

SBE Chapter 16 Social Media Plan

Objectives:

1. Grow Membership through effective social media outreach.
2. Attract career-seekers to broadcast technology career paths.
3. Encourage content sharing and collaboration with other local chapters.

Expectations:

1. Integrated plan includes social media, email, website and allows for future platforms.
2. Commitment –
 - a. Board members commit to the plan
 - b. Administrators manage access & content (1-2 members)
 - c. Identified members create content for events (2-4 members)

Target Audience:

- Current chapter members
- Non-member techs currently in local broadcast-related jobs
- Students with tech/builder interests (grade 9-12)

Current State:

- Hosted by Hatfield and Dawson
 - o Traditional mail list server (remailer)
 - o WordPress website
- Facebook
 - o Private & hidden group
- No other social media

Website Focus:

- All outreach should focus attention to the website (sbe16.org)
- Social media posts shall include a link to the website at least once per event.

Proposed Social Media Platforms:

- Facebook Group:
 - o Private and hidden (not publicly visible)
 - o Member-only activity & interaction – prior members can remain if desired
 - o Invite (new) members – track chapter roster and new-member emails from national
 - o If made visible for requests to join, qualifying questions should include member#.
- Facebook Page:
 - o Publicly visible
 - o Outreach/promotion/recruitment (public engagement)
 - o (option) Posting restricted to approved SBE national members
 - o Insights to track reach & interactions
- Instagram:
 - o Integrated with Facebook – common posting/insights
 - o Post event pics, and other images with message

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What goes where:

- Email – Legacy communication path serving broadest demographic
 - o Any communication (with or without attachments) that requires or expects a non-immediate response.
 - o All event notifications and calls for RSVP (include link to web page)
 - o Pre-event promotion coordinated with social media posts
 - o Post-event summary, appreciation, and further info on website
 - o All emails shall include links to the website and social media.
- Website – Long-term availability of public information useful for chapter members
 - o Detail of events, chapter operation and tools (mentor/scholarships)
 - o Anchor stories with full detail
 - o Sponsor ads & links
 - o Footer block containing social media links and remailer sign-up
- Social media – Short content appealing to younger demographic
 - o EVERY new website post is followed by a social media post to include:
 - Attractive summary – style can be headline/newsflash or informal
 - Hashtags – defined common tags PLUS event-specific or as appropriate
 - Check new tags to avoid inadvertent misinterpretation
 - Rich content – photo or video is preferred

Content Ground-rules:

- INTERESTING or fun with some broadcast technology element
- Positive and attracting
- Spelling & grammar checked.
- Include rich-content whenever possible
- Be professional, but fun
- Create content that ‘tickles’ promotion algorithms

Content Ideas:

- Benefit of membership – focus on one-at-a-time
- On-site examples of what we do – short experiential videos (:60 max)
- National content – summarized & linked
- Certification options and related jobs
 - o What is cert testing like (CRO/CTO vs higher), Cert Preview, etc.
- Student Mentorship & scholarships
 - o Entry level is attainable
 - o Heavy math & science is optional
- Relate entry-level tech to consumer tech
 - o How “this” affects “that” (broadcast ⇔ consumer tech)
 - o RDS/HD, metadata, Artist Experience, device/vehicle interaction
- Can sponsorship include posting privileges (limitations)?

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Hashtags:

- All social media, posts, etc. will incorporate the following hashtags:
 - o #SBE16, #SBEChapter16, #SeattleBroadcastEngineers
 - o Event-specific tags as appropriate

Event Planning:

- Similar to planning a multimedia news article – shots, message, who, what, where, when
- Pre & post event posts (attract & recap)
- Live content during event?

Tasks:

- Email:
 - Is our chapter email list consistent with the national roster?
 - Check future of remailer with current admin
 - Reach out to adds/changes – send an opt-out email? Goal is to subscribe to remailer
 - Track progress – is email effective, responsive
- Social Media:
 - Identify related accounts/pages/groups for ‘collaboration’
 - Define general guidelines for posting – content style & schedule
 - Understand management tools for chosen platforms
 - Manage accounts
 - Monitor statistics
- Website:
 - Manage creation and posting of content
 - Manage sponsors
- Admin/Manage:
 - Ensure coordination of outreach tasks
 - Understand and manage expenses & income
 - Plan and manage event content
 - Understand sponsorship/advertising opportunities and restrictions

Next Steps:

- For next event, identify who & what to capture (photo, video) and general content expectations
 - o Rough # of pix, vidz, posts for each platform
- Define & create social media accounts
- Define basic instructions for uploading/posting
- Define acceptable media file formats & specs
- Eval other Chapters
 - o Who’s using social media – results?
 - o Check Chapter 15, others & national