

# Digital Ground Game

By Greg Kronlund AIB

It's impossible to not make digital part of your chapters ground game. But digital comes with numerous traps. First there are so many to choose from, each offering different opportunities to “push” your message. Twitter, Snapchat, Instagram, TikTok, Pinterest, Reddit, LinkedIn, YouTube, Meetup, and of course Facebook, to mention ten. When considering media for your chapter think about:



1. Is your core audience using these platforms?
2. Will this platform reach a new audience?
3. Do your current platforms align with the BHS Code of Ethics?
4. Will the platform display your chapter in the best light?
5. Can you increase your number of followers/likes on this platform?
6. Do you have the workforce to regularly update your messaging?
7. Can you sustain and or increase your presence on the platform?

In one of my previous lives, I managed the chapter Website, Facebook, and YouTube channels. A member came to me and asked if we should do Twitter? I said if you'll manage it, I'll set it up. We didn't add Twitter. I devoted one evening a week updating Facebook, two evenings a month updating the chapter website, and two evenings a month on YouTube projects. It was all I could handle. Eventually I found an assistant to manage YouTube updates.

It's important to realize that web viewers are fickle, and don't have patience. The phrase, “been there, done that” typifies the general user. Content drives the internet, and if you can't update frequently, interest in your site will rapidly dwindle. It is better to select one or two sites, that you can devote time to, and work to increase your followers/likes and grow your audience. Post interesting articles and pictures of your chapter in action as often as you can.



Start by mastering your chapter website...Covid has slowed everything and will continue into the near future, so this is an excellent time for building, updating, and improving your current internet platforms.



Your chapter website should be as user friendly as possible, with pages devoted to a single subject. For instance, your ticket purchase page should remain the same for ease of use. But update your show page with each new show and event. Your home page should send people clicking throughout the website to see what's new. Your chapter website should be like an old friend with the latest information to share. Your social media platforms can be a little more daring.

**BACK to Marketing**