



Making the Most of Social Media

Best Practices

Social media is a great way to connect to members! Here are a few tips to maximize its effectiveness:

- *Plan Ahead* - Figure out how you would like your chapter to use social media. Strictly for chapter updates? Will you incorporate national news/posts? Post monthly photos? Once you figure out how you would like to use it, or the strategy, the content will be easier to create.
- *Be consistent* - Whichever platform you choose to use (Facebook, Twitter, Instagram, etc.) be sure to use it consistently (once a week, every Monday, etc.). Check out ANFP's Facebook page or Twitter account as an example.
- *Share the Wealth (of Knowledge)* - Post links to relevant industry news, articles, blogs or resources.
- *Pictures are worth a 1000 words!* Use pictures, images or video to tell a story about a chapter meeting or event.
- *Start a conversation* - Ask open-ended questions ("What is your favorite dish to cook and why?" "What is your favorite part of your job and why?"). Engaging members on social media is a great way to connect with other members, as well reach potential members.
- *Post-it Notes* - Posting a quick note, save-the-date or upcoming chapter meeting information is an easy way to promote your chapter meetings, events and other opportunities. (Just remember to add a website link for registration details if available!)
- *Keep it clean* - Keep posts professional and relevant to ANFP members. All comments represent the organization and should not involve personal opinions or spam. Proofread before posting!

Keeping Members Engaged

Here are a few tips to keep members engaged via social media:

- *Start a contest* - Ask members how they reward or recognize their staff during *Pride in Foodservice Week* and let the members vote for their favorite. Whoever ends up with the most likes, wins!
- *Create a Q&A Session* - By hosting a Q&A session you are engaging all members and sharing valuable information. You can do this using Twitter Chats or even Facebook. As you'll see from the ANFP Community (Open Forum), one question can spark a lot of discussion.
- *Be a Follower* - By following members, you are exposed to more relevant information and engaging in their interests as well.
- *Monitor Activity* - Whatever method you use to engage your members, be sure to monitor the activity and more importantly, respond in a timely and consistent manner, recognizing their contribution.

Creating a Social Media Campaign

Consider holding a social media campaign as a way to recruit members or drive traffic to your social media accounts or website. Here are few tips to get started:

- *Set your Goals* - Do you want increase social media followers? Reach a certain amount of 'Shares' or 'Retweets'? Identify what you'd like to accomplish and how this will help your chapter.
- *Select the Right Social Network* – Not everyone loves or uses Twitter, so you may better off using Facebook or Pinterest for this particular campaign. Be sure the platform you use reflects your target audience. You may wish to survey your members to determine which platform(s) they prefer or use more frequently.
- *Engage with Your Followers* – As your followers contribute to the conversation or 'share' your information, be sure to recognize their efforts. It helps to validate your social presence and humanize your campaign.
- *Show Off* - Photos and images can easily resonate and are more likely to be shared. Don't be afraid to show off photos of chapter meetings. Snap a photo of your chapter awards or post a photo of new volunteers.
- *Measure Your Success* – Some social media platforms offer free dashboard tools, like Facebook Insights. This will allow you track the number of likes, who is engaging with you and most importantly is the campaign getting the results you want.

ANFP's Social Media



Facebook



Twitter



LinkedIn



YouTube