

# SOCIAL MEDIA SURVIVAL

## QUICK & CLEVER SOCIAL MEDIA POSTS

### 30 Ideas for Associations

Stumped for what to pack into your social media strategy? Here's a great way to get unstuck. There's one rule: Post things that are interesting, informative, and relevant to your audience.



#### #1 Rule

Posts should be:

- interesting
- informative
- relevant

## The Toolkit Formula



### 40% INFO-TAINMENT

- 1 Recommend a digital tool or useful app
- 2 Industry predictions or trends
- 3 Trivia Tuesday
- 4 Sources for continuing education
- 5 Ask for guest bloggers
- 6 'Caption this' photo post
- 7 Recommend a book
- 8 Post a humorous or inspiring quote
- 9 Post a random fact and let fans guess if it's true
- 10 Pending legislation and how to take action
- 11 Historic industry photos



### 30% MEMBER PROMOTION

- 12 Recognize a member's achievement
- 13 Recognize membership renewals
- 14 Post an interview with a member
- 15 Share a link to your Member Business Directory
- 16 Share an industry success story
- 17 Welcome new members
- 18 Highlight member-to-member Hot Deals
- 19 Spotlight members who volunteer/make charitable contributions
- 20 Job postings from member businesses



### 20% EVENT PROMOTION

- 21 Top 10 countdown prior to an event
- 22 Event sponsorship thank-yous
- 23 Exciting summary of day one of a multi-day event
- 24 Photos of invitation, program, or door prizes
- 25 Short video of emcee or guest speaker
- 26 Social media contest with event tickets as the prize



### 10% ASSOCIATION SELF PROMOTION

- 27 Regularly change the cover photo on your page
- 28 Training or event reminder
- 29 Share when the Association reaches a goal
- 30 "What I love most about the Association is..."



### Leverage the Power of Social Media

Stick to the #1 Rule, use the Toolkit Formula, and follow any of these 30 ideas to navigate your way to social media success!

