

A GUIDE TO SOCIAL MEDIA



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Introduction to Social Media

How Can Social Media Help Your Chapter?

Social media is one of the most helpful tools for any FBLA chapter. Social media allows you to network, create, publish content, and engage with others through different social media platforms. The information below outlines the importance of forming an online presence.

Marketing

One of the best ways to use social media is to promote your chapter and its activities. Social media can help your chapter gain a larger audience and spread the word about who you are and what you are doing. Being open and available by having a social media platform helps potential members become aware of your chapter and its professionalism.

Communication

Another reason why social media is important is communication. Social media allows you to connect directly with your members and even other chapters. You can communicate with other FBLA members and officers in the state and across the country! However, communicating with members of your chapter is the most important advantage. Through social media, your members are able to contact you, ask questions, and engage with your posts and initiatives.

Information

Aside from communicating directly with members, social media gives you the ability to push out information to your audience. You can announce important events, meeting times, competition deadlines, and so much more! With just one post, you can include all of the information that members will need to know.

Getting Started

Know Your Target Audience

Once you get permission to open a social media platform from your school administration, the next step to setting up your chapter's social media account is to know your school and community. Knowing your target audience will help you in promoting your chapter and events more effectively. For example, if you know that your school community has a lot of student-athletes, you can promote your chapter as a great way to build teamwork skills off the field! Having a good idea of who your target audience is, or who you want to reach, will help grow your membership. Also, knowing your community in and around school will help you promote other events that your chapter might host outside of school!

Set Media Goals for the Membership Year

Setting goals for the upcoming membership year sets a strong framework for your team. Especially when you are starting up a new social media account, you want to be able to measure and track your success. Set specific and measurable goals for your chapter's social media initiatives. In order to set specific and measurable goals, you must be specific about what you want to accomplish and by when! Don't forget to make your goals attainable. Here are some examples:

"Reach 100 followers by November"

"Increase engagement on Instagram Posts"

"Increase average number of likes by 20% by January"

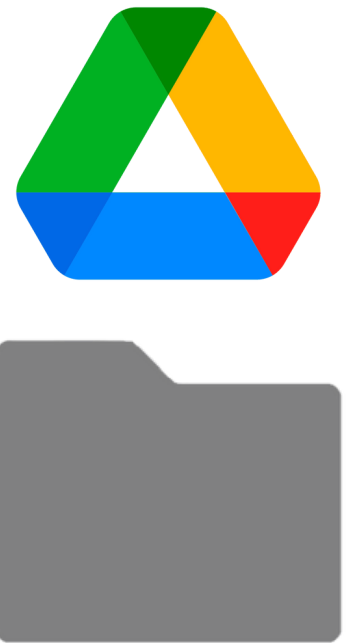
"Have at least 2,000 views on our newest reel"

Getting Started

Have a Strategy

Next, you must have a plan for your chapter's social media. When are you going to post? How often will you post? What kind of posts will you do? These are all types of questions that you should be asking your team!

The first step is to make a Google Drive, folder, album, etc. Organizing your materials and content in one place will make everything so much easier! Second, make a monthly calendar to help you keep track of how often you will be posting each week. This also serves as a great resource to hold your team accountable and to keep track of what needs to be done.



Lastly, create your plan! Which chapter officers will be working on the social media account(s)? How many posts will you create at a time? When do you want to discuss the posts for each month? How will you plan and decide when to post new initiatives? Ask yourself these questions to help your officers balance their workload. Develop a schedule or timeline that works for your officers and allows them to create engaging content while also assisting with other chapter tasks.

Getting Started

Create a Brand for Your Chapter

Creating a brand for your chapter and staying consistent with your themes will make you stand out. You want to create a page that makes other chapters say, "Hey! I love that chapter's media!" Creating a brand will make you recognizable and take your chapter's social media to the next level.

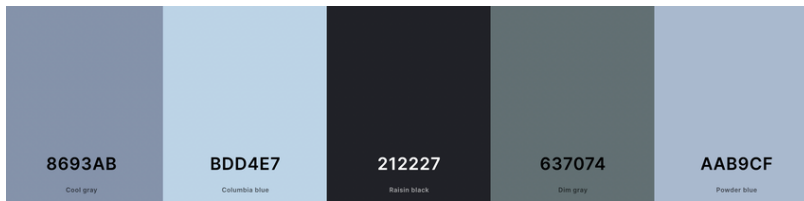
One of the easiest ways to keep a consistent theme for your chapter is to use a color scheme. Whether you want to use the same color scheme year-round, switch it up for each season, or change it for the next semester, we suggest you pick a color scheme and stick with it! Using a color scheme makes your Instagram page and social media tools look uniform and consistent. The appearance of your social media platforms reflects how seriously your chapter takes social media!



Getting Started

Create a Brand for Your Chapter – TIPS!

1. Use [Colors.co](https://www.colors.co) to create color palettes
 - Generate random palettes or create palettes based off colors you choose!
2. Use [Canva](https://www.canva.com) to design your logo, materials, and posts
 - Search for templates, create your own, and use design elements!
3. Write everything down! Your frequently used color ID#'s, favorite fonts, and other design materials should be saved together.
4. While designing, switch it up by using different shapes, fonts, sizes, and spacing while still following your theme.



In order to take your theme to another level, we recommend designing other elements such as your chapter logo, brochures, flyers, and other materials with the same theme. It can be fun to incorporate and involve your theme outside of your social media pages!



Getting Started

Consistency and Reach

Whether or not you decide to use a color scheme, the most important thing when running a social media account is **CONSISTENCY!** You should be consistent in your posting habits and consistent in your design habits. Be sure to post consistently, however, that works for you. Whether it's posting twice a week to only posting on Wednesdays, **STICK TO IT!** Posting consistently ensures you are utilizing your social media sufficiently, while also creating a good media presence for your chapter. Remember, always stay inclusive and respectful while also being professional and personable!



Lastly, put your chapter out there! While your media presence and image are important, you won't get anywhere if you don't reach out! Push your social media by encouraging members to follow, and reach out to other chapters in your state and across the country. Networking with other chapters establishes great connections and will greatly benefit your chapter.



All Things MEDIA



Learn about social media platforms and their uses!



Instagram! Great for Highlights and Information about your Chapter



Slack! Your members can interact on both chapter and state levels



TikTok! Keeps your chapter up to date with trends and gives you video ideas



Twitter! Has lots of current events, it can help keep your chapter updated

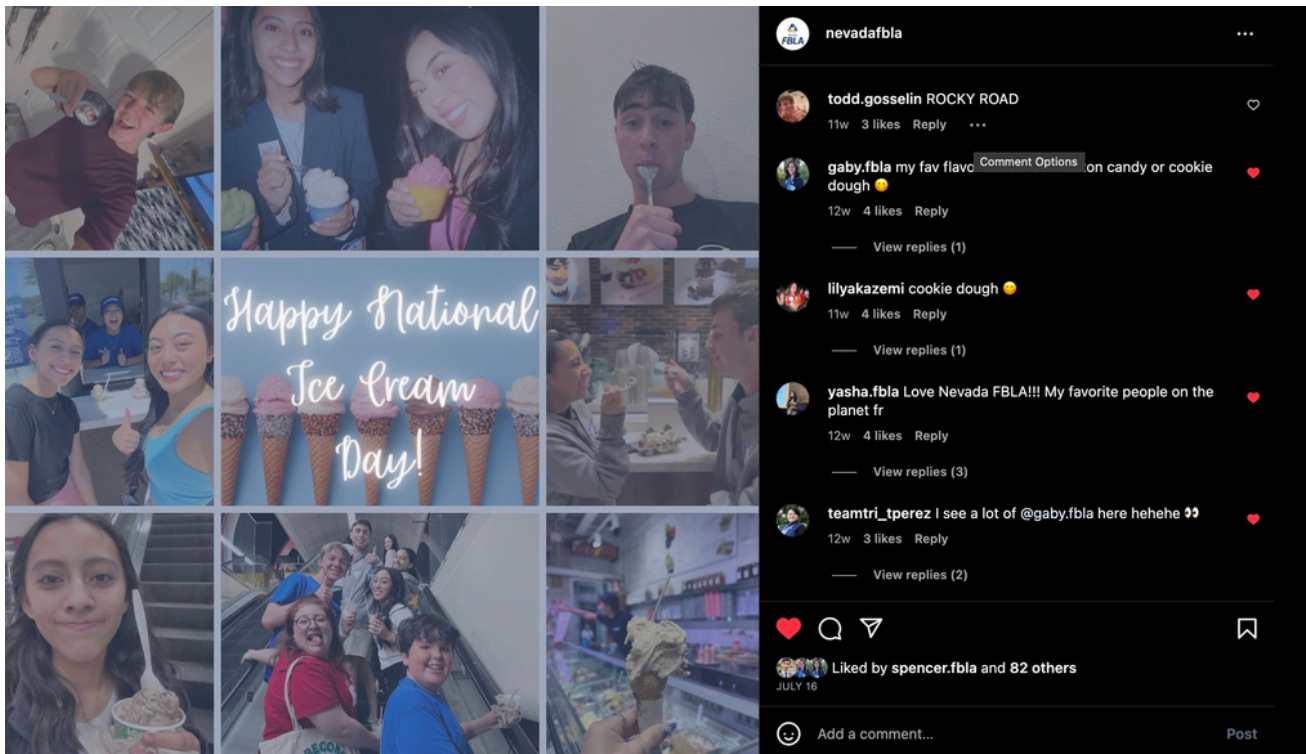
Follow us on Instagram @nevada.fbla to keep up with Nevada and National FBLA initiatives



Creating Content

Creating Engaging Posts

Creating the right content for your chapter's Instagram makes all the difference in your chapter's success. When making content be sure to be creative! Think outside of the box and make something fun about what your chapter is up to. It can be something that takes a lot of planning like an event or a cool idea that your chapter has for your community. It can also be something simple like a post welcoming members to your chapter.



One thing that we recommend is showing your faces in posts. Graphics can be really cool and are recommended but by only using graphics your chapter isn't as personable. Showing off your advisers, officers, and members is the best way to show off your chapter. Also, making a question in your caption for your followers to reply within the comments gets members interacting and getting to know each other. Make content that allows your community to grow and stay fun!

Creating Content

Instagram Stories, Reels, and Series

One great part about Instagram is the variety of post options that your chapter has. You can make a post, story, or a reel. These are all great ways to make announcements and show what your chapter is up to.

For a post, you want it to be something that really represents your chapter or that you want to advertise. A post will show up on your main profile so when someone clicks on your chapter account they will see your posts. We recommend that you post a variety of things throughout the year such as service events, chapter meetings, important announcements, as well as fun activities that your chapter takes part in.

For a story, you can use it for something that is maybe not as important but you still want to share on social media. Maybe it's a small event or a little reminder for your members. A story is a great way to share what your chapter is doing without it being a post or shown on your profile. If you do want to have a story show up on your profile you can make a highlight on your profile. A highlight is a place where you can put stories of your choice all in one place. Some ideas for highlight sections include shoutouts, service, meetings, and events.

For a reel, you film a video and then upload it to Instagram often with a sound in the background. Reels are great because they make your posts more interactive. Your reels should be both informational and fun! Reels most of the time have members or advisers explaining some important information or sharing something fun. Reels have their own section on your chapter's profile but can also show up on your post feed.

Creating Content

Filming and Editing Professional Videos

Videos are another great form of social media content. You do not need an expensive and fancy camera to do this - you can film and edit high-quality videos right on your phone. Videos are a great way to push out information in a professional and fun way!



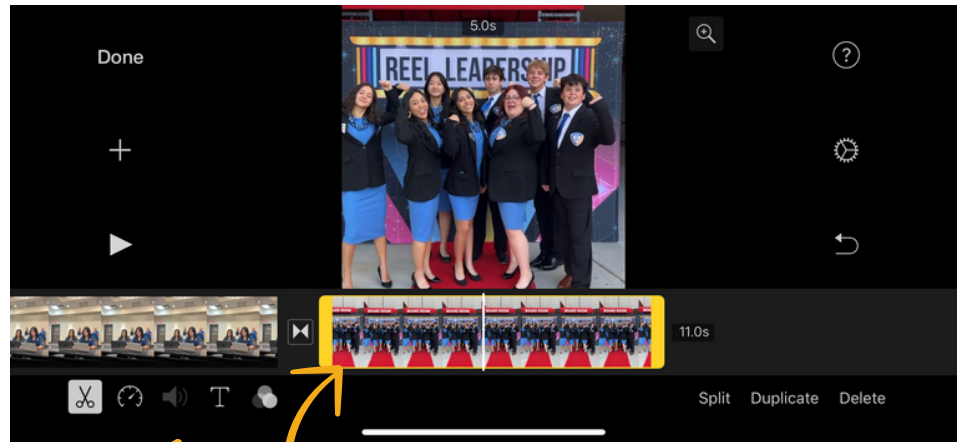
Filming and Editing Professional Videos – TIPS!

1. Film horizontally! Unlike TikTok videos and Instagram reels, these videos tend to come out more professional and they look cleaner when filmed horizontally. This helps to avoid the awkward blank on the screen when you watch the final product and is easier to edit. Also, filling the screen makes for a better viewer experience.
2. Adjust your camera settings! Try different filters and video formats that will make your video quality stand out.
3. Think about different transition ideas for your video. Transitions help make your videos cleaner and more organized. There are so many different ideas out there so go on social media and find some inspiration!

Creating Content

Editing Platforms

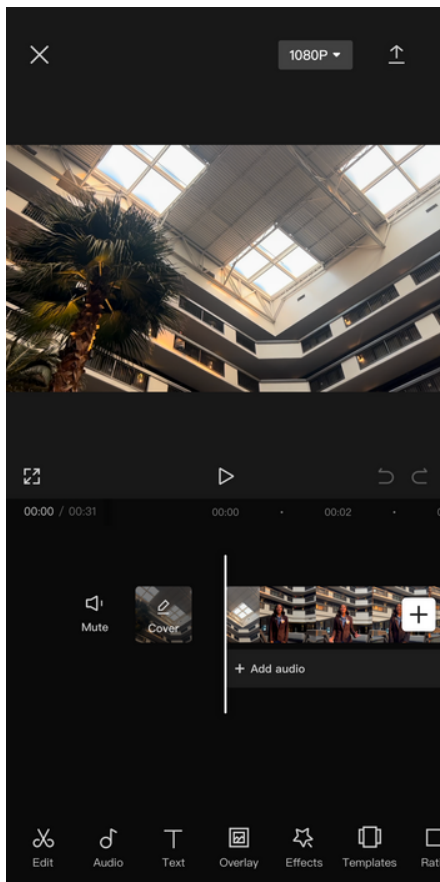
Some of our favorite editing platforms that are easy to use are iMovie and Capcut. They are both free and simple to use! iMovie is only available on Apple products, but you can download Capcut on other devices.



Adjust Clip Length

Play with speed, volume, text, and filters!

There are so many ways to take your videos to the next level. Play around with different settings and explore all of the features to try new things!



Adjust Clip Length

Use the overlay feature to layer pictures on the screen!

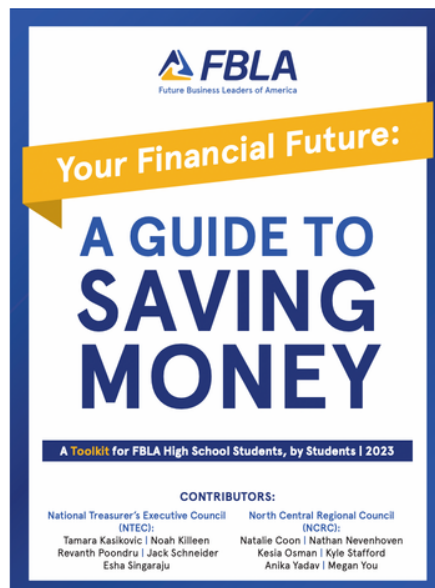
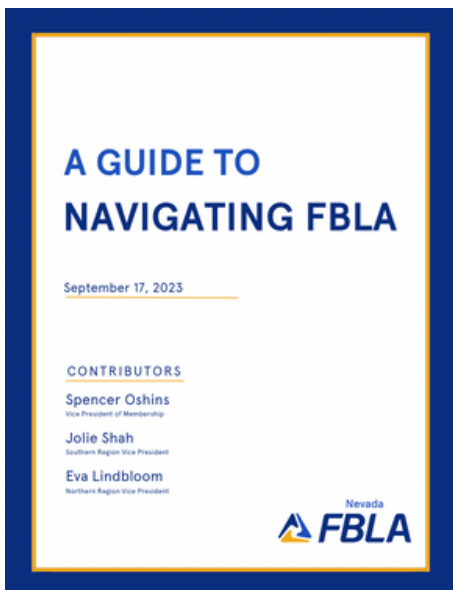
Edit clips, audio, text, effects, and more!



Creating Content

Creating Other Resources for Members

Social Media Content does not just mean posts and videos. Your team can also create and push out other resources for members! Whether it's posting to release new resource initiatives your team has been working on or creating resources as a design team, social media can connect it all! Your team can create competition resources, national program fact sheets, and toolkits for your members! You can follow the [National FBLA Branding Kit](#) or your own chapter's media theme using your design skills to create amazing resources!



Communication

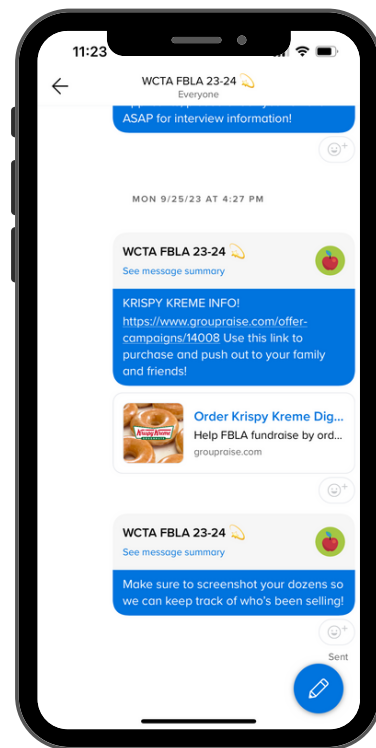
The social media platforms that your chapter decides to use are essential to communicating with chapter members. Your social media serves as the main communication channel with members, allowing them to access everything about your chapter as well as having the ability to message, comment, reply, and ask questions. Aside from communicating in person, social media is the second way that members are able to communicate directly with your chapter officers.

In addition to social platforms such as Instagram and Twitter, Linktree and Remind are two communication platforms that are great resources for your chapter. Linktree allows you to link important resources all in one place (check out our very own NV FBLA Linktree [HERE](#))! Remind allows you to send out quick reminders and announcements to your group in a text message conversation format.

LINKTREE



REMIN



Communication

When using multiple platforms and software to manage your chapter, it is important to stay up to date with all of the tools you are using. Find a way to organize your social media in a way that works for your chapter. Delegate your content throughout all of the platforms you decide to use and keep track of where you want to post certain things! Make sure you frequently check ALL of your social media platforms, stay active, and check your notifications! The worst thing is checking your Instagram DMs and seeing an unread message from 2 weeks ago!!

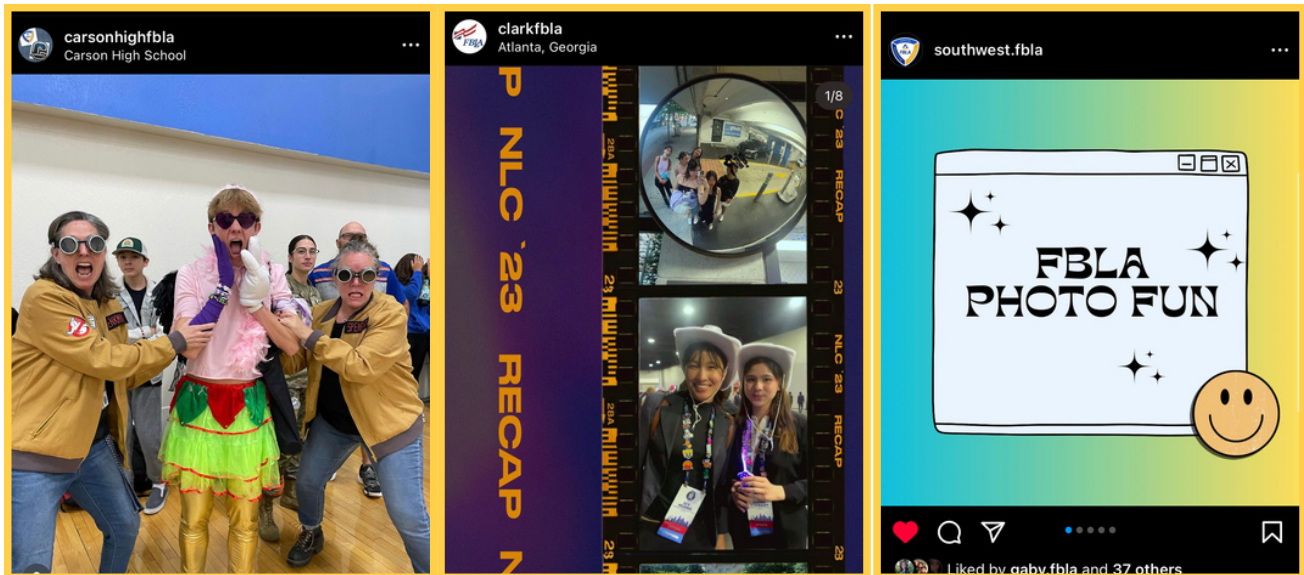
Your members want to connect with you through your social media. It serves as a more informal form of communication, so USE IT! Stay connected and be there for your members and peers.



Measure Your Progress

Staying Engaged

All content is good content. When using social media, it is important to always keep your members engaged and informed. If there is any sort of information that you want to share with your entire chapter, make a post about it! This way you can always tell members to look at your social media if they need some specific information or an update on your chapter's resources. Also, it is okay to not always have informational posts. It's always fun to have a trivia or fun-themed post to keep your chapter Instagram page fun. A great way to keep members engaged on a post is to have them respond.

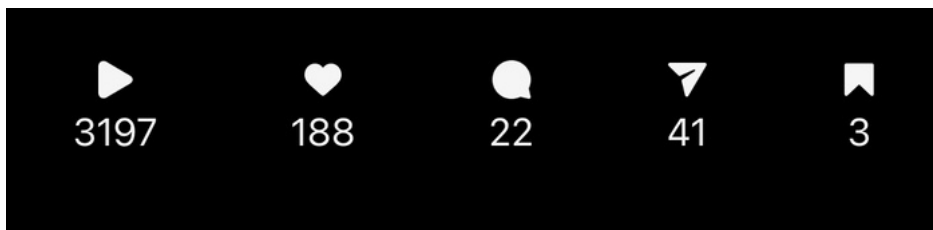


A big part of growing your social media is engagement. A great way to start is by following other FBLA chapters in our state. Not only does it raise awareness about your chapter but it also allows you to see what other chapters are doing throughout the membership year. It is a great way to get ideas for what you can do to grow your chapter. Replying and making comments on posts connects your chapter with its members and others to make you more approachable.

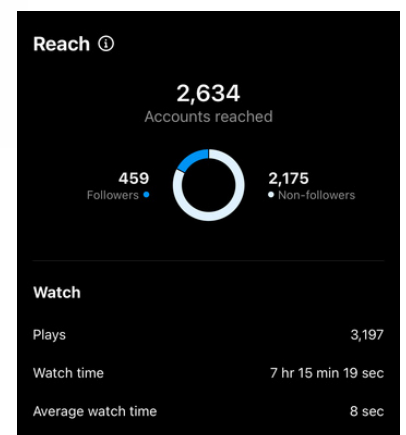
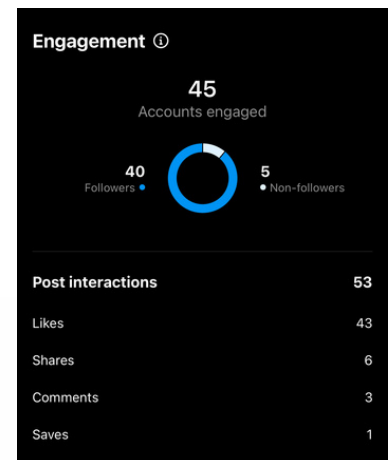
Measure Your Progress

Tracking Insights

Start tracking your progress for your social media from the **START!** Once your media platforms have been running smoothly, you will be able to see the growth and progress of your chapter and see what type of posts do well and build the most engagement. Tracking insights means collecting and analyzing data/trends in order to understand the effectiveness of your social media account and finding ways to improve and grow. The main things we recommend to track are **the number of followers you have, highest number of likes, highest number of views, and highest number of comments.** You can always track more or less of these specific items, but the most important thing is being able to see your progress!



	Followers (*goal 1000!)	Likes (Highest Post)	Views	Shares
May	850	109	N/A	
June	870	58	N/A	
July	898	134	N/A	
August	916	59	N/A	
September	942	186	3,163	41



Conclusion



Thank you from your Social Media Team!

CAMILLE LLASUS - Vice President of Media

Hello Nevada FBLA! Thank you so much for reading through our Social Media Guide. We put all of our love into this guide in order to help you and your chapters reach success! Media is the perfect way to experiment with your creativity and have fun. While it does so much to help your chapter membership and communication, it creates a fun initiative for your officers and members to follow along with chapter information and activities. Have fun creating!

TODD GOSELIN - Vice President of Public Relations

Thank you for taking a look at our Social Media Guide! With this information, we hope that your chapters can grow and share all of the amazing things you do. Remember that media is supposed to be fun so always try to keep it as engaging and exciting as you can! Media is a great way to get your chapter noticed and we hope that this guide helps you. As you make your content, be sure to tag @nevadafbla on Instagram so that we can give your chapter a shoutout on our story and stay updated on your chapter's activities!

Stay Connected With Nevada FBLA!

Follow our Instagram!

@nevadafbla

Check out our Linktree for more resources!

linktr.ee/nvfbia

Any Questions?

Email vpmedia@nevadafbla.org OR vppublicrelations@nevadafbla.org