

SOCIAL MEDIA FOR SHRM STUDENT CHAPTERS

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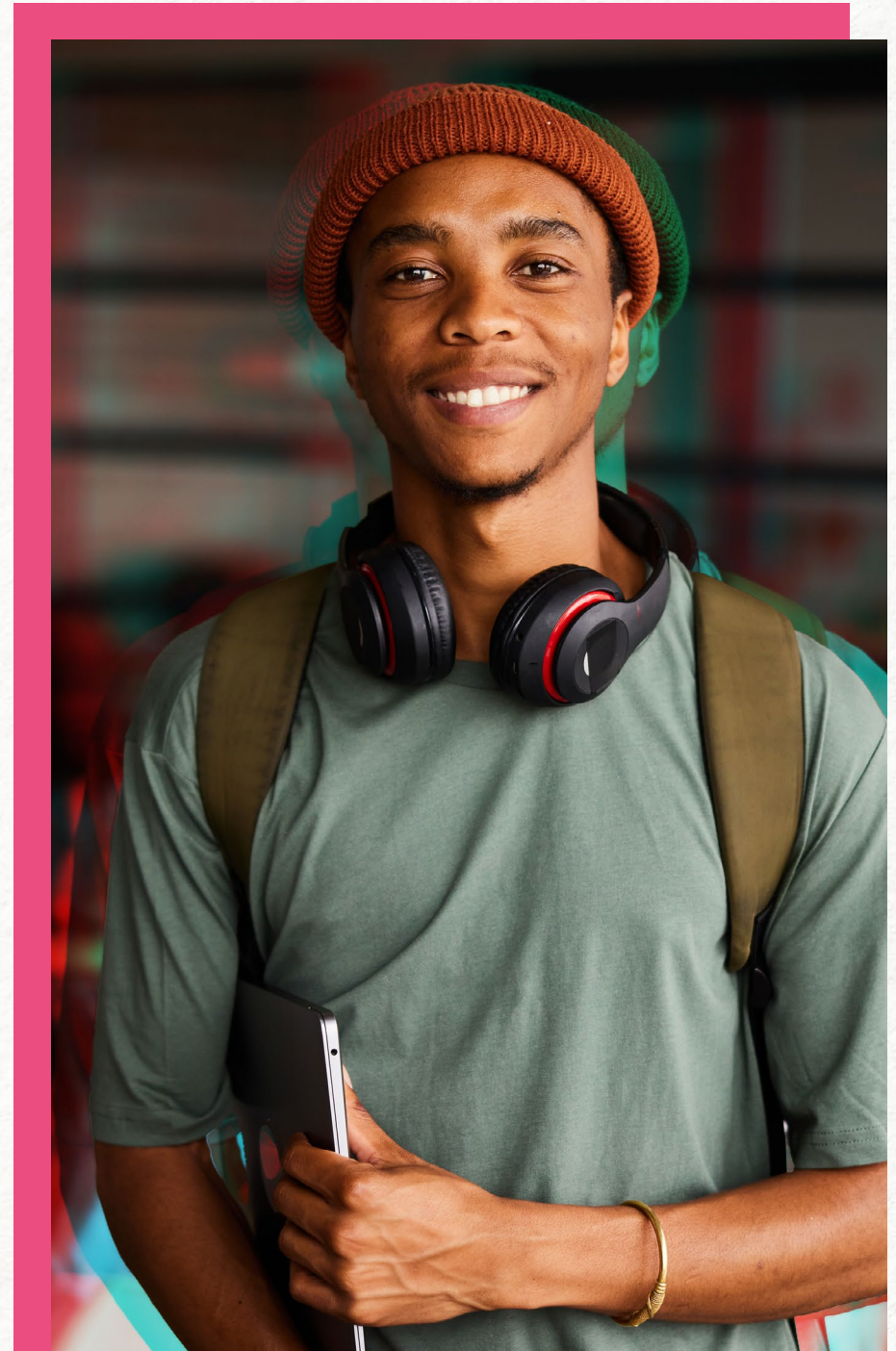
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BENEFITS OF A CHAPTER SOCIAL MEDIA PRESENCE:

1 REINFORCES an updated image for your chapter.

2 EMPOWERS you to engage with members to assess needs, emerging trends, and potential areas of growth.

3 INCREASES overall member participation and engagement in your chapter meetings and other events.

4 INCREASES support at the state level with nearby professional chapters, and it provides an opportunity to engage sponsors for your events.

5 EXPANDS your capacity to engage new audiences without incurring expense.

DEVELOPING A SOCIAL MEDIA STRATEGY

This is the most important step a chapter can take in establishing or expanding its social media presence. By developing a strategy, your chapter will be able to assess its goals and how social media activity can contribute to these goals. To get started, your chapter leadership should look to address the questions below.



QUESTION 1: WHAT ARE OUR GOALS FOR SOCIAL MEDIA?

This is a question that all businesses and organizations must ask themselves when getting started in social media. The answer to this question is not tied to a specific platform or its use (for example: the initial goal shouldn't be that our chapter or council is going to send 100 tweets about the conference OR that we will attract 250 people to our Facebook page in two weeks). Rather, the answers to this question should focus on how you think that social media can benefit your overall chapter goals.

SAMPLE GOALS:

1. To increase awareness of our meetings and events.
2. To increase engagement at our conferences.
3. To reach out to prospective members in the area.

**QUESTION 2:
WHAT AUDIENCES ARE WE ATTEMPTING TO REACH VIA
SOCIAL MEDIA?**

This question may seem to be extremely easy for chapters to answer. The simple answer might be, “We are trying to REACH everyone via social media.” To get beyond the simple answer to the question, we must first understand why the question is being asked. While your audience for joining the chapter may be universal in nature (e.g., all business majors at your school), assessing whom you would like to reach can determine which platforms may be more effective.

**QUESTION 3:
WHAT RESOURCES CAN WE COMMIT TO THE IMPLEMENTATION
OF A SOCIAL MEDIA STRATEGY?**

This is a key question that can determine the scope of your initial social media presence. The key to long-term success in social media is an ability to sustain activity and produce fresh and engaging content on the platforms that you choose. The key resources needed include time, talent and other tangible resources.

**QUESTION 4:
WHO CAN TAKE THE LEAD ON IMPLEMENTATION OF SOCIAL
MEDIA STRATEGY?**

The talent portion of the resource equation is pivotal to your chapter’s success in social media. Whereas your activity on social media networks can be a communal undertaking that involves many of your leaders and your members, it is important that there is someone designated to lead your efforts.

Many chapters have realized this key point and have identified a **SOCIAL MEDIA DIRECTOR** who can perform the tasks listed below:

- 1** *Establishes the chapter’s presence on various social media networks.*
- 2** *Facilitates involvement of leaders and members on the chapter’s social media networks.*
 - a) *The social media director can facilitate this involvement by providing reminders to contributors and setting timetables for contributions.*
- 3** *Takes the lead in creating content on the chapter’s social media networks.*
 - a) *The social media director can utilize the assets provided by the SHRM Campaign-in-a-Box.*
- 4** *Facilitates social media activities at chapter meetings and conferences.*



QUESTION 5:**HOW WILL WE MEASURE THE RESULTS OF OUR SOCIAL MEDIA STRATEGY?**

As you invest the time and resources into the implementation of a social media strategy, it is important to identify some tangible goals for your chapter. This is a bit more difficult to do as it relates to social media in that your measure cannot simply be viewed as a traditional ROI. Instead, you will view it as a return on engagement over time. Your social media networks are a way to engage your current and prospective members in an ongoing manner. The results of this consistent engagement can be measured in terms of its impact on your chapter's performance in other areas.

Consider taking the following actions to measure impact:

- 1** Add a “How did you hear about us” field on your membership profiles for new members. In this field include the names of social networks that your chapter is active, which can assist in getting measurable results.
- 2** Test promotions on various networks: At SHRM National we create membership promotions that are unique to Facebook, LinkedIn and Twitter. We can determine which platforms are most successful in generating new members or event attendees.





SOCIAL MEDIA CONTENT OVERVIEW

Chapters that understand the value of social media and how to use it are rewarded with greater engagement and reach. It is also a prime opportunity to gain more members. Using different social media platforms, chapters can share the following information:

Member testimonials - how members feel about the chapter or their overall experience with SHRM.

The happenings at a typical chapter meeting – what is the setup of your meeting, how do members interact, and what type of energy/activity will guests find if they attend your meeting.

Promotional videos – Build excitement for monthly programs or conferences using videos to present the topics and presenters.

Key HR topic interviews – Interviews with subject matter experts can provide needed information to members about key local and state HR issues.

SOCIAL MEDIA PLATFORMS AND SHRM RESOURCES

LINKEDIN

Your chapter could go the route of having a LinkedIn page, which could connect you with SHRM members across the globe. LinkedIn can be used to highlight chapter happenings, as well as displaying your members' love of HR. LinkedIn could also jump start the job search for some of your chapter members that might be graduating soon.

INSTAGRAM

Of all social media platforms, Instagram may be the one to provide you with the greatest active interface to show the fun that can come from involvement with your chapter. The variety of possibilities for Instagram content can increase the draw of new members to your chapter. It can also create excitement and grow attendance at conferences or special meetings. Finally, it can help retain current members and maintain interest to keep them engaged with your chapter.

FACEBOOK

If your chapter chooses to have a Facebook page, this can be an easy way to build and rally an active community at your school. You can elevate and inspire future members with current member stories and testimonials. Or share content regarding your chapter meetings and events.

SHRM RESOURCES

Through any of your social accounts, be sure to follow SHRM HQ. This will keep you up to date on current information and events. You will also be able to share SHRM's content to keep your own accounts active and up to date.

CAMPAIGN IN A BOX

The Campaign-In-A-Box will show you updated assets directly from SHRM's Marketing Division that are designed to make your social media management easier. Every asset has been designed and approved by SHRM for affiliate use!

