

GET ENGAGED!

Marrying Social Media with your
Member Engagement Strategies



presented by:



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| WELCOME
An introduction to today's presenters

| WEF SOCIAL MEDIA BY THE NUMBERS

Followers in Increments of 5,000 including WEF and WEFTEC profiles



| A WEF SOCIAL MEDIA CAMPAIGN



| GETTING THE CONVERSATION STARTED!



Water Environment Fd
@WEForg

Follow

Read about Gary & Jeff Sober, a father-son duo fascinated with water, in this [#mywaterlegacy](https://www.ow.ly/KZPB306Stbj) article [ow.ly/KZPB306Stbj](https://www.ow.ly/KZPB306Stbj)



RETWEETS 5 LIKES 6

8:30 AM - 7 Dec 2016

@WEForg @Sewer_chic @kamidon09 amazing read, amazing peeps



| KEY BENEFITS OF SOCIAL MEDIA USAGE

1

Free and Fast

- Quick to set up
- No cost for general posting
- Accessible from anywhere

2

Measurable Goals

- Short-term: Increase website visits, registration numbers
- Long-term: Grow membership

3

Expanded Reach

- Connect with local decision-makers
- Find 'water-minded' people
- Identify potential new audiences

| NEW OPPORTUNITIES FOR MAs

- *Member Engagement and Advocacy*
- *Event and Product Promotion*
- *Member Recruitment*



| MEMBER ENGAGEMENT

What Is **MEMBER ENGAGEMENT?**

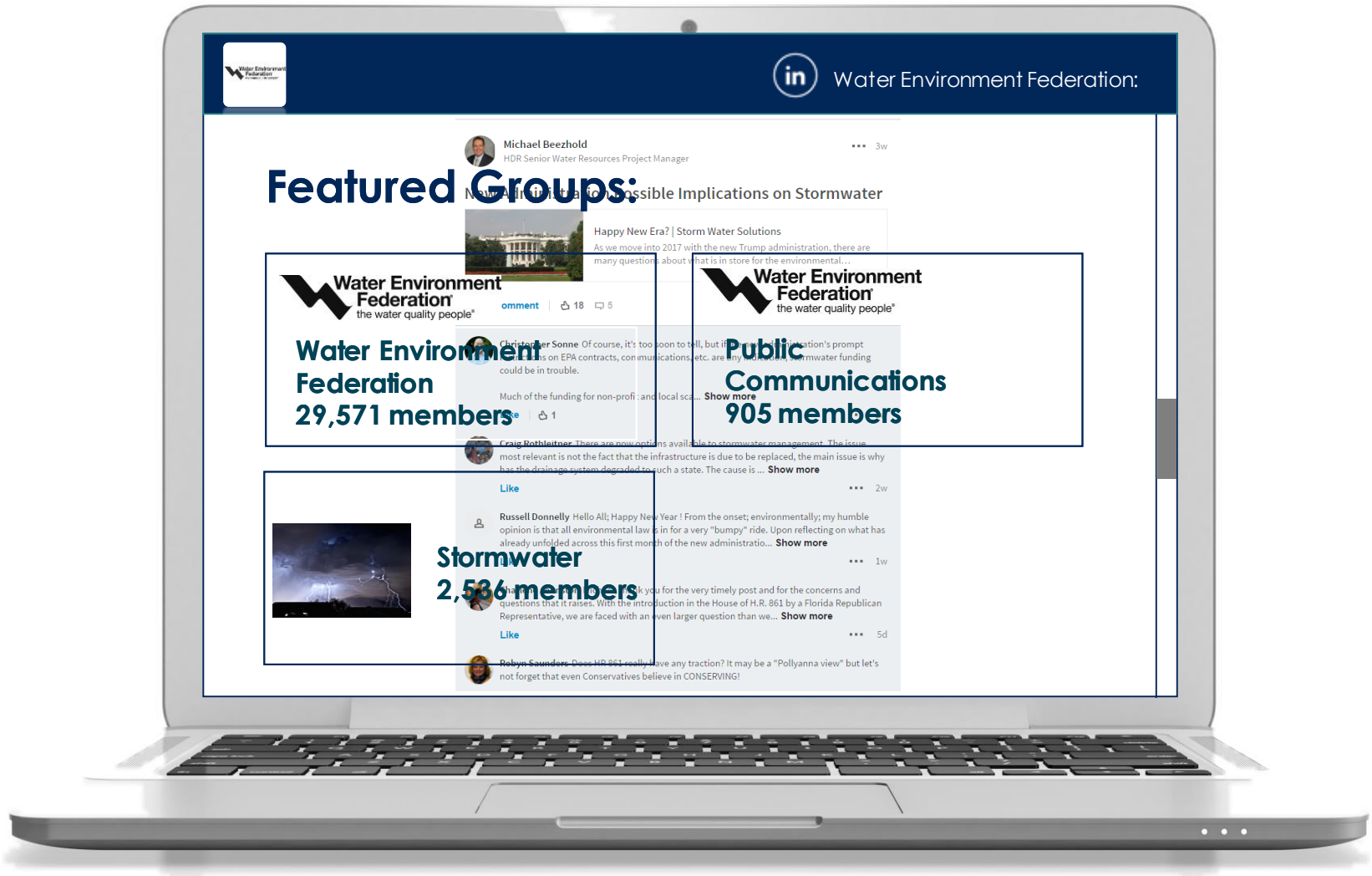
- Member engagement refers to the amount of time and attention members pay to our organization's activities.

How can MAs increase **MEMBER ENGAGEMENT?**

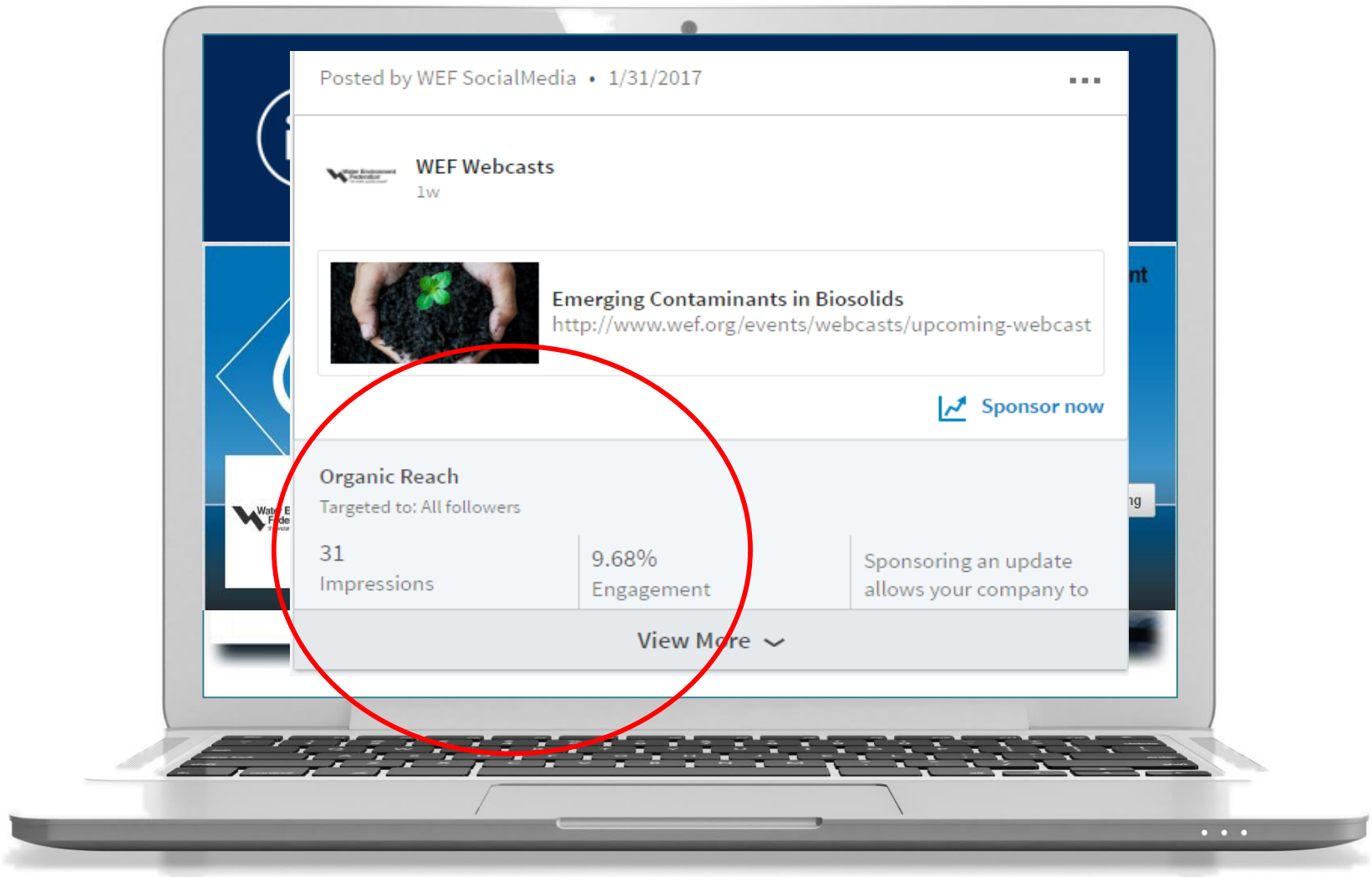
- Ask members questions.
- Listen to what members are saying.
- Spend time with members.



| MEMBER ENGAGEMENT AND ADVOCACY



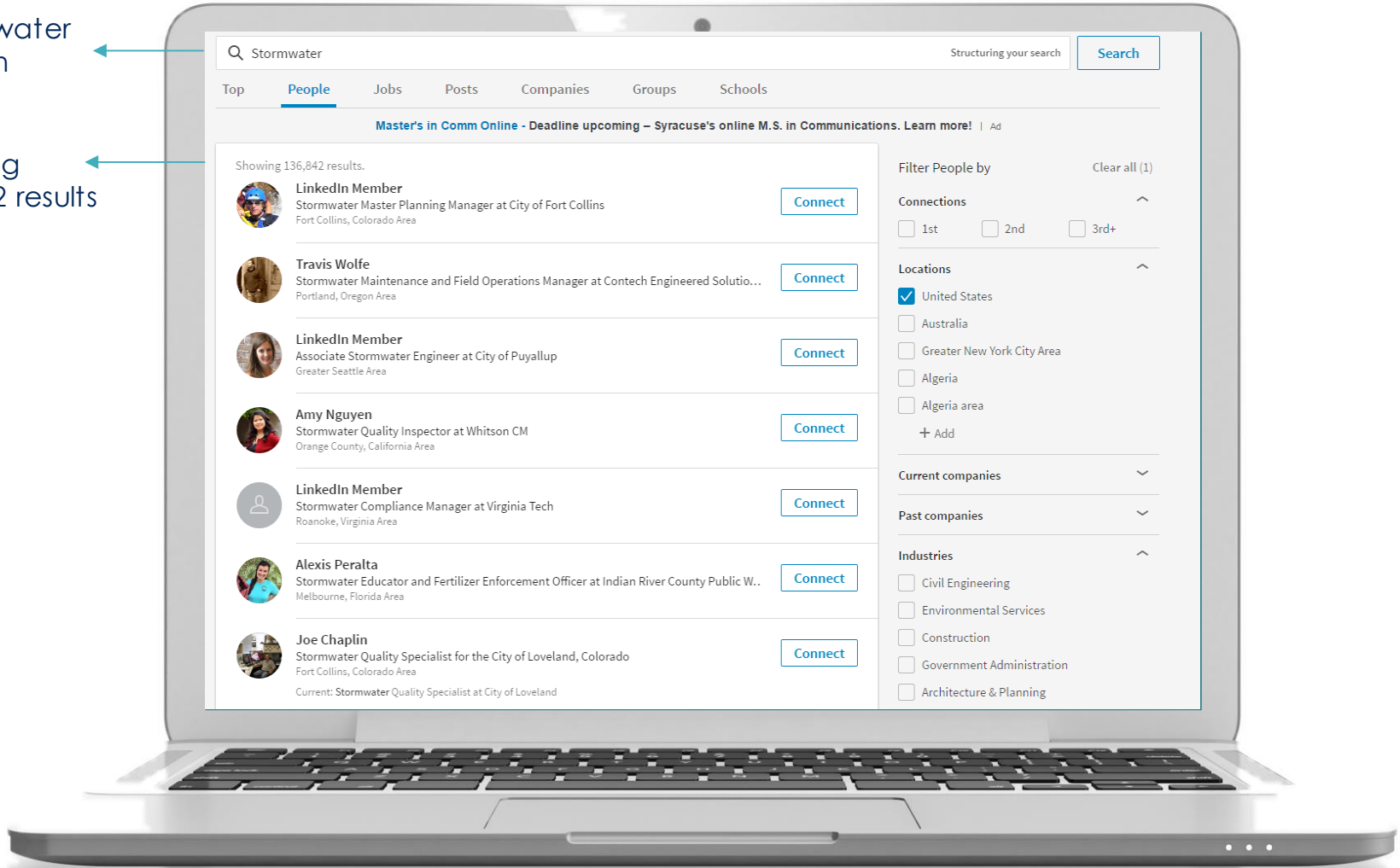
| PRODUCT AND EVENT PROMOTION



| MEMBER RECRUITMENT

Stormwater Search

Showing 136,842 results



| SOCIAL MEDIA RESOURCES

[WEF Member Association Resource Center](#)

[Social Media Strategy and Editorial Templates](#)

[Social Media Strategy Recommendations](#)

[Social Media Tools for Non-Profits](#)

[Social Media and Event marketing](#)

[Creative/Design Resource](#)



| WHAT ARE YOUR NEXT STEPS?

1. Connect with WEF and other power users on social media who align with your membership.

2. Look for registration announcements on upcoming Social Media Overview Webcasts:

- Social Media Basics for MAs – PCOC (Spring)
- Facebook
- Twitter
- LinkedIn
- YouTube

3. Start developing your social media strategy

- Visit the WEF Member Association Resource Center for a copy of this presentation and look for additional supporting information to be added soon.

| SOCIAL MEDIA Q & A





THANK YOU!
Increase your member engagement!