



Social Media posts

Using social media outlets can be a powerful way to reach potential members and to re-engage individuals who have not renewed. We highly encourage your chapter and chapter leaders to integrate social posts as part of your event promotion and potential-member outreach.

What makes a good social post?

Know what audience you are targeting with your social posts. For example – what is relevant for a potential member is not necessarily relevant for a current member. It is ok to have a mix of individual messages, but make sure each individual message is targeted to a specific audience.

Create opportunities for engagement and encourage your chapter members, particularly your board members, to like and engage with the chapter's posts. This engagement increases the probability that others see your posts, especially non-members.

Avoid posts that are text heavy. Readers will not read them, and the site's algorithms will not prioritize them.

Ideal lengths for maximum engagement?

- LinkedIn: This platform has the most potential to reach non-members. Research shows that the ideal post is 25 words. Post more than 140 characters and LinkedIn automatically puts the rest of the messages after the "See More" button. Avoid the "See More" button. Potential members will just scroll on.
- Twitter: Keep it fewer than 100 characters for maximum engagement. You can make them longer, but people won't comprehend as much and are less likely to engage.
- Facebook: Keep it to no more than 80 characters and you'll create 66% more engagement than longer posts.

Use a site like <https://bitly.com/> to shorten your links. A big bonus is that you can track click-thru rates with the link if you sign-up for an account.

When possible, include pictures of your members in action. Avoid pictures of members who look bored (even if you know they aren't). The picture should convey energy.

What about @'s and hash tags?

In social media, the powerful "@" symbol allows you to tag and link other accounts to your post. A best practice is to use @ARMA_INT in your posts. It connects ARMA to the posts, and ARMA will engage with the post to increase your original post's exposure. This allows both the chapter and ARMA International to increase the reach.

Also, repost @ARMA_INT posts that you believe are relevant to your own chapter's programming.

Hashtags help connect your post to our larger community of interest. Consider using the following hashtags, which should be dependent on the content of your post:

- #InfoGov
- #ARMA
- #InformationManagement
- #RecordsManagement
- #GDPR
- #Privacy
- #IT
- #legal
- #datasecurity / #informationsecurity
- #leadership
- #IGP or #CRM

How to Create Engagement:

Use images and infuse your posts with humor. Don't be afraid to add personality to the posts; it will increase engagement.

Post facts, figures, and infographics. This may sound intimidating, but it can be very easy. Here is how:

- Reuse graphics from ARMA International's foundational documents or pull them from our social media posts.
- Ask the facilitator for your next meeting to provide information that can be shared in snippets of facts or figures.
- Ask the facilitator if there are any graphs or other visual items that can be shared from his or her presentation. Share on your social accounts as a teaser to generate interest.
- Take facts, figures, or visuals from previous presentations and (quickly) tie them to the importance of professional development.

When promoting an event, the focus of the post should be an eye-catching fact, takeaway, or discussion that will benefit an attendee. For example: "Strategic planning done right can save \$XX! Come learn with..."

Sample posts:

Are your org's practices supporting healthy #infogov? Learn how on April 15: <https://bit.ly/2Cq5JbG> @ARMA_INT



“ARMA was the resource that guided me to success” Have #InfoGov challenges? Overcome w/ @ARMA_INT ‘s <eventlink>



@JCStearns_CRM

PPI #infosecurity – when is your org liable? <https://bit.ly/2FELonG> Want resources & a network that helps you find answers? #ARMAInternational #JoinUs @ARMA_Int

Other stats to consider using:

- Nearly 2/3 of info practitioners believe their orgs’ info architecture isn’t effective.
- Only 1 in 4 info practitioners believe their job title matches their duties.
- #InfoSecurity was a top priority for over 90% of orgs
- 40% of companies lack a culture of compliance within their orgs? How to fix this? Come find out...
Source: <https://bit.ly/2Hj49OF>

- Investors state that they still put corporate governance on a par with financial indicators when evaluating investment decisions.
Source: <https://bit.ly/2QQYmpj>

Statements that should be avoided:

Ensure that posts are speaking in terms of you or your chapter’s own experience with the association and not on behalf of the association.

Posts should not include phrases like:

- @ARMA_INT believes that....
- @ARMA_INT says....
- @ARMA_INT feels...
- On behalf of @ARMA_INT...