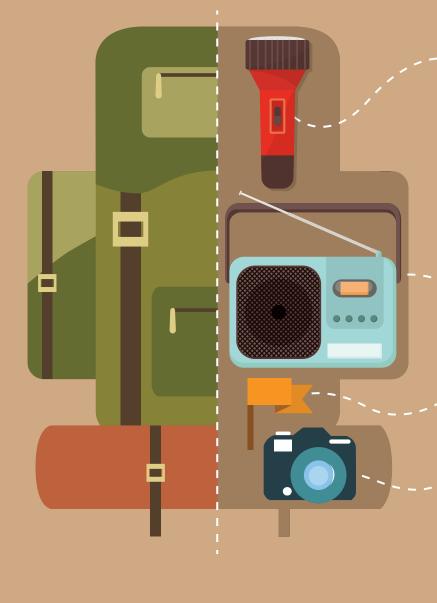
SOCIAL MEDIA SURVIVAL QUICK & CLEVER SOCIAL MEDIA POSTS 30 Ideas for Associations Stumped for what to pack into your social media strategy? Here's a great way to get unstuck. There's one rule: Post things that are interesting, informative, and relevant to your audience. UGH... I'M STUCK.

interesting informative relevant The **Toolkit Formula**

#1 Rule

Posts should be:



Member Promotion

Association Self Promotion

Info-tainment

Event Promotion

Caption this

Recommend a digital tool or useful app Industry predictions or trends

4.0% INFO-TAINMENT

- 3 Trivia Tuesday
- Sources for continuing education 5 Ask for guest bloggers
- 6 'Caption this' photo post 7 Recommend a book
- 8 Post a humorous or inspiring quote

11

23

24

Post a random fact and let fans guess if it's true 10 Pending legislation and how to take action

Historic industry photos

Recognize a member's achievement

Recognize membership renewals

- 14 Post an interview with a member
- **15** Share a link to your Member Business Directory 16 Share an industry success story
- **17** Welcome new members 18 Highlight member-to-member Hot Deals
- 19 Spotlight members who volunteer/make charitable contributions
- 20 Job postings from member businesses
- 20% EVENT PROMOTION

Top 10 countdown prior to an event

- 22 Event sponsorship thank-yous
- 25 Short video of emcee or guest speaker 26

Photos of invitation, program, or door prizes

Exciting summary of day one of a multi-day event

- ASSOCIATION SELF PROMOTION
 - Regularly change the cover photo on your page
 - 28 Training or event reminder
 - 29 Share when the Association reaches a goal





Thank up



Leverage the Power of Social Media

Stick to the #1 Rule, use the Toolkit Formula, and follow any of these 30 ideas to navigate your way to social media success!

