

Social Media 101

Notes from the Workshops of 8/26 and 8/27, 2022 conducted by Amy Rose

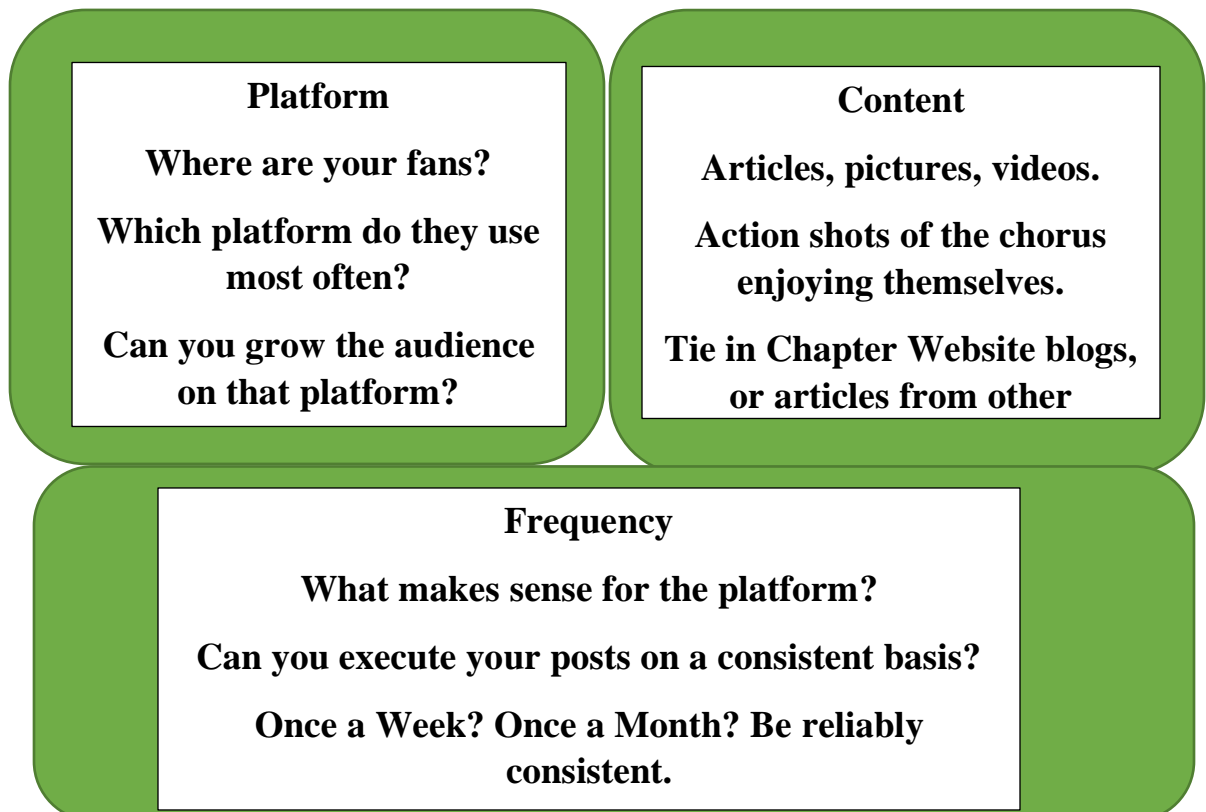
Lesson to learn:

1. Barbershop fans are still on **Facebook**, so it is still a valuable platform.
2. The younger generation has migrated to **Instagram**. Instagram and Facebook are both owned by Meta and work well together, allowing for cross posting.
3. The very younger crowd (13-24) has moved on to other newer more “exciting” platforms.
4. You may consider **Twitter** worth exploring but remember the platform limits the number of characters in your post.

How to begin:

Make a Plan	Build a Team	Set the Tone (Content)
Which Platforms? Purpose of platform? What is the goal? Who do we want to reach?	Team of one – a few? Content editor? Photographer? Content writer? Identify responsibilities?	Point of view? Community engagement?

Three pillars of social media:



Who should post:

Some ideas:

Find a chapter member that's already active on the platform.



Have multiple admins- assign duties – discuss and develop a plan for the platform.

Have a clear understanding of what content is acceptable with one person to check that the posts stay within your guidelines.

Use the scheduling tool available on Facebook and Instagram to post ahead.

Teach and encourage your members to like, share and invite their friends.

Scheduling a post works well for events and annual shows, so you don't forget to get the information online in a timely manner. You can have the post automatically launch for you, so you can work on other things.

Be generous in following other community groups, "comment" and "like" some of their posts.

Plant Seeds – Give it Time:

Social Media is not a "one and done." It takes time to build audience... so why do social media?

1. Shows you are active, alive, and real.
2. You are doing things, you are welcoming, and you are approachable.
3. You create experiences for members and audience.



Remember Your Purpose:



Social Media is **NOT** simply to sell tickets to events and shows, it is to engage socially. If you are always asking for sales and don't offer your unique features, you will lose audience. Share your fun, joy, fellowship, and service consistently and you will reap great rewards.

Social Media is important and is nothing to fear. (You can't break it.)

[BACK to MARKETING](#)