

SOCIAL MEDIA SURVIVAL



QUICK & CLEVER SOCIAL MEDIA POSTS

30 Ideas for Chambers of Commerce

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.

#1 Rule

Posts should be:

- interesting
- informative
- relevant



The Toolkit Formula:

40% INFO-TAINMENT

- 1 Recommend a digital tool or useful app
- 2 The local weather forecast
- 3 Trivia Tuesday about the community
- 4 Adoptable pets available from local shelter
- 5 Traffic report
- 6 'Caption this' photo post
- 7 Real Estate market report
- 8 Road construction detour map
- 9 Post a random fact and let fans guess if it's true
- 10 Pending legislation and how to take action
- 11 Historic community photos



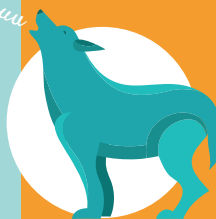
30% MEMBER PROMOTION

- 12 #DontCookThursday restaurant spotlight
- 13 Recognize membership renewals
- 14 Reminder about members with seasonal businesses
- 15 Link to your Member Business Directory to promote local shopping
- 16 Trivia question about a Hot Deal from a member business
- 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

- 21 Top 10 countdown prior to a Chamber event
- 22 Event sponsorship thank-yous
- 23 Exciting summary of day one of a multi-day event
- 24 Photos of invitation, program, or door prizes
- 25 Short video of emcee or guest speaker
- 26 Social media contest with event tickets as the prize



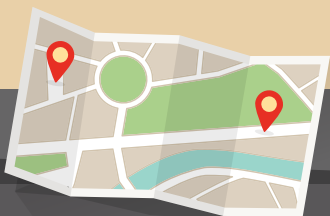
10% CHAMBER SELF PROMOTION

- 27 Regularly change the cover photo on your pages
- 28 Chamber event promo or event reminder
- 29 Share when your Chamber reaches a goal
- 30 "What I love most about the Chamber is..."



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!



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