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Title: Social Media: Leveraging for your Role
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*This series is OPEN to any NAWIC member.
Social Media Policy

- You are legally liable for anything you post
- Don't defame, discriminate, harass, & beware of copyright
- NAWIC has the right to monitor comments or discussions
- Use common sense in posting & respect your audience
- Don't post proprietary and/or non-public information
- Proper NAWIC logo usage
Social Media/Digital Platforms

- Region Website
- LinkedIn: Company or Group
- Facebook: Pages & Groups
- Instagram
- Twitter
Region Website

- Post regional events
- Link to chapter websites & leadership
- Easy links to region forms & committees
- Make sure new members are added monthly
- Assign admins other than just director
LinkedIn/Facebook

- “Company page or page” is like your website within LinkedIn/Facebook. It is for your members and potential members and should showcase your **members, sponsors and events**. It should also portray your region voice and not INDIVIDUAL voices. “We vs I”

- “Group” is a discussion forum, it should contain relevant topics for your members. It is the place where you want to drive interaction on topics important to your region and members and inform them on important issues that they need to be aware of. They can engage & create content themselves.

- Never use a “Profile” or a “Person” for your region
Facebook

- Content can be more lighthearted than LinkedIn
- But remember to keep it professional
- Use hashtags
- Group content is helpful for members & chapters to share internally but cannot be shared out of the group. So, always post to Page first & then share to group.
- Assign admins
- Don’t require admins to approve post prior to posting, but do have rules
LinkedIn

• Keep it all business!
• Use hashtags
• Group content is helpful for members & chapters to share internally but cannot be shared out of the group. So, always post to Page first & then share to group.
• Assign admins
Twitter

• Short snippets
• Photos
• Links to website or other social media
• Use hashtags to trend
• Follow others & retweet to get followers
Instagram

- Photos
- Inspirational messages
- Use hashtags
Social Media Management Tools

- **Posting** and **scheduling** content to your social media channels
- **Analytics** and reporting on your social media efforts
- **Engagement.** So you can respond to your social media mentions, comments and messages efficiently
- **Listening.** So you can find and engage with people talking about your brand or keywords
- **Hootsuite: FREE Plan:** You get 3 social channels, can post up to 30 scheduled posts but only have 1 user
Hashtags

- #NAWIC
- #WICWEEK2020
- #WOMENINCONSTRUCTION
- Make Region-specific and Event-specific hashtags: ie #NAWICNER or #NERFORUM2020
- Allows social media engines to curate content & users to find content
Tagging & Following

• When trying to tag someone or a page or group, type @ symbol and then name of person/page
• Following pages/groups, check “see first” or “get all notifications”
Drive Members to Pages

• Add icons to all communications
• Links in email signature if allowed
• Cross-pollenate between platforms
Creating Visual Content

- Photo editing
- Graphs
- Print products
- Free photos
- Fonts
N.U.G.G.E.T.
Operations Manual (Section A )
Pages A-16 and A-17

• Why a social media policy
  o Impacts the way we communicate
  o Affects the way Associations disseminate information

• Authorized social media use
  o Guidance on how to interact online
  o For the Benefit of NAWIC
  o Raising awareness of the NAWIC Brand

• NAWIC'S Unique Groove for Gaining Extra Tidbits
• What Constitutes a Social Media Platform?
  o Guidelines cover all social media platforms
• Interaction guidelines for social media:
  o Understand that you, as an individual, are legally liable for anything you write or present online.
  o You must follow the laws regarding defamation, discrimination, harassment and copyright/fair use.
  o Recognize that anything you write or receive on the Internet is public. NAWIC has the right to monitor comments or discussions about the Association, its members, staff, sponsors, partners and the industry.
N.U.G.G.E.T.

• Interaction guidelines for social media (cont.):
  o Use common sense in posting content online and respect your audience. You should refrain from posting any items that might negatively reflect on the Association or otherwise embarrass the organization.
  o Members and staff are expected to protect the privacy of the Association. They are also prohibited from disclosing any other proprietary and/or non-public information to which members and staff have access. Such information includes, but is not limited to, financial information, strategic business plans, board meeting discussions and other Association issued documents.
  o Do not use the NAWIC logo or other established marketing materials unless you are specifically authorized to do so.

• NAWIC'S Unique Groove for Gaining Extra Tidbits