



CJAM's top social media tips

Social media is the future of membership engagement. It provides members with a unique means of sharing ideas, information and best practice as well as discussing their challenges with peers. In addition to LinkedIn groups, Facebook pages and Twitter feeds, membership associations are also starting to consider their own bespoke networking systems. Whichever course you intend to pursue, the key to social media is following a clear strategy, keeping the momentum going and responding to any criticism as rapidly as possible. We also recommend developing dynamic, relevant and above all bespoke content to share with members.

Strategy

- Understand how your members are interacting with social media and what they would find most useful from social media channels dedicated to membership challenges; not every social media platform will be suited to your audience.
- Ensure that your social media strategy is designed to meet your business objectives.
- Decide 'what will success look like' (whether it's a percentage increase in membership enquiries, more sign-ups to your newsletter or improved attendance at events) at the outset.
- Plan how you will measure the success of your activities and how often you will evaluate the results; adjust your strategy as necessary.
- Use the latest social media analytics to monitor the success of campaigns and fine tune future campaigns as appropriate (see our recent post on [measuring the value of social media](#)).

- Ensure that you communicate the same key messages that run throughout your marketing activities.

Crisis management

- Plan how to deal with any crises or criticisms in advance, including who within the organisation will respond and how.
- Document who is responsible for running each social media channel and who is allowed to post updates or tweets.
- Ensure that any responses to member concerns are made swiftly and are non-confrontational.

Tactics

- Harness the power of social media to drive traffic to your website and create maximum engagement with your audiences.
- Social media channels should be regularly updated with relevant and timely content, ideally managed via a social media dashboard such as Hootsuite or Tweetdeck.
- Create media friendly campaigns with 'tweet' friendly headlines and easily identifiable facts and figures, as well as links to images, podcasts and videos.
- Initiate or take part in a discussion, whether it's via LinkedIn, Facebook or Twitter, or your own bespoke network.
- Ensure that you take advantage of any security settings offered by the different social media sites.
- Link your various social media channels in order to maximise your reach.

Twitter tips

- Use trending hashtags to your advantage.
- Get involved with other popular hashtags where appropriate, including CJAM's #membershipmonday, introduced uniquely to encourage members to share their challenges, as well as #charitytuesday #wednesdaywednesday and #followfriday.
- Schedule tweets as appropriate but remember that interaction is the name of the game.

We hope this is helpful. Please don't hesitate to contact us for further information. And be patient, it takes time to build a good social network!