

# Technology Tips #3



## NFMC Public Relations / Media Newsletter

October 2020

Dear State and Club Presidents:

“Nowadays, social media is the easiest place to go to find something”, said David Nail. We hope your year is starting off great! Now that you’ve hopefully made your plans, we’re going to tackle Social Media in this installment of Tech Tips. As more and more people are moving away from traditional TV and newspapers, you’ll find they are going to Social Media and online streaming venues. Increasing your online presence is a great way to increase your membership and promote your events! This will walk you through some of the options.

Feel free to contact us at any time if we can answer questions or assist you on your journey to a whole new world this year! Let us know what tools you are interested in learning more about!


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## Social Media

*Publicity, Interaction, Recruiting, Events*

There are several options for Social Media engagement. Each has its own unique features. Here is just a quick snapshot about platforms of which you may hear.

 **Facebook** is the leading Social Media network with 1.5 Billion users. They can post text, photos and multimedia which is shared with any other users that have agreed to be their "friend", or, with a different privacy setting, with any reader. Users average about 20+ minutes per day.

 **Instagram** is a photo and video sharing social networking service owned by Facebook with approx. 1 Billion users. The app allows users to upload media that can be edited with filters and organized by hashtags and geographical tagging. Posts can be shared publicly or with pre-approved followers. There is only about 20% of crossover between users of Facebook and Instagram.

 Twitter is a microblogging and social networking service on which users post and interact with messages known as "tweets". Registered users can post, like and retweet tweets, but unregistered users can only read them. It has approx. 321 Million monthly active users.



**LinkedIn** is a business and employment-oriented online service that operates via websites and mobile apps. LinkedIn had 706 million registered members in 150 countries. LinkedIn allows members (both workers and employers) to create profiles and "connections" to each other in an online social network which may represent real-world professional relationships. Members can invite anyone (whether an existing member or not) to become a "connection".



**YouTube** is an online video-sharing platform. YouTube allows users to upload, view, rate, share, add to playlists, report, comment on videos, and subscribe to other users. Unregistered users can only watch (but not upload) videos on the site, while registered users are also permitted to upload an unlimited number of videos and add comments to videos.



**Snapchat** is a multimedia messaging app where pictures and messages are usually only available for a short time before they become inaccessible to their recipients. It has approx. 229 Million daily active users, popular among the younger generations, particularly under age 16.

**How to sign up?** All are free. Sign up with a mobile phone or email (in which to confirm you are a valid person). Some will require a unique username and some may require your birth date (minimum age requirements). All can be created online or through a downloaded app on your smart phone/tablet. Once signed up, you can share as much or as little as you want. Privacy settings are important – know what you are allowing the public to see.

## Facebook for your Club

Facebook offers Pages and Groups. Both are important to have for your club. Check out the infographic at the end of this article for a breakdown of the differences. A page should be the official profile for your club to connect with the public. A Group is a place to communicate about a shared interest with certain people.

**Creating a Public Page for your club:** (must already have a personal profile and logged in)

From a laptop:

- Click on the **+** in the top right hand corner (Create), choose **Page**.
- Choose a page name. This name will be searchable with Google – so stick with the name of your club. (ie. ABC Music Club)
- Choose category. We are a **Nonprofit Organization**. You can add up to 3 categories.
- Add a description of your club. If you have an About Us on your website or in your yearbook, that is great content for here. You could include you are a part of the National Federation of Music Clubs and your state affiliation.
- Click on **Create Page**.
- Then, add your logo and/or pics of your club/members. *It may not fully be searchable until you've added content like pics and other info.* Unless you have an actual physical location for your club,

don't include a member's home address. You could include the President's or Membership chair's phone or email address – but it is not necessary. If you have a website, be sure to include that link.

- Once created, invite your members and friends to like the page! This is one way to spread the word!
- Under Settings – you can add additional Administrators and Editors to help take care of the page!

**Creating a Group for your club:** (must already have a personal profile and signed in)

From a laptop:

- Click on the **+** in the top right hand corner (Create), choose **Group**.
- Choose a Group name. This won't show up in Google searches. It can be found with a Facebook search. It's helpful to be slightly different than the public page, ie. [Members of ABC Music Club] or [state] Federated Music Clubs.
- Choose your privacy setting. Do you want this to be just for communication among your members? Then, choose private. Is this group to include students, parents and other people? Then, choose public.
- Click on **Create Group**
- Add a Description, Cover Photo, etc.
- Invite Friends (could be Facebook friends or with email addresses)
- Private Groups will require approval of new members. You can add membership questions to make it easier to identify if they belong. You can add other Administrators of the group under **Settings**.

## Set Goals for your Social Media presence

- **Is your Facebook page in addition to your website? Or is it taking the place of your website?** Just like a website, content needs to be “up-to-date”.
- **Is Social Media your way to increase Brand/Club awareness?** Regular posts will help!
- **Is this to increase community engagement?** Be sure to ask questions for more interaction.
- **Will this be your source of publicity for meetings/concerts/workshops?** Be sure to create “Events” and invite your members! Events can be online or in-person.
- **Will it be a source for distributing information? Do all your members participate on Facebook?** Maybe consider a private group of just your members to disseminate club information. If not, be sure to continue email distribution of information as well.

**Know your audience:**

- Gear your posts to your intended audience (students, teachers, all musicians, public)

**Be professional. This is your public image.**

## Use Pictures and Videos.

- Images catch our attention & are easy to consume. Engagement rate on posts with pics is among the highest. Be sure to use original images or get them from a source where you \*know\* they aren't copyrighted. A great resource is [www.pixabay.com](http://www.pixabay.com). It's free to sign up.
- If you're not taking advantage of live video now, you should be. Why? It instantly puts you in front of all your followers. Your video feed will be highlighted and put in front of other posts on Facebook. On Instagram, this is true as well of all other storylines. YouTube will send out notifications to your followers that you are going live as well.

## Remain active.

- Regular posts will build more visibility – and add to your followers.
- Take pics and post – before, during and after an event! That is the best content and the best way to show that your club is active and fun!

## Use hashtags intelligently and when appropriate.

- This is the best way to expand your circle! The whole point of hashtags has always been to tag posts -- so they can be grouped together around a certain subject or event -- and searched. But don't overuse!

## Be responsive.

- When someone posts or asks a question, be sure to get back with them. You can have more than one administrator of your page or group.

