National League of Junior Cotillions®
presents

Social Media Marketing for Directors

Why Use
Social Media?

- To increase **traffic** and **engagement** (a meaningful connection between user and a brand)
  - Traffic is key to increasing revenue. The more traffic, the more potential customers.
  - "Engagement Marketing, done well, means connecting with audiences who want to hear from you, in relevant, meaningful, interesting ways. If you can pull that off, everything changes." Engagement Marketing 101 (Redux)", *Marketing Daily*, April 18, 2012
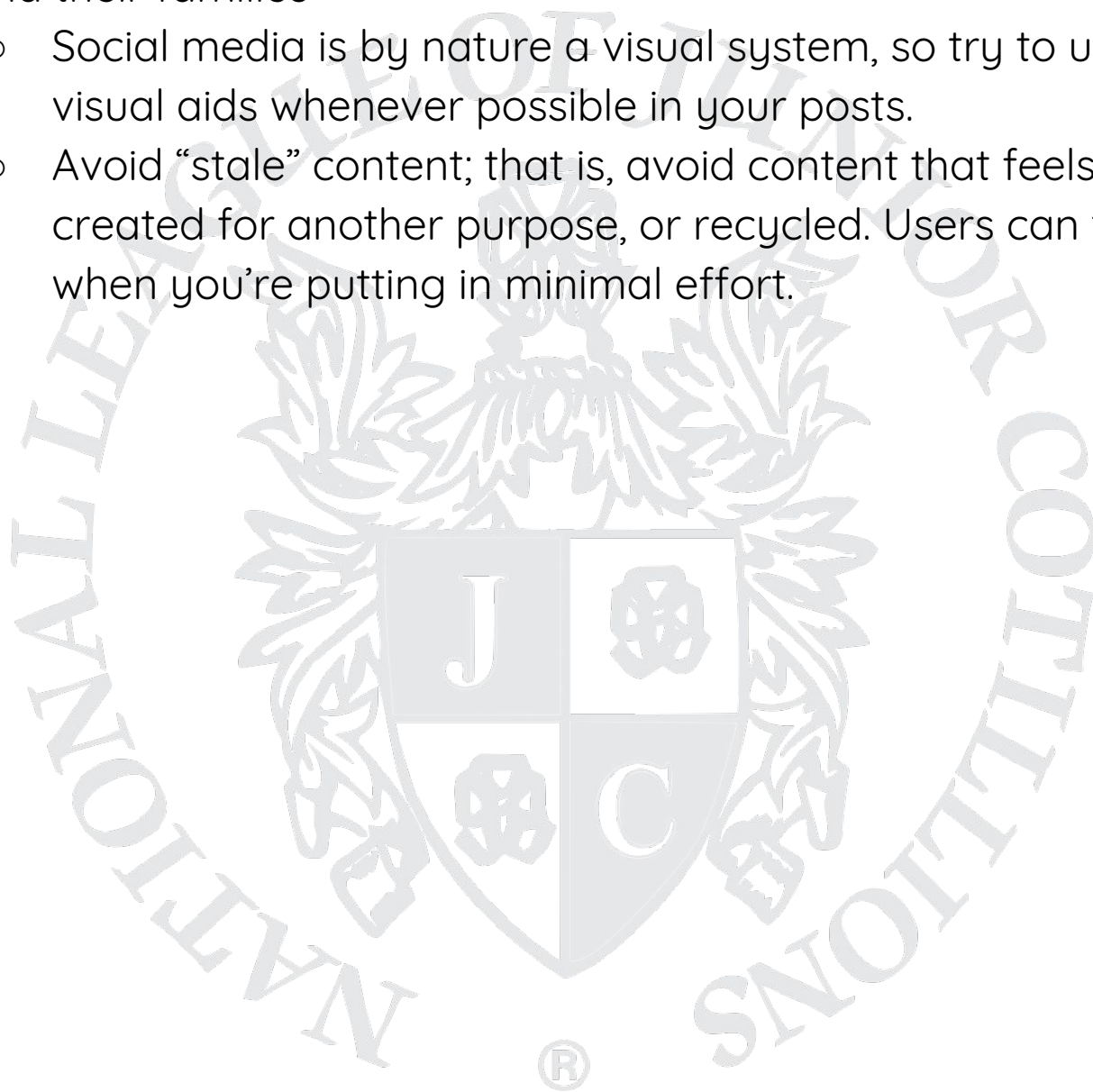
Why Use
Social Media?

- To create a **significant**, meaningful **network**
  - Parents, students, and potential students and families are using social media. Instagram now hosts more than 800 million users.
  - According to the Pew Research Center, "Roughly two-thirds of U.S. adults (68%) now report that they are Facebook users, and roughly three-quarters of those users access Facebook on a daily basis. With the exception of those 65 and older, a majority of Americans across a wide range of demographic groups now use Facebook."
    http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/

Why Use
Social Media?

- Provide **valuable** content to users - in this case, your students and their families
  - Social media is by nature a visual system, so try to use visual aids whenever possible in your posts.
  - Avoid "stale" content; that is, avoid content that feels used, created for another purpose, or recycled. Users can tell when you're putting in minimal effort.

Why Use Social Media?

- Establish a **presence** as a leader in your industry.
  - Provide posts from other leaders that show you're part of the community of industry leaders. Don't worry about redirecting your users to another industry leader. Meaningful content you're sharing establishes you as a valuable content source. Also, generally, users are already engaged if they're viewing your social media.
 - Link to your network. Show off the success of other chapters!
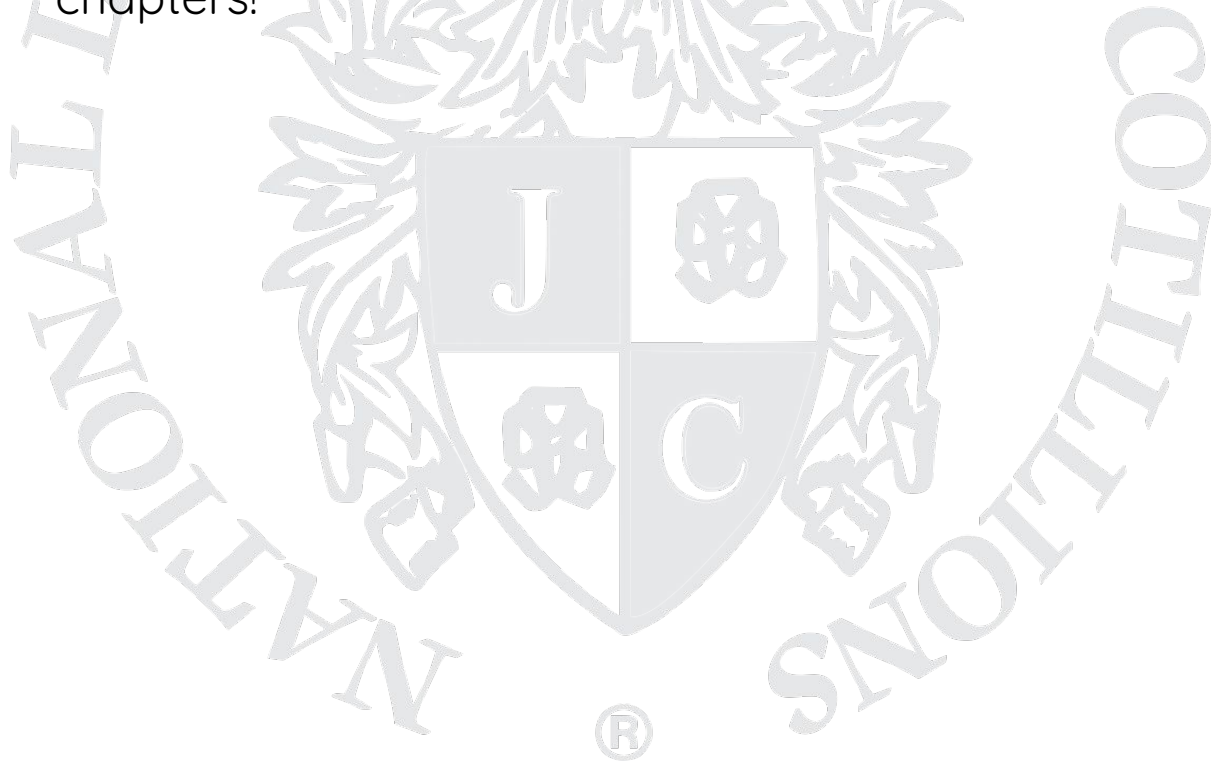
But... what about privacy?

- Many Directors are concerned about student privacy and avoid using social media completely as a result. While this concern is VALID and IMPORTANT, **there are many ways to safely maintain a social media presence without violating your students' privacy.**
  - Some create a social media presence without posting any student photos at all. You can use generic photos (samples are included **in the director resource area**) to create a business page. You can post etiquette quotes or share another chapter's public photos!
  - Some directors create private groups that require permission to access, and only parents of students are able to join and/or view photos.

Where do I start?

- If you have an existing facebook or instagram account, be sure you are using a "BUSINESS" level profile for each.
- If you have an instagram account, you can upgrade an existing account easily by following the directors here: **https://business.instagram.com**
- If you don't yet have a Facebook account, start here to create a business account: **https://www.facebook.com/business**
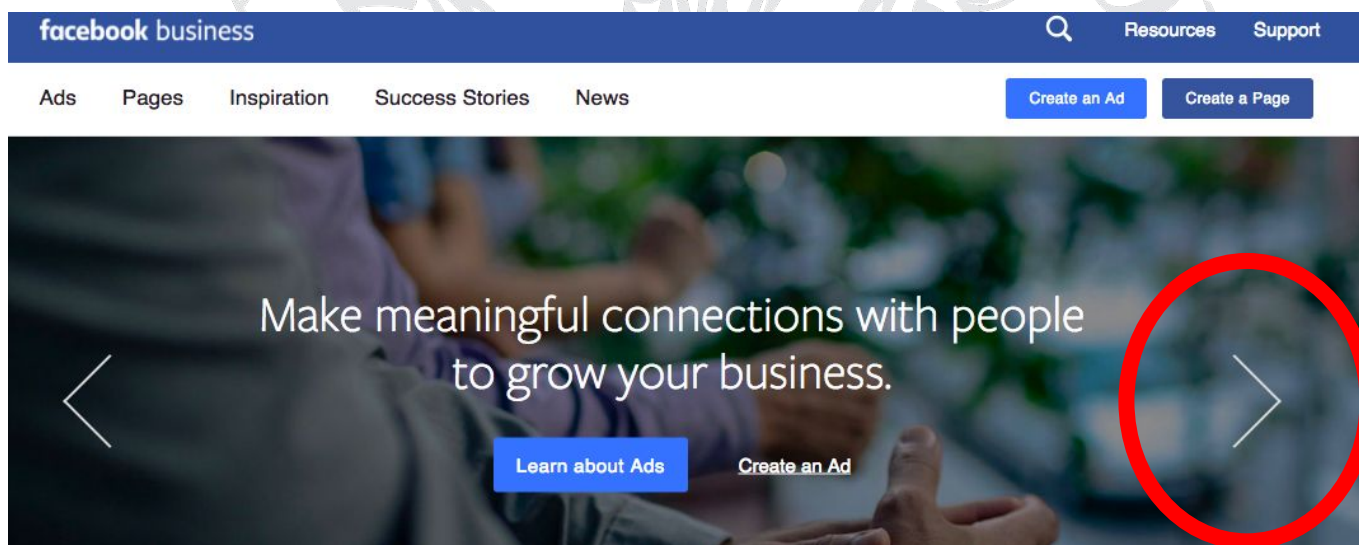
Where do I start?

- We suggest setting your "profile picture" as the NLJC logo. This image is a high resolution file that will work great! https://www.dropbox.com/s/5ed0r5qhwkrl82q/NLJC-LOGO-3x3.jpg?dl=0

- Many directors use a photo of students dancing as their cover image. For directors who prefer not to use photos of students, we suggest finding a professionally taken photograph of your venue or a beautiful table. Be sure you don't use copyrighted photographs without permission!
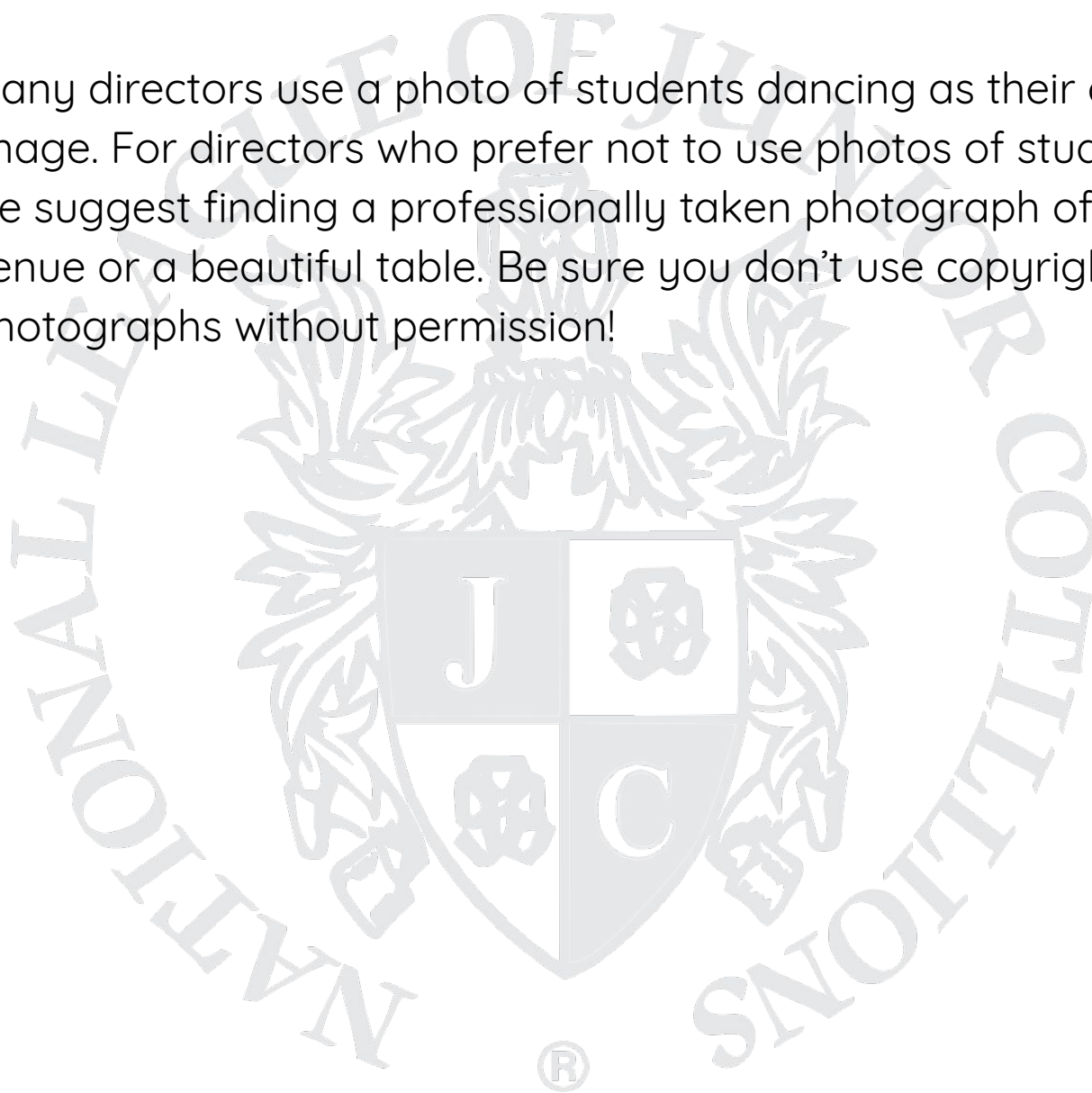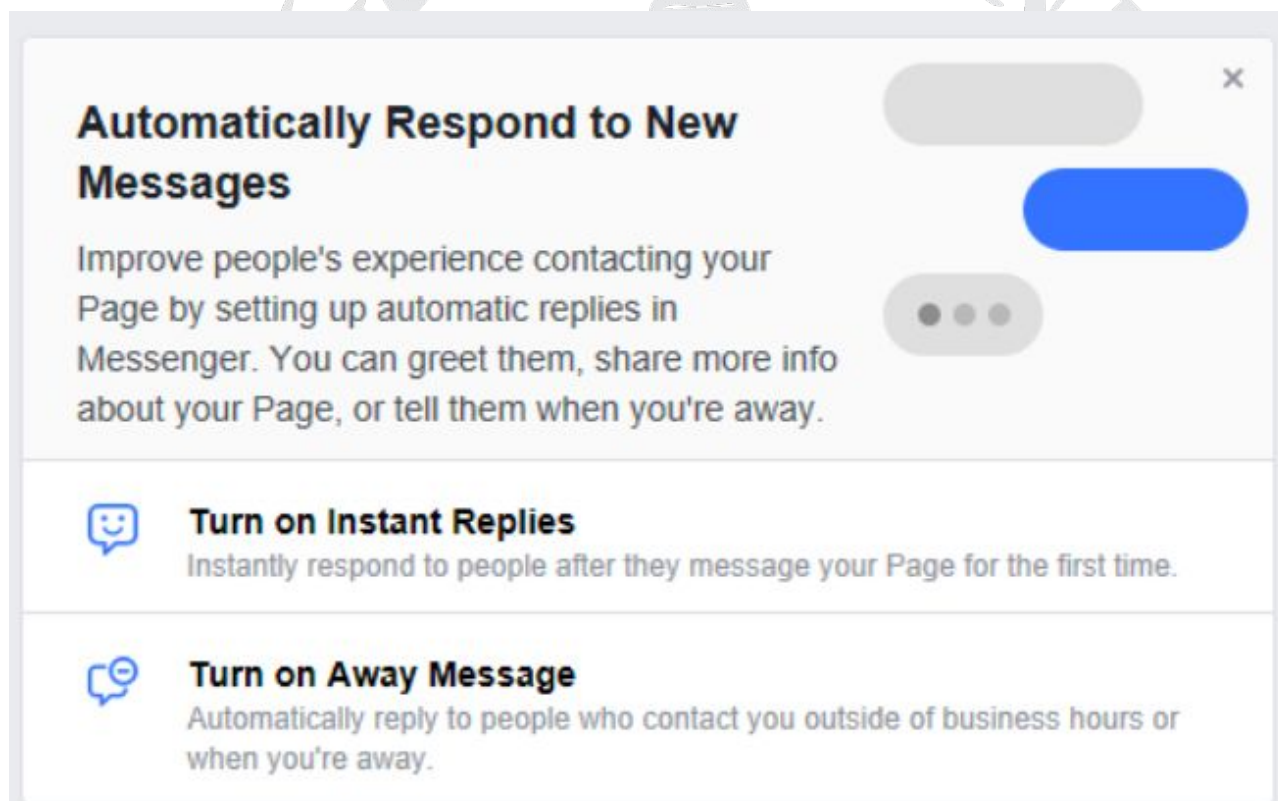
Facebook FAQ's

- "What should parents type in the search bar to quickly find my page?"
    - The "page name" is shown below the profile picture. It is circled in the image to the right.
    - If parents type this name, they will be redirected to your page.

Facebook FAQ's

- What is the response rate?
  - The response rate tells customers how quickly you respond to messages. To improve your response rate, we suggest you turn on the "Auto Response" feature! It will bring your response rate up to 100%.

Automatically Respond to New Messages

Improve people's experience contacting your Page by setting up automatic replies in Messenger. You can greet them, share more info about your Page, or tell them when you're away.

Turn on Instant Replies
Instantly respond to people after they message your Page for the first time.

Turn on Away Message
Automatically reply to people who contact you outside of business hours or when you're away.

Facebook FAQ's

- What is a button?
  On your business facebook page, you can enable a "button" in the top right. This allows customers to contact you quickly and easily! We highly recommend you enable this option. If you select "Contact Us" and check "sign up", you will be able to create a SIGN UP button linked directly to your registration form. This is a great option!

Facebook Sample Page

For more ideas, please visit
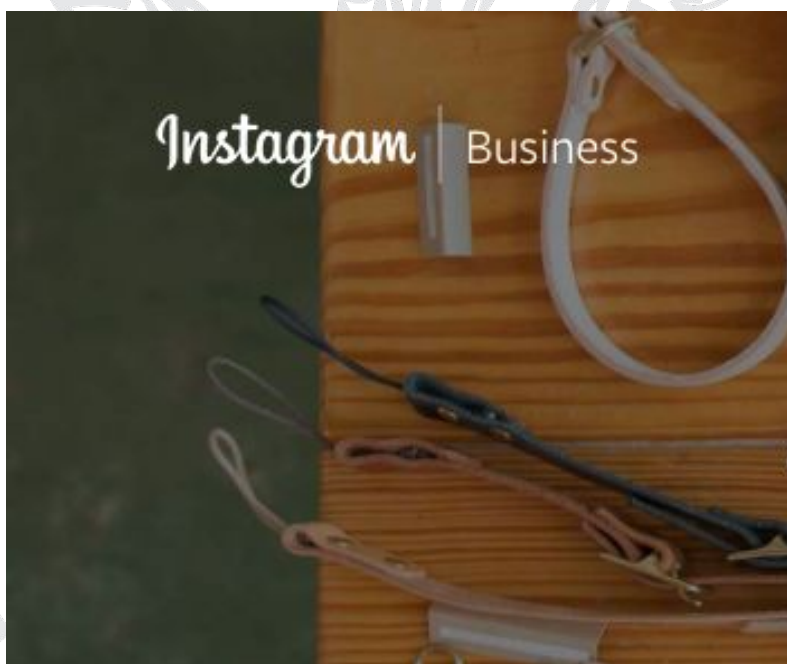
@NLJCsamplepage

This page serves as an example of a director facebook page.
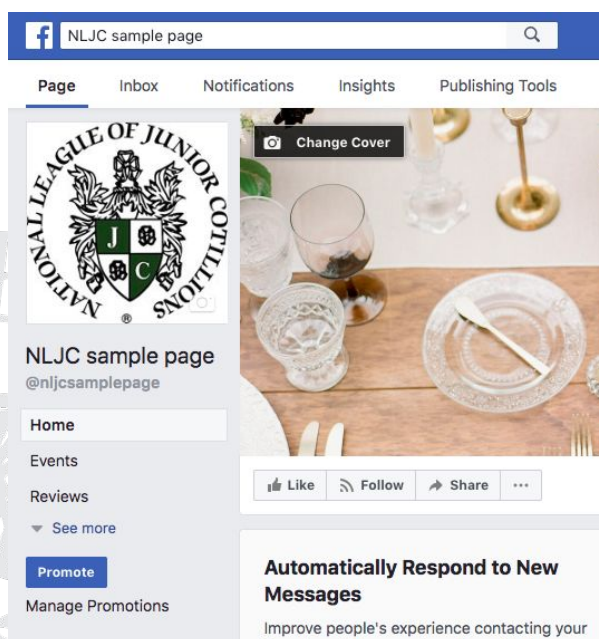
Instagram Specifics

- Make sure you have your instagram upgraded to a BUSINESS ACCOUNT if you have not done so already. https://business.instagram.com/

- Recommended Tutorial https://business.instagram.com/blog/creating-a-business-profile-on-instagram/

General Tips

- Use creative hashtags to organize posts.
  - #myNLJC #manners #etiquette #parentsdipintodancing2018
- Start by posting weekly. Weekends and evenings are now considered a poor time to reach your users. **Facebook** activity peaks on Thursdays at noon and 2pm.
- The best time to post on **Instagram** is Wednesday at 3 p.m., Thursday at 5 a.m., 11 a.m., and 3 to 4 p.m. and Friday at 5 a.m. Note: The timing differs because most people check instagram first thing, vs. facebook when they are bored later in the day/work week.
- Use other content when you can! Follow accounts you like and link to their posts. **Sharing content is considered a form of networking!**

Sharing Content

- While sharing posts and giving credit by "tagging" is considered acceptable, it is "best practice" to request permission from other directors before reposting any user-created (or original) content.
- In turn, we encourage all directors to allow others to share content. Remember, when your content is shared, YOUR account/business is being shared! More Shares = More Likes = More New Students
- Make sure to provide credit by "tagging" the user who created your post ("Thanks to @NLJC for this great etiquette tip!")
- If someone has shared your content without permission, consider it a compliment, and perhaps kindly ask that they provide you with a credit going forward.

Facebook Blueprint

One of the **very best** ways to develop an in-depth understanding of using Facebook and Instagram to market and advertise for your chapter is through **Facebook Blueprint,** a selection of online free courses Facebook has developed to help users understand their technology and how to use it for their businesses. It is free, easy to register for, and extremely helpful!

1. Introduction to Facebook Pages
2. Creating a Facebook Page
3. Instagram for Business
4. Boost Your Post
5. Promote Your Business from your Facebook Page
6. Building Your Mobile Presence with Instagram Business Tools
7. Messenger: Connect and Communicate with Customers

Additional Resources

Please visit the Director Resource area in the Cotillion Manager or through our National Website for access to sample graphics, high-resolution logos, and more!