Engaging YOUR Membership through Social Media

WEFMax – Indianapolis, Indiana
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Dorothy – We aren’t in Kansas Anymore!
Fun Facts

- How many of you currently have an Association Facebook?
- Association LinkedIn?
- Association Twitter?

WHEN DID YOU LAST POST???
Why Focus on LinkedIn and Twitter?

• Less competition
• Less “noise”
• Less personal
• Pick your battleground
As we raise the image of wastewater, we wanted to focus on being professional and move away from Facebook.
Decent presence from previous volunteer efforts

Short and fast

Forces you to focus your message
What do you post?

• MORE than promotions
• Be funny
• Be relevant
• Be timely
• Be mindful
• USE images, pictures and video
• Use hashtags and ones that are more general in nature
Why?

• More general “feel good” posts get more attention.
• More appealing to a broader demographic.
• Your followers need to see that you aren’t just selling something.
• You never know what could go viral and get you national attention.
• The more engaging a post is the more it will help you to grow your organic footprint which will help you rise in Google searches.
February of 2018 - 7,534 organic impressions

• 8 posts
• Most popular posts include photos
February of 2018 - 29,200 organic impressions

- 22 Tweets
- Most popular Tweets to date:
  - Valentine’s Day Poem
  - “flushable” wipes
  - Motivational
Takeaways

• FOLLOW US!!! @Ohio_wea and Ohio Water Environment Association
• DO SOMETHING – Anything!
• HAVE FUN and BE CREATIVE!
• IT TAKES TIME – Slow and Steady
• IT’S NOT AS HARD AS IT LOOKS
• ASK FOR HELP
• LOOK FOR INSPIRATION - @neorsd