

Effective Chapter Social Media Strategies

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Definition of SOCIAL MEDIA

Popularity: Top 10% of words

: forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)

social me-di-a

noun
websites and applications that enable users to create and share content or to participate in social networking

noun, (usually used with a plural verb) Digital Technology.

1. websites and other online means of communication that are used by large groups of people to share information and to develop social and professional contacts:
Many businesses are utilizing social media to generate sales.



Social media is just a fancy way to describe the zillions of conversations people have online 24 hours a day, 7 days a week.

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There are **2.7 billion** active social media users
Social media users have risen by **176 million** in the last year
Facebook adds **500,000** new users every day
That's **6** new profiles every second
72% of all online US adults visit FB at least once a month
There are **320 million** active users on Twitter
There are **500 million** tweets sent each day
That's **6,000** tweets every second
300 hours of video are uploaded to YouTube every minute

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Via Smart Insights



Facebook: Things to Know

- Facebook page ≠ Facebook profile
- Once you commit to creating a Facebook page, any social media page even, you have to make sure you continue to maintain it.
- Not everyone that likes your page will see your page in their newsfeed. But don't worry—there's a remedy for this...
- Interaction is a must, and shareable content is key
- Don't forget to check your private messages! 📧
- You can schedule posts in advance. Simply write a post as you regularly would and, next to the Publish button, is an inverted triangle button. Click on that, and you will get a schedule option.
- Your notifications page will tell you when someone mentions you in a post, shares a post, posts on your page, or comments on a post.
- Make sure your page info is up to date. This includes your page category, name, location, description, and other fields specific to your type of page. It's important that this information is filled. Facebook will recognize it as a more legitimate page.
- Facebook insights allow you to track performance over time. Take a look at them from time to time and see how your audience reacts to different things.

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Facebook Strategies

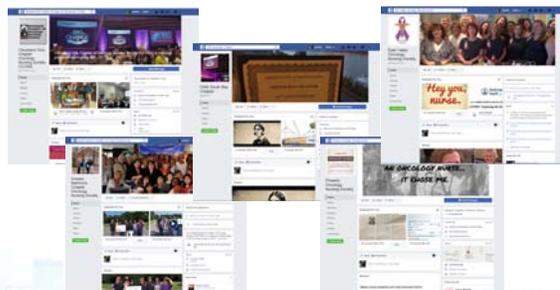
- **Engaging content rules all.** Followers must interact with your page to continue to see it in their newsfeed.
- **Short and sweet.** Copy for posts shouldn't be long. One or two lines are best.
- **Ask questions and receive answers.** This is simple, but effective. Asking users questions encourages them to leave comments. For a post pertaining to an event, ask: "Who's excited for ___?"
 - Not sure what to post? Ask your followers what they would like to see.
- **A picture says a thousand words.** Images should be used for most posts and should reflect the post's message. Posts with images have more weight than posts without them.
- **Two-way street.** Facebook is a two-way street. If a follower comments on a post, comment back, even if it's just a polite "thank you!" or, at the very least, a thumb's up for acknowledgement.
- **FUN.** This is important. People aren't going to return to a page where they aren't having fun. Post a funny nursing-related meme once in a while. If it makes you smile, it will probably make someone else smile too.
- **But what do I post?** Create an event for meetings and post to your page, digital flyers for events, save-the-date poster for events, pictures of members in action, member of the month, community engagement...

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Facebook: Chapter Superstars

Many of you do this well. Here are a few:



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Twitter: Things to Know

- Conversations happen very quickly on Twitter, but it's still a very powerful tool to build a community.
- Hashtags are used to thread a conversation together. Use them to join conversations or start your own. For example: #ONSLeadership and #ONSCongress
- When you tweet on behalf of your chapter, you represent a brand, not yourself. Therefore, avoid use of "I." It also does not breed community.
- Because Twitter involves fast, rapid communication, it's easy to get lost in the mix. To stay in the mix and keep your page fresh, schedule tweets with free online schedulers, like Dynamic Tweets and Future Tweets.
- While you should interact (tweeting, liking, retweeting) with as many of your followers as possible, keep an eye out for the ones that interact with you most. These are your champions and influencers, take extra special care not to lose their attention.

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Twitter: Strategies

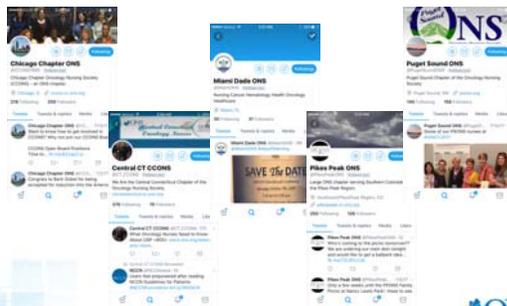
- **Keep it simple.** Concise tweets make an impact. Keep each tweet focused on one specific message rather than trying to communicate multiple things. Include a link to a blog post or website if you have a longer message.
- **It's not all about us.** Your tweets can and should be a mix of original tweets and retweets. Use the 80/20 rule if you're trying to find a balance.
- **Be seen.** Be sure to add images to tweets. An image says a thousand words, after all. Adding images, infographics and videos to our tweets will encourage users to click through and engage with the content, and will make a first glance at our corporate Twitter handle a lot more compelling.
- **Take a poll and ask questions.** Asking questions is an effective way to interact with your audience, bring followers into the conversation, and understand opinions. Tweet open-ended questions or use Twitter polls to survey on specific responses.
- **Regularly visit your Twitter stream.** Pick two times in a day that are convenient for you to open up Twitter and scroll through your stream. Like, respond, and retweet relevant tweets.

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Twitter: Chapter Superstars

Many of you do this well. Here are a few:



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CHAPTER COMMUNICATION STRATEGIES

Shannon Holzer
Chapter Activities Coordinator



Linking Facebook & Twitter to a Virtual Community

- Step 1:** Click on "Admin Wizard" in the orange toolbar.
- Step 2:** Copy your chapter's Facebook or Twitter URL.
- Step 3:** Click on the yellow "Edit" button above the Facebook and Twitter icon in the Admin Wizard.
- Step 4:** Paste the Facebook or Twitter link into the URL input field (in place of the link that is currently there).
- Step 5:** Click "Finish."
- Step 6:** Right click on the Facebook or Twitter logo on the Admin Wizard page and click "Copy."
- Step 7:** Go to your VC Homepage and click the "Paste" link to add the logo to the bottom of the homepage.
- Step 8:** Use the yellow arrows to move the logo up or down.

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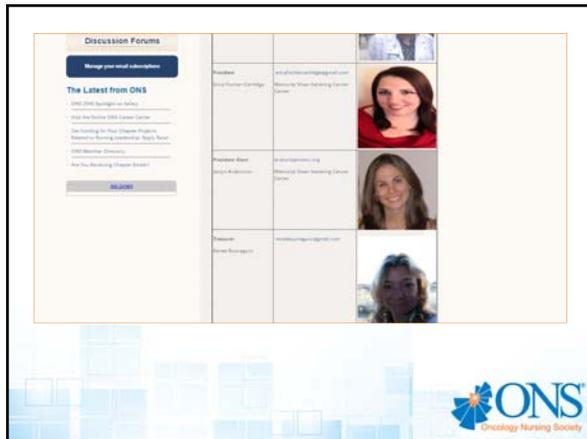
Chapter Officer's Virtual Community:
<http://chapter.vc.ons.org>

Chapter Leaders e-News

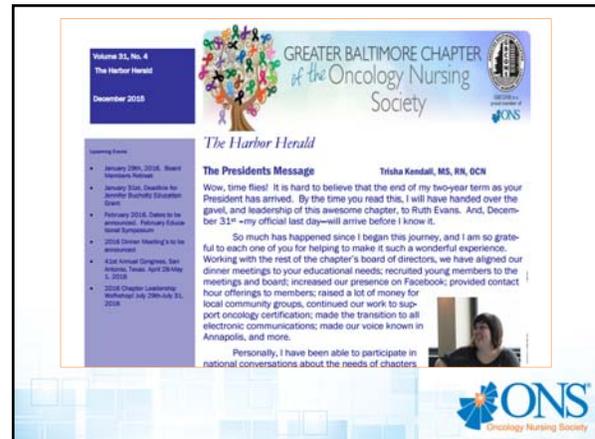


Chapter Virtual Communities:

- Send announcements to all chapter members.
- Post calendar events.
- View membership directory.
- Add photos, videos, and text.
- Post RSVP forms.
- Embed PayPal for event registration.
- Host discussions.
- Take polls/hold elections.

The screenshot shows the 'Discussion Forums' section of the ONS website. It includes a 'Manage your email subscriptions' button, a 'The Latest from ONS' section with a list of recent posts, and a table of forum categories. The table lists categories such as 'President', 'Member Center', 'Member Board', and 'Member e-News', each with a corresponding email address and a small profile picture of the forum administrator.

The screenshot displays the 'The Harbor Herald' newsletter for the Greater Baltimore Chapter of the Oncology Nursing Society, dated December 2018. It features a 'Presidents Message' by Trisha Kendall, MS, RN, OCN. The message discusses the end of her two-year term as president and her gratitude for the chapter's support. It also mentions her plans to continue supporting the chapter through various activities like dinner meetings and educational needs.



Chapter VCs:
 What can we expect in the future?



Chapter Contact Info:
<https://www.ons.org/member-center/chapters>



What Has Your Chapter Done?

Tell us how your chapter has optimized its virtual community.



Any Questions or Demonstrations?

