The Art of Engagement: Using Social Media to Enhance Your Chapter’s Presence

October 17, 2019
Session Topics

- Navigating the Social Network
- Developing a Social Media Strategy
- Strategy Implementation
- Analytics
Navigating the Social Network
Navigating the Social Network
Social Media USAGE by Channel

Twitter has fallen behind other social media platforms in terms of what portion of US adults use each one.

Source: Pew Research Center
Chapters By the Numbers

- Facebook Group - 11
- Facebook Page - 26
- LinkedIn Group - 13
- Twitter - 17
- Instagram - 4
Developing a Social Media Strategy
Strategy Development
Strategy Development - Chapter Buy In
Governance Considerations

• Brand Alignment

• Policy
  – Controls
  – liability

• Delegated Authority
Governance Considerations

SC Association of Governmental Purchasing Officials
SOCIAL MEDIA POLICY

Online social networks such as Twitter, Facebook, YouTube and LinkedIn can be valuable tools for communicating with the SCAGOPO's stakeholders: Members, Vendor Community, General Public.

I. Objective
To provide the policy and procedures for developing applications and providing content on external Web applications and social media platforms in order to ensure consistency with our Chapter brand and content. This Policy also provides that such applications and platforms will be regulated to ensure the appropriateness of content.

A. Social Networking sites shall be used to perform as follows:
B. Promote the Chapter, including events, initiatives, interests, and purposes
C. Foster communication among procurement professionals
D. Recruit potential new members

II. Definitions
A. Governing Board – SCAGOPO's Board of Directors as identified in Organization's By-Laws, including the Executive Officers, Regional Directors, and Directors at Large.
B. Information & Publicity Committee – Committee responsible for the launch, maintenance, and usage of Social Media sites pertaining to the general organization.
C. Information & Publicity shall also be responsible for taking the lead on subsequent changes to the policy and for monitoring all SCAGOPO related social media sites.
D. Site Administrator – Individual(s) responsible for the launch, maintenance, and monitoring of social media sites.
E. Social Media – means of electronic communication (as Web sites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, videos, and other content.

III. Guidelines for General Usage
A. SCAGOPO's Governing Board, upon adoption of this policy, accepts and approves the usage of Social Networking sites, Twitter, Facebook, YouTube, and LinkedIn for general organizational networking and announcements. All Social Media pages for the general organization shall be maintained and managed by the Information & Publicity Committee or President’s Designee.
Governance Considerations

• Committee Structure
  – Standing
  – Ad hoc
  – Episodic

• Time Commitment
Strategy Implementation
Establishing a Presence

Who is your Audience?
Establishing a Presence

• Choosing your platforms
Establishing a Presence
Marketing Your Presence
Marketing Your Presence
Content Development & Deployment
Content Development

5 Pillars of content
- Promotional
- Educational
- Community
- Entertainment
- Engagement
Content Development

Rick Grimm @RickGrimm - 15h

Our @OfficialNIGP Member Council is elected by our membership to lead activities that impact our profession. What an amazing group of leaders! Learn more about what they do as a cohesive Council by clicking here:

NIGP Member Council is here for you!

youtube.com

Marcheta Gillespie @MarchetaG1 - Sep 18

Kicking off the #MPPDA conf here on @mackinacisle w/some #Procurement Super Hero fun! Big THANK U to my super hero volunteers: Super Man/Strength, Wonder Woman/Truth & Justice, The Vision/Strategy, Elastigirl/Flexibility & Adaptability & Flash/Speed! What’s YOUR super power?!
Content Development
Get Creative

March is Procurement Month
MAPP members have the unique opportunity to positively impact the communities where they live and work. Our members exemplify public service at its best!

So Much Fun
Official MAPP Conference Hashtag #MAPP18

MAPP Presents: Procurement: Taking the Lead
April 17-19, 2019
Chateau on the Lake - Branson, MO

Register today at MAPPI.org

Your Learning Journey
Deploying Content

- Individual Posts
- Auto Scheduler
- Subscriptions
Deploying Content
Analytics
Facebook Page
Facebook Group

**Group Insights**

- **3.87%** New Members Last 28 Days
- **125-59%** Posts, Comments and Reactions Last 28 Days
- **David Nash, Chris Coghill and others are top contributors.**

**Growth Last 60 Days**

**Total Members**

- **113 Members**
- **113 Total Members +30%**

**Engagement Last 60 Days**

- **47 Posts**
- **25 Comments**
- **369 Reactions**

- **47 Posts +47%**
- **25 Comments +47%**
- **359 Reactions +209%**

**Active Members**

- **99 Members**
- **99 Active Members**
Twitter

**28 day summary** with change over previous period

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<thead>
<tr>
<th>Tweets</th>
<th>Tweet Impressions</th>
<th>Profile visits</th>
<th>Mentions</th>
<th>Followers</th>
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<td>381</td>
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- Tweets: ↓66.7%
- Tweet Impressions: ↓16.9%
- Profile visits: ↓80.8%
- Mentions: ↑100.0%

**Gender**

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**Country**

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<tr>
<td>Germany</td>
<td>&gt; 1%</td>
</tr>
<tr>
<td>South Korea</td>
<td>&gt; 1%</td>
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<tr>
<td>India</td>
<td>&gt; 1%</td>
</tr>
<tr>
<td>Kenya</td>
<td>&gt; 1%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>&gt; 1%</td>
</tr>
<tr>
<td>Algeria</td>
<td>&gt; 1%</td>
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**Region**

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<td>Washington, US</td>
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Twitter
External Analytic Tools

- quintly
- Buzzsumo
- Google Analytics
- ViralWoot
- CoSchedule
- Sprout Social
- Aspire
Questions