Engaging Your Membership Digitally
Why listen to me?
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 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.
<table>
<thead>
<tr>
<th>Know Your Platform</th>
<th>Posting once a day or less</th>
<th>Posting everyday</th>
<th>Interact as much or as little as you like</th>
<th>Post whenever!</th>
<th>Post exciting news</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Good for both sleek posts and fun posts!</td>
<td>Post exciting news</td>
<td>Keep it light</td>
<td>Whimsical content only</td>
<td>Career oriented post or business news</td>
</tr>
<tr>
<td>Instagram</td>
<td>Short captions without links, videos less than a minute</td>
<td>Mostly text</td>
<td>Music is the medium</td>
<td>Text or links required</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>#trending page + stories and stickers!</td>
<td>Use a few hashtags</td>
<td>Use a few hashtags</td>
<td>One or two hashtags</td>
<td></td>
</tr>
<tr>
<td>TikTok</td>
<td>Newer platform for teens</td>
<td>Make connections here!</td>
<td></td>
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<tr>
<td>LinkedIn</td>
<td>A great place for photo albums</td>
<td>Post just your favorite shots.</td>
<td>Four photos is the max</td>
<td>Videos only!</td>
<td>Supports photos or links to media</td>
</tr>
</tbody>
</table>
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.