
Nine Ways to Use Social Media to Attract and Retain Association Members

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You've set up your social media accounts. You tweet. You post. But, you wonder, is your organization using social media effectively? Here are nine tips on using social media to engage your current and future membership.

1. Make Your Landing Pages Attractive and Informative

Put the same effort into your social media pages as you do your web site. Make your pages more engaging by including photos and video. Provide useful information about your organization and take advantage of all the options presented by the social media site,

2. Create Compelling Content

Place compelling content on social media so people are engaged and will share your content with their network. Post content to establish thought leadership in your area of focus. Write about an innovation, share a tip, or ask for help solving a problem.

3. Communicate Benefits

Are your members aware of all the benefits your organization offers? Tell them about your events, programs, member forums, networking, career boards, resources, publications, legislative affairs, research and discounts.



4. Generate Event Excitement

Use social media event tools to market your events. With Twitter, assign your event its own hashtag #event# and include it in all your event tweets. During your event, use social media to remind attendees of upcoming activities and generate buzz. Post notes to your blog as soon as a session ends. Photos and videos are more likely to get “likes” than a simple post; tag people so the posts also appear in their feeds.

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6. Ask Questions

How should you dialogue with your followers and make them feel as though their voices and opinions are being heard? Ask questions on social media using “how” or “should” or “what if” to attract likes, comments, and shares.

7. Share News

Share information about industry news or changes in your organization. Recognize member achievements, thank sponsors, and spotlight volunteers.

8. Drive Traffic to Your Website

Add links to your social media posts to drive traffic to your website where members will find additional information. Links also improve your website search engine positioning.

9. Drive Traffic to Your Social Media

Entice visitors to subscribe to your social media feeds for timely and compelling information. Include social media buttons with links on both your web site and email signature line.

10. Apply For Google Ad Grants

Google Ad Grants, the nonprofit edition of Google's online advertising tool, provides nonprofits with in-kind AdWords™ advertising to market their organization on Google. For more information, see <http://www.google.com/grants/>.

It takes effort and many months to build a social media audience. Social media should be a valuable part of your communications strategy to help your organization attract and retain members.

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