



2019 NDIA Leadership Conference

October 31, 2019

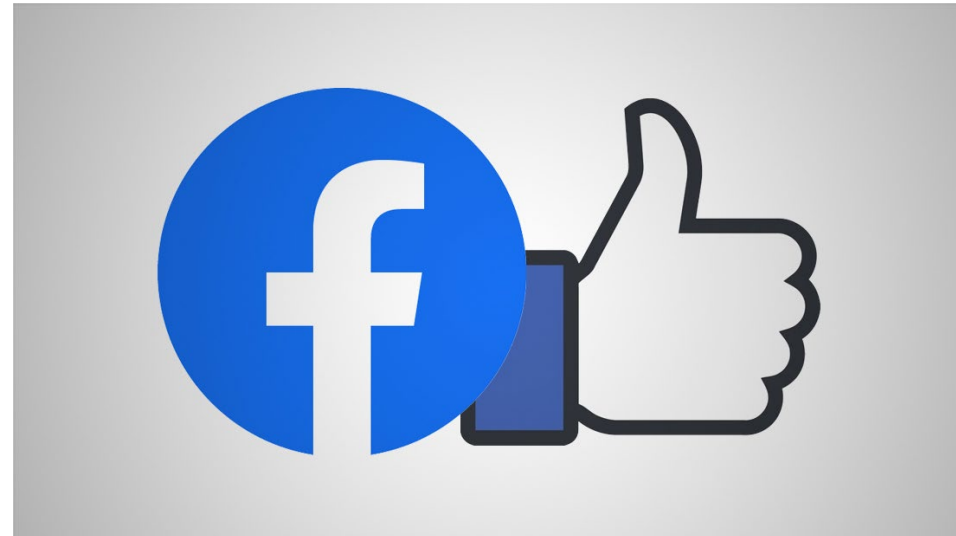


Leveraging Social Media

- **Communicating to the masses**
 - Facebook
 - Twitter
 - Linked In
 - Instagram
 - Posting tools - Zoho & Hootsuite
- **Email and posting tools**
 - Central email (Gmail)
 - Bit.ly
 - Mail chimp

Leveraging Social Media – Facebook

- **What do we use this for?**
 - General chapter info
 - Event publishing
 - Photos
 - Video
 - SEO bumps
- **Chapter Use**
 - Share page updates
 - Invite friends
 - Like updates
 - Post!
- **Who uses Facebook?**
 - Not kids
 - Adult-centric (68%)



Leveraging Social Media – Twitter

- **What do we use this for?**
 - Quick updates
 - Link sharing
 - Photos
 - SEO bumps
- **Who uses Twitter?**
 - Fast info users
 - Government
 - Brands
 - Declining numbers in the US

- **Chapter Use**
 - Share updates
 - Use a #
 - Like
 - Repost



Leveraging Social Media – Linked In

- **What do we use this for?**
 - General chapter info
 - Event publishing
 - Photos of events
 - Videos of content
 - Recognition
 - SEO bumps
- **Who uses Linked In?**
 - Professionals
 - Organizations
- **Chapter Use**
 - Share chapter content
 - Have members list themselves as associated (employees)
 - Customize your web address
 - Post!

Linked 

Leveraging Social Media – Instagram

- **What do we use this for?**
 - Photos
 - Recognize others
 - SEO bumps
- **Who uses Instagram?**
 - Under 35 crowd
- **Chapter Use**
 - Do you need it?
 - Like
 - Share
 - Post!



Leveraging Social Media – Posting Tools

- **What do we use this for?**
 - One stop posting
 - Cross platform metrics
 - Consistent information
 - Single log in
 - Zoho Social
 - HootSuite





Leveraging Social Media

- **Central Email**

- Chapter ownership vs individual
- Gmail
- Google Drive

- **Bit.ly**

- Short links
- Custom links
- Metrics
- <https://bitly.com/>

- **Mail Chimp**

- Gets the word out
- Helps with spam
- Makes templates