

# Social Media 201

## SCCA National Convention

### How to Leverage Social Media to Increase Visibility

1. Post Pictures
  - Posts with images get more attention and more shares. Don't forget to snap a few photos at your events. You can also re-share old photos or images from your photo album.
  - Post photos of your social media team, it helps to show your organization as a human and build relationships with your community. You can show your serious, productive, silly, creative, successful and charitable sides—but above all, be sure to expose your human side.
  - Posting images of your members and tagging them is a great way to access their friend network without being “markety.” People will see who created the image and share it via the original source (you), creating brand visibility and adding a few likes along the way. Plus, you'll probably make someone's day!
2. Tag Other Pages on Facebook
  - Ever since Facebook updated their news feed algorithm to show less company page posts and more user profile posts, it's been hard for companies to get exposure – even among their own fans. By tagging another Facebook pages in your post, not only will your fans see the post, but also fans of the page you tagged.
3. Share Your Content to New Groups
  - Go out of your way to get your Page in front of new people. You could use your region's account or your personal Facebook account to share a post to new groups.
4. Start and Engage in Conversations
  - Questions are a good example of engaging content and have become a frequent go-to tactic. You could ask for members' feedback on an event, ask about their favorite post-race gathering spots, which tires they prefer for their daily driver.
  - Jump into conversations on social media that are already happening. Look for hashtags relevant to you, and get involved in the most popular threads you can find. Add something of value to the conversation.
5. Ask Your Members to Interact
  - Every time someone shares, likes, or comments on your posts, your page is made visible to that individual's own Facebook friends. That means potentially hundreds of users — including potential members — see your content! Encourage your members to share and like posts made by your page.
  - You can also encourage members to turn on “notifications” to find out whenever there is new content on your page.
6. Use Hashtags
  - Hashtags filter your social media posts to be searchable. Users searching a hashtag that you've used can come across your account and engage, becoming new followers.
7. Determine the Best Timing
  - Pay attention to what time your followers interact with your page. Engaging with your audience when they're most active can earn you higher visibility. Maybe you work best at 5am, but your users are most active at Noon. You can use tools, like the Facebook scheduling tool, to create and schedule out your content to be posted at the best times.
8. Create Ads
  - If you have a social media post you want to make sure gets extra attention, invest a bit of money to promote it to your intended audience.
9. Hold a Contest
  - People love to win things! Make sure what you're giving away is a conversation starter, something that people want to tell others about.
10. Search out Influencers
  - Leverage people who already have visibility in social media. A single reference could get you new followers instantly.
11. Promote Your Events
  - You can easily create events on your Facebook Page and invite your Facebook friends, who can then invite their friends, and so on. Consider creating a Facebook event to advertise events such as your races, gatherings and meetings.

#### 4. Make Sure Your Profile is Complete

- If you direct people to your page using an ad, they are going to look at your page for more information. If they can't find what they need to know, they could move on to your competition.

#### 5. Identify Customers

- Decide who your ads should be targeted for. You can filter your ads by demographics, location, behaviors, and interests.

### Understand the expectations and wants of the social customer -

- Who is your customer?
  - Just about anyone can compete or participate with SCCA.
- What do they expect?
  - Expect you to interact in a humanly way.
  - Expect you to be "listening" and ready to respond.
  - Expect you to know everything. Google can tell you just about anything you need to know about most things. As a result, people have little patience when companies simply don't know something. \*Have diverse social media team!
- When do they want information?
  - The average customer expects companies to help them within 5 minutes by phone, within 1 hour by social media, and between 1-24 hours for email.
- Where do they want to see information?
  - Facebook has 2,070,000,000 monthly users
  - YouTube has 1,500,000,000 monthly users
  - Instagram has 800,000,000 monthly users
  - Twitter has 330,000,000 monthly users
- Why do they want to interact with you via social media?
  - It's easy. They don't have to have connections to find the right person to talk to.
  - It's convenient.
  - Adds a level of accountability. It's not just that one person you're speaking to at any time, it's potentially everyone who'll ever look you up online, and if the issue is particularly bad, it could spread far wider than that.

### Understand of the importance of integrating social media into your marketing strategy -

#### Reasons for Integrating Social Media into your Marketing Strategy

- Increased Visibility - It used to be that opinions about brands or companies would only travel as far as your immediate circle of friends and those you talk to. But now, opinions can be spread far and wide. Opinions show up in your Facebook feed, whether you ask for it or not. The potential for amplification and influence is significant.
- Higher Prominence - When members brag about winning a race and getting a trophy, they turn to social media. When they post about your region or event, their friends will want to follow you for updates. The more people that are talking about you on social media, the more valuable and important you will seem to new people.
- Member Experiences - Social media is a communication channel like email or phone calls. Every interaction you have on social media is an opportunity to enrich your relationship with your members. For example, if a member complains about an event on social media, you can immediately address the comment publicly and take action to make it right. Or, if a member compliments you, you can thank them publicly and maybe even share their post. It's a personal experience that lets members know you care about them.

#### First Things to Consider when Starting your Marketing Campaign.

##### 1. Set Goals

- Do you want to get more website traffic?
- Do you want more social media followers?
- Do you want to encourage people who race with other groups to try SCCA?
- Do you want to promote ways to get involved with SCCA?
- Do you want to get more people to attend an event?

##### 2. Research Your Competition

- What is your competition doing for marketing?
- Why are people in your area going to your competition?
- What can you say or do to make your club more attractive than they are?

##### 3. Budget

- By spending \$1 per day on Facebook ads, you have the chance to get in front of about 4,000 people that wouldn't have seen your ad otherwise. Increase that amount for better results.