates.



# 5 FACEBOOK TIPS

## POST AT THE RIGHT TIME

Most students and adults have the most access to their phones and computers during the day and especially late at night. Try to not post very early in the morning, especially on weekends. Early evening or later at night during the week will get you the optimal amount of reach to your members.

## USE CALL TO ACTION

By adding statements such as, “Like if you agree,” or “Leave your answer here,” to your posts, you will encourage far more engagement with your followers than by just hoping they like or comment. Using fill-in-the-blank posts or asking questions and prompting friends for answers are great ways to engage and connect with your audience.

# 5 FACEBOOK TIPS

## CREATE A CONSISTENT PRESENCE

You should at least be posting once or twice a day and at least four times a week. Too much posting might cause some followers to hide your constant activity from their newsfeed, while too little activity might make you invisible to so many other posts. The key is to be consistent and create a presence that is inviting and engaging without being overbearing.



# 5 FACEBOOK TIPS

## USE PHOTOS AND LINKS

Photos and links are a great way to encourage sharing on Facebook, which is now the true test to effective follower engagement (as opposed to just collecting likes). Participate in FFA's Twitter Days and post your own Motivational Monday photos or share links to FFA articles for Tip Tuesday.

## TRY TRACKING YOUR LINKS

To really see the impact you are making with your followers, try tracking your links using bitly ([www.bitly.com](http://www.bitly.com)). This will allow you to see how many followers clicked your links, where they are located and what time of the day they followed your link. Using this data you can determine the best ways to reach your members and engage with your audience.

# FACEBOOK PAGE VS. PERSON

- Personal profiles are for non-commercial use and represent individual people. You can follow profiles to see public updates from people you're interested in but aren't friends with.
- Pages look similar to personal profiles, but they offer unique tools for businesses, brands and organizations. Pages are managed by people who have personal profiles. You can like a Page to see updates in News Feed.

# TWITTER

- Your Twitter page functions similarly to the Facebook page as a place to share information and engage with members.
- The ability to create, use and search hashtags on Twitter gives FFA a huge opportunity when it comes to creating content and engaging with members.
- The ability to retweet a tweet is similar to sharing a Facebook post and should be done consistently to help build the FFA brand name on Facebook.
- By sharing links, photos and hashtags, as well as retweeting other members, your Twitter is building a community presence that members can see when they visit the page.





# 5 TWITTER TIPS

## USE HASHTAGS

The best way to engage with your followers is through hashtags! Use current trending hashtags, Twitter Days hashtags or even just #FFA to encourage conversation and engagement. There are also industry related hashtags that will broaden your audience from just FFA members to the agricultural community.

## COMPLETE YOUR PROFILE

This is the easiest way to make your profile better and yet it is the one most people never do! Select a profile picture, customize your profile background and header photo and fill in your bio. This will help people recognize your account as authentic and increase your ability to gain followers.

# 5 TWITTER TIPS

## **WATCH YOUR CHARACTER LIMIT**

No one likes missing half a tweet because it got cut off. Make sure you check that you are under the 140-character limit before you tweet! ~~Adding photos also uses up character space, so attach your image first before you type your tweet.~~ People are less likely to share a tweet that is incomplete or doesn't make sense.

## **USE PHOTOS AND LINKS**

People are more likely to retweet photos or links than just statements. You can use bitly to track the success of your links and see when and where people clicked them. People also want to see the behind-the-scenes life of an FFA/alumni officer, so feel free to tweet a picture of you traveling to a conference, meeting new members or preparing to take the stage!

# 5 TWITTER TIPS

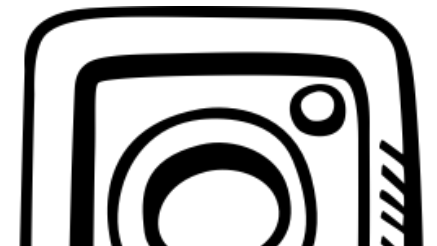
## USE CALL TO ACTION

Just like Facebook, people are more likely to engage with you if you ask them to! Statements like “Retweet if you” or “Like if you” will get you more engagement than you realize. You can even create polls or contents by combining the two like, “RT if you love @FloridaFFA and Like if you really love @FloridaFFA.”



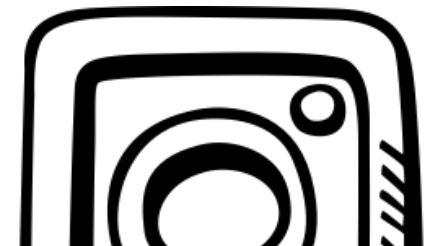
# INSTAGRAM

- Share happenings in the classroom, travel and conference photos and special events. Instagram gives our members a unique look into what happens on a daily level at FFA and puts a human face to the organization.
- Creating or participating in FFA's hashtag campaigns is a great way to gain followers, publicity and awareness for your chapter or association. Whenever possible, share photos using FFA's ongoing hashtags and be sure to like and comment on others' photos using the hashtag as well! (#FFAProud)
- Try creating a chapter hashtag for the year, as well as for specific events, projects or activities, and encourage everyone in your chapter or association to use it on social media.



# INSTAGRAM TIPS

- Despite the introduction of ads, Instagram users are looking for beautiful, professional looking photos. Include as little branding as possible and use apps such as Camera+ and Snapped to enhance your image.
- Use a caption relevant to FFA and the image to give your post an extra edge. Where possible, use a call to action to drive engagement - and you can't go wrong with an emoji!
- Use filters sparingly.



# SNAPCHAT

- Snapchat is quickly becoming the hottest platform that is being used by FFA members all over. Many chapters and organizations have probably added Snapchat as a communication platform for their members.
- Wait - what is Snapchat?
- Snapchat has recently offered individuals and businesses the ability to use their On-Demand Geofilter service and the process is super-simple.



# WHY USE SNAPCHAT FILTERS?

- They are new and not a lot of companies and organizations are using them. This is where your FFA chapter would show your members and potential members how cool you are and how you are staying ahead of the curve.
- Young people use them all the time. If you provide a filter, I guarantee your audience will use it.
- They are very cheap and considering the amount of people that will be exposed to your message, they are very cost effective.
- It's fun. People love using them and you will get a kick out of watching it go live and seeing your creations put to use.



# SNAPCHAT TIPS

- Always shoot vertical.
- Add captions to your snaps to engage your audience.
- Try and control the background noise in your videos.
- Take all of your photos with good lighting.





# WHEN DO I POST/TWEET/SNAP?

	BEST		WORST	
FACEBOOK	3pm-9pm weekdays	10am-1pm weekends	9am-12pm weekdays	8pm-8am weekends
TWITTER	1pm-6pm weekdays		8pm-7am weekdays	
INSTAGRAM	6am-9am weekdays	3pm-10pm all week	9am-12pm weekdays	
SNAPCHAT	No optimum time, but Snapchatters are more likely to be online 4pm-11pm			

# #THINGSYOU SHOULD KNOW

- No punctuation or spaces in hashtags
- Make your handles as simple as possible
- Facebook, Instagram and Twitter allow for multiple accounts on your mobile device
- It's okay to "over post" during an event.
- Keep it short and simple - think about what people are reading posts on.
- Put together an editorial calendar for your posts.
- Schedule your posts using apps like Hootsuite.



### **THE FFA MISSION**

FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.

### **THE AGRICULTURAL EDUCATION MISSION**

Agricultural education prepares students for successful careers and a lifetime of informed choices in the global agriculture, food, fiber and natural resource systems.

The Florida FFA Association is a resource and support organization that does not select, control, supervise or approve local chapter or individual member activities except as expressly provided for in the Florida FFA Constitution and Bylaws.

The Florida FFA Association affirms its belief in the value of all human beings and seeks diversity in its membership, leadership and staff as an equal opportunity employer.