Using Social Media Effectively

Grand Chapter of New Mexico
Mid-Year Conference

02:00 – 02:45 pm Breakout Session V

Membership & Marketing Board Member

- Debi Huffman (Elected - 2 year)

Using Social Media Effectively

➢ Social media are ways in which people interact to create, share, and/or exchange information and ideas in virtual communities and networks

➢ Popular in US include

|					
Facebook	**Instagram**	**YouTube**	**Twitter**	**TikTok**	**Snapchat**
Boomers	Millennials	Millennials	Gen X	Gen Z	Millennials
Gen X	Gen Z	Gen Z	Millennials	11-28	Gen Z
Millennials	11-43	11-43	29-58	Video-based	11-43
29+	Photos, videos,	Video-based	Real-time info	China-owned	Photos &
Text, images,	stories				Videos
videos,					
stories					

Using Social Media Effectively

➤ Today's focus will be:

Facebook
Broadest usage (age groups and users)
Most extensive features
Public and private options
Multi-platform design (desktop and mobile)
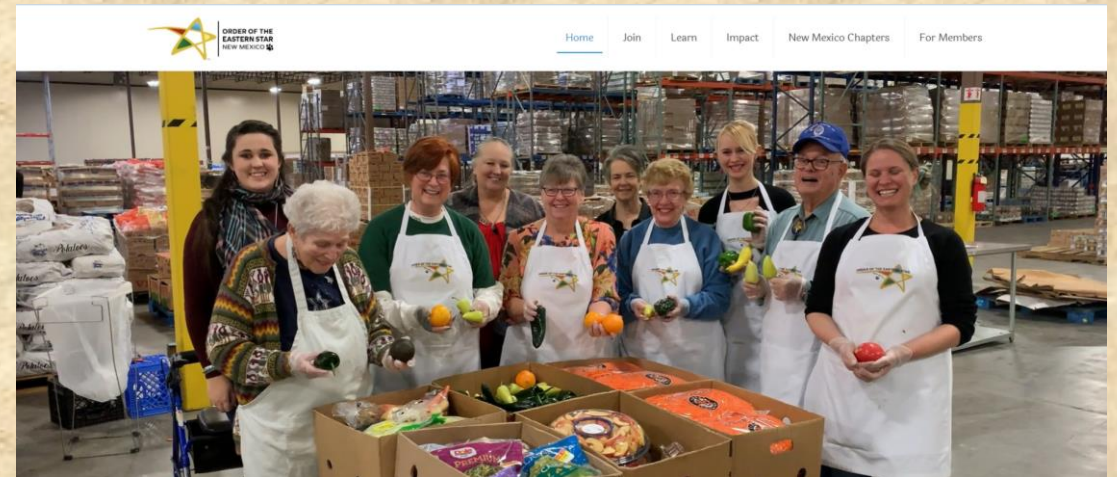
Grand Chapter of New Mexico Website
General pages
Chapter-specific pages

Using Social Media Effectively

- ➢ On Facebook, should you have page or group or both?

  - ➢ Pages are public with "followers"; Groups can be public, but are more commonly private with "members"

  - ➢ For public awareness, create a page

  - ➢ For community, create a private group

  - ➢ Page content may not show up in follower's timeline; notifications received with private group posts

  - ➢ Member / youth privacy better protected with private group

 - ➢ Content for private group may not be relevant to page (e.g., events open only to OES members)

Using Social Media Effectively

➢ Which chapters have a Facebook group and/or page?

Chapter	Public or Private	Page or Group	Followers/Members
Adah #5	Public	Page	215
Adah #5	Public	Group	18
Alamo #11	Public	Page	52
Artesia #18	Public	Page	100
Santa Fe #19	Public	Page	148
Santa Fe #19	Private	Group	13
Las Cruces #20	Private	Group	46
Jessamine #45	Public	Page	111
Bethany #56	Public	Page	104
Los Alamos #63	Private	Group	37
New Mexico Order of the Eastern Star	Public	Business Page	849
New Mexico OES – Members Only	Private	Group	295

Using Social Media Effectively

PUSH   PULL
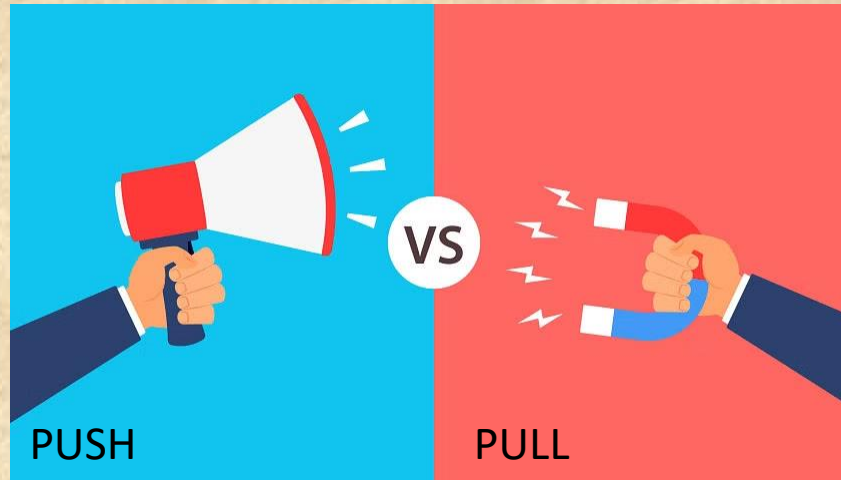
➢ With Facebook private group, notifications push content out to followers / members, like receiving an email

➢ With website, followers / members must visit site to pull content; awareness of new / updated content is a challenge

➢ Use Facebook posts to direct followers / members to website content

Using Social Media Effectively

➢ Tell your stories with

Engaging Content   Quality Visuals

&

Use images / photos to make content more engaging

➢ Be the "go to" place for information

Using Social Media Effectively

➢ Other considerations

    ➢ Administrators needed to manage website, pages, and groups

    ➢ Use Facebook group / page rules to set boundaries for participation

    ➢ Be timely with content

    ➢ Create awareness of events / activities with Facebook events, website invitations, and Facebook posts with invitations / reminders

    ➢ Facebook posts disappear in timeline; events remain visible, like a calendar

    ➢ Use as a complement to other forms of communication, such as meetings, emails, phone calls, newsletters

    ➢ Don't forget to share to Grand Chapter's website and Facebook pages

Using Social Media Effectively

➢ What information would your followers / members want to see?

Topic addressed further in Breakout Session II Effectively Telling Your Chapter Story

Using Social Media Effectively

➢ What information would your followers / members want to see?

➢ Meetings
➢ Charitable activities
➢ Fundraising activities
➢ Social activities
➢ Scholarships
➢ Travels
➢ Celebrations / recognitions / milestones
➢ Introductions
➢ Invitations
➢ Announcements
➢ Happiness & sadness
➢ What is OES?
➢ What does it mean to be an OES member?

➢ Chapter
➢ District
➢ Grand Chapter
➢ General Grand Chapter
➢ Masonic Family

Using Social Media Effectively

➢ What information should be kept private?

Using Social Media Effectively

➢ What information should be kept private?

   ➢ Personal information, such as address, phone number, email, birthdate (unless approved)

   ➢ Personal news, such as sadness and happiness (unless approved)

   ➢ Names and photos of children

   ➢ Photos of individuals, where there is a "reasonable expectation of privacy"

   ➢ Travel plans

Using Social Media Effectively

➢ Handouts

    ➢ Social Media Submission Guidelines

    ➢ Members Only Group Facebook Rules