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!

The Toolkit Formula

30% Member Promotion
40% Info-tainment
10% Association Self Promotion
20% Event Promotion

#1 Rule
Posts should be:
- interesting
- informative
- relevant

Quick & Clever Social Media Posts

30 Ideas for Associations

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
12. Caption this photo post

30% Member Promotion
13. Recognize a member’s achievement
14. Recognize membership milestones
15. Post an interview with a member
16. Share a link to your Member Business Directory
17. Share an industry success story
18. Welcome new members
19. Highlight members to member Hot Deals
20. Spotlight members who volunteer or make charitable contributions
21. Job postings from member businesses

20% Event Promotion
22. Top 10 countdown prior to an event
23. Event sponsorship thank-yous
24. Exciting summary of day one of a multi-day event
25. Photos of invitation, program, or door prizes
26. Short video of emcee or guest speaker
27. Social media contest with event tickets as the prize
28. Training or event reminder
29. Share when the Association reaches a goal
30. What I love most about the Association is…

10% Association Self Promotion
31. Regularly change the cover photo on your page
32. Training or event reminder
33. Caption this photo post on your page
34. Share when the Association reaches a goal
35. What I love most about the Association is…

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