

The background is a stylized, low-poly illustration of a sunset or sunrise. The sky is composed of various shades of yellow, orange, and light blue, with geometric shapes representing clouds and sunbeams. A bright sun is visible on the horizon, casting a glow. In the foreground, there is a dark blue body of water with several white sailboats. The overall aesthetic is modern and artistic.

Engaging Your Membership Digitally

Why listen to me?



Empowering enthusiasts to do what they love





Grateful Dead



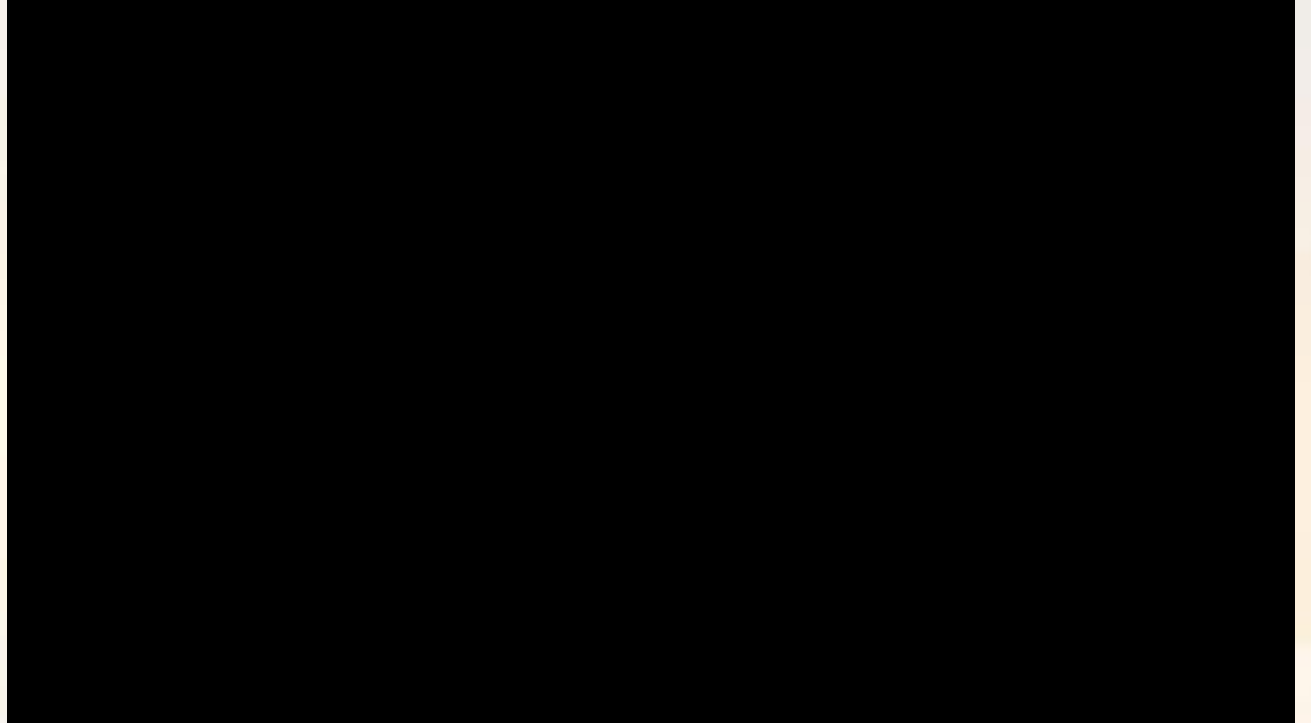
v.

TaYlor Swift



Every program has a story worth telling.

- 1. Know your story.*
- 2. Spread the word!*
- 3. Show up.*



**not my video- SailGP owns all rights*



You Don't Have to be a professional

<https://www.facebook.com/ZIMSAILING/videos/814318219005603/>

Tips:

- *Come up with a program hashtag so you can find content that members are creating.*
- *Encouraging members to to create content for you and tag you.*
- *Find new followers through your print or e-mail newsletter.*
- *Have a social media week with a prize, incentive is everything!*
- *Create a photo release for sailing camp kids or participants.*
- *Aim to post everyday, collect a backlog of 'evergreen' posts for winter.*
- *Mix up your content! Switch up posting videos and photos.*
- *Participate in trends like 'Dolly Parton Challenge'*
- *Be concise, think about how your audience will receive your post.*





now Your platform



Tik Tok



Posting once a day or less	Posting everyday	Interact as much or as little as you like	Post whenever!	Post exciting news
Polished and professional	Good for both sleek posts and fun posts! Trends!	Keep it light	Whimsical content only	Career oriented post or business news
A good place for text, links or full length videos	Short captions without links, videos less than a minute	Mostly text	Music is the medium	Text or links required
"Groups" feature	Explore page feature	#trending page + stories and stickers!	Newer platform for teens	Make connections here!
Less than 3 hashtags	Hashtags are great for this platform	Use a few hashtags	Use a few hashtags	One or two hashtags
A great place for photo albums	Post just your favorite shots.	Four photos is the max	Videos only!	Supports photos or links to media

Vocabulary and Tools

- *Comments are currency*
- *Reach = the number of people (fans or not who have seen your post)*
- *Engagement = likes, comments, reactions, shares or even private messages. You should be engaging with other users, followers and on the explore page!*
- *Content = pathways to your mission. Attracts and retains fans.*
- *Geotag = a geotag is the data stored in each of your Instagram posts that stores the location from which you posted that photo, if you choose to disclose that information*
- *DJI Osmo stabilizer for a cell phone*
- *UGO wear or Lifeproof case*
- *GoPro camera + app: almost everything is built in to the GoPro platform.*
- *'Over' app*
- *Drone?*
- *When To Post app*
- *VSCO editor (sometimes it's worth investing in a preset pack)*
- *Hootsuite or Buffer*
- *Repost app*

How are you Engaging your membership through Digital media?

**DON'T FORGET
YOUR LIFEJACKET!**





SOCIAL MEDIA MINUTE

Please take 60-seconds and post one takeaway, picture or thought from this session on a social media platform of your choice and tag

@USSailing

@(x_elle_nt)

#SailingLeadership



Your Opinion Matters

Please open the **Sailing Leadership Forum app** and complete the **session survey** found in the **menu bar**.

Thank you for attending this session

