
Social Media Strategies to Build and Strengthen Your Chapter



Mind Boggling Numbers



1.15 Billion Users



1 Billion Users



500 Million Users



238 Million Users

Up-and-comers:
Google+ (343m)
Instagram (150m)
Pinterest (70m)

The Facts

70%

of business-to consumer marketers have acquired a customer through Facebook

100

hours of video are uploaded to YouTube each minute

25%

of consumers who complain about products on Facebook or Twitter expect a response within 1 hour

The Power of Social Media

43%

of US marketers have found a new customer through LinkedIn

1 in **10**

young people are rejected for a job because of content on their social profile

Nearly
50%

of employees report that social tools at work increase productivity

From Novelty to Necessity

Leveraging digital media is no longer a luxury for organizations. It has become an essential success factor for internal and external communications.

- Websites and blogs
- Search engine optimization
 - Social media

But appropriate application and resulting impact vary widely by industry and organization

Variety is Necessary

- A digital media program is built around integrated communications elements
 - Offline and online advertising
 - Social media
 - BYU Management Society Website
-

Student Communication Survey Results

Law School	Students' 1 st Choice	Students' 2 nd Choice	Students' 3 rd Choice	Students' 4 th Choice	Students' 5 th Choice
Pacific McGeorge School of Law	Targeted E-mail	General E-mail	Weekly eNewsletters (sent each Thursday)	Posters and signs around campus	Classroom announcements
Santa Clara Law School	Targeted E-mail	General E-mail	White Boards in Classrooms	Facebook	"Day of" Reminders via email/blog/social media
University of California, Davis School of Law	Targeted E-mail	Symplicity	Weekly eNewsletters (sent each Tuesday)	General E-mails	Word of Mouth

Tip #1: Have a Purpose

Three questions

What do I want
to
communicate?

Where do
they spend
their time?

Who is my
audience?

Answering What

- Events
 - Career Success Tips
 - Job Information
 - Solicit Funds for Scholarships
-

What To Communicate

BYU Management Society San Diego Chapter
September 5

We are very fortunate to have as our guest speaker for our September luncheon Sarah Davis, the founder and president of Fashionphile. Sarah's story of starting a business during law school and turning it into a multi-million dollar enterpr... [See More](#)

BYU MANAGEMENT SOCIETY PRESENTS

SARAH DAVIS

WHEN: Thursday, September 18 @ noon

WHERE: Corporate Alliance Headquarters
9171 Towne Centre Drive #180, San Diego

COST: \$15 member/ \$25 non-member

REGISTER FOR THE EVENT AT
SANDIEGO.BYUMS.ORG/



"BRINGING HOME THE BIRKIN"

Come hear Fashionphile founder Sarah Davis talk about building a business selling hand bags that beat the stock market. While Fashionphile was the first of it's kind, the pre-owned luxury sector is one of the fastest growing on the net with \$100's of millions of dollars invested in it's potential. Whether you're an entrepreneur, in business or just like nice bags, you won't want to miss her bootstrapped success story.

Like · Comment · Share

1 Share

BYU Management Society Silicon Valley Chapter created an event.
September 10

amazon
Lab126

Networking Luncheon
September 24, 2014

BYU
MANAGEMENT
SOCIETY

Networking Lunch: Amazon Lab126
Wednesday, September 24 at 11:45am
1120 Enterprise Way, Sunnyvale, CA

Join

Announcement from **BYU Management Society - Utah Valley Chapter** Manager's Choice

[Scott Kendall](#)

Proven marketing strategist, media expert, relationship builder and business leader

Best-selling author and Entrepreneur of the Year to speak at January luncheon The BYU Management Society, Utah Valley Chapter is...

Like · Follow · January 10, 2012



To Whom Am I Communicating?

- Are you trying to build membership?
 - Are you exciting members about a project?
 - Are you trying to reach students?
 - How broad do you want your reach to be?
-

What Tools Are Available to Reach My Audience?

Additional Ideas

- Offer an incentive for members to tweet about their experience.
 - Organize a social media scavenger hunt during a large event.
 - Take pictures—ask people to vote on them or any other contest.
 - Get members to write about their experiences in a newsletter.
 - Run a social media contest during your event.
-

Engaging Your audience



Jack Newton

@jack_newton



@richardsuskind takes the stage at #ClioCloud9. So looking forward to hearing his thoughts on legal tech

10:46 AM - 22 Sep 2014

4 RETWEETS 2 FAVORITES



Getting Your Audience to Share Their Experiences

Don't Forget to Share your Experience and Get Published

Provide us with a 400 word article regarding your experience at the 2014 Compliance & Ethics Institute and you may be published in a special 13th Issue of SCCE's monthly member magazine, *Compliance & Ethics Professional*. Send your submissions by Wednesday, September 24 to [Liz Hergert](mailto:Liz.Hergert@scce.com).

Included below are some suggestions on topics to write about:

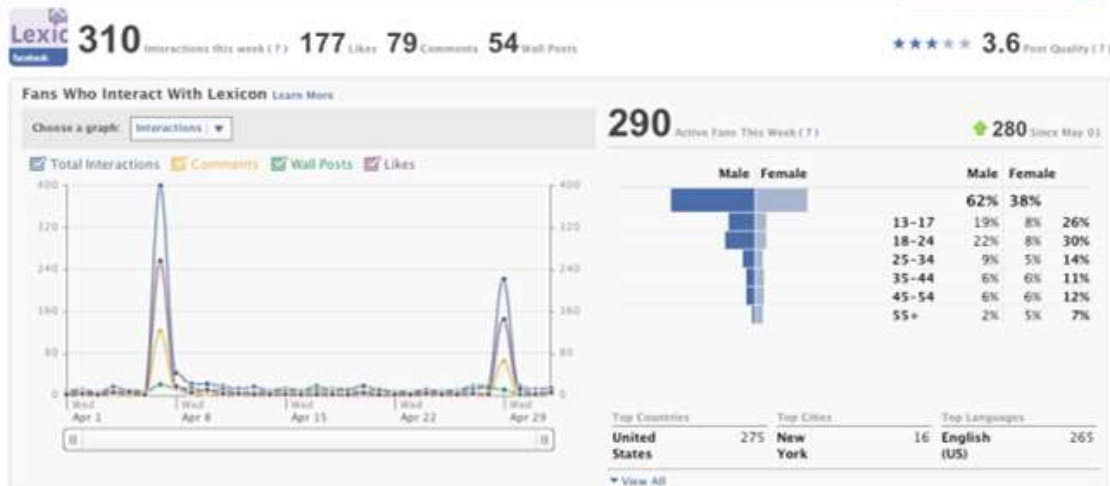
- Yoga
- Volunteer Project
- Name Badge Ribbons
- SCCE Mobile APP
- Social Media like Tweeting
- iPad Wall



Photo Contests



Monitor Your Results



Develop a Maintenance Plan

- Document your communication channels
 - Assign a point person
 - Record Login and Access Information
 - List Tags
 - Provide any style guide information
-

Questions

