



# How to Leverage Social Media for Your Chapter in 2 Hours a Week or Less

**Julianne Battista, Social Media Manager**

# Social Media

## The Platforms

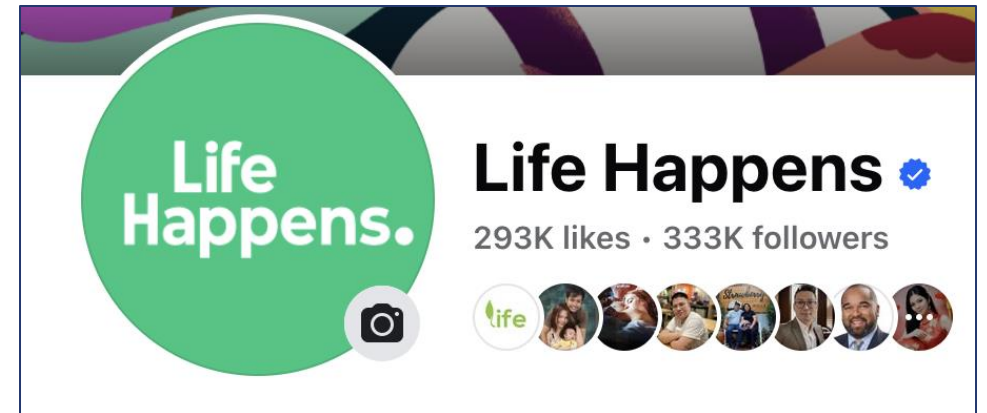
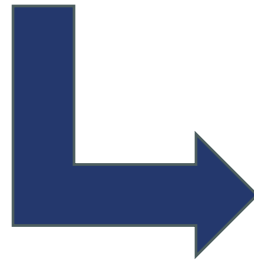
## Where are you reaching people?

- Facebook
- Instagram
- LinkedIn
- Twitter/X
- TikTok

You don't have to be on ALL platforms! Choose 2-3 where you feel you will have the best visibility with your desired audience. For Chapters, this will likely be Facebook, LinkedIn, and maybe Instagram.

## Facebook

- Facebook is useful for connecting with local members, promoting Chapter events, and sharing relevant industry knowledge and news.
- 250.2 million Facebook users are estimated to be in the United States.
- 700 million people use the “Events” feature each month to promote their events (it’s free!).
- Facebook is Life Happens’ most active social media platform to date.



## LinkedIn

- LinkedIn is useful for connecting with industry professionals, recruiting new members, connecting with existing members, and sharing industry news and knowledge.
- LinkedIn has around 230 million US users.
- The platform makes it easy to cross-post (i.e., share) content from other Chapters, relevant companies and partner organizations, and the main NAIFA page.
- Take advantage of features like polls to further engage with your members and target audience.



## Instagram

- Instagram is great for sharing short engaging graphics and videos, reaching a younger audience, and can be managed alongside your Facebook page since they both fall under the Meta umbrella.
- Approximately 25 million businesses in the US have an Instagram account and 90% of Instagram users follow at least one business account.
- The "Stories" feature can be great for promoting events or sharing other's relevant content.



# What Matters Most

**Quality and Consistency Over Everything!**

## Strategy Matters

### DO This!

- Designate ONLY one or two people to handle the social media.
- Plan and schedule posts out in advance.
- Post at least twice per month on each platform to stay relevant.\*
- Use scheduling, management, and design tools to make your life easier!
- Be realistic about what you have time to manage, you don't have to be on every platform.

### DON'T DO This!

- Post randomly and then not share anything for a month.
- Share pixelated or cut off images and graphics that are not on brand.
- Try to do too much at once.
- Only post last minute.
- Don't put links in Instagram captions!

\* Once per week would likely be better, but get consistent first and then you can increase your post volume!



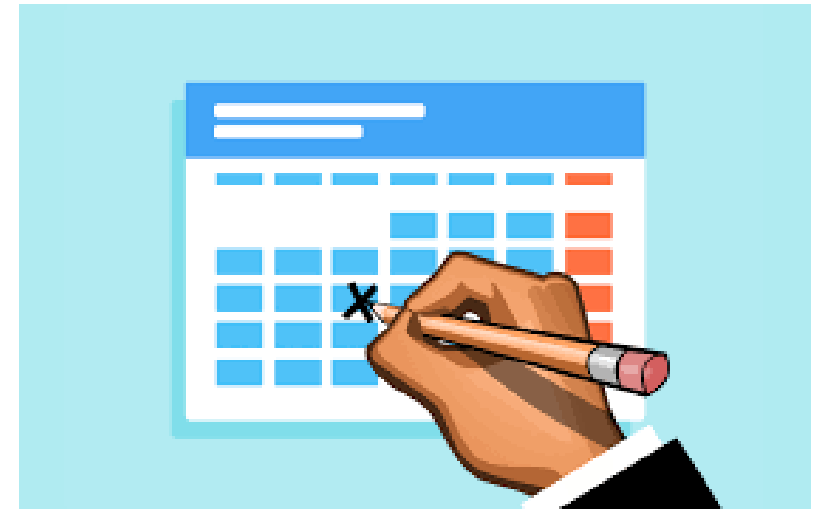
## How Do I Plan My Consistent Strategy?

- Designate someone who can **really** set aside some time each week to make sure content is going out on the social media pages and interact with your followers.
- **Do an audit!** Which social media platforms are you on? Are there any you SHOULD be on that you don't have? Any you can cut?
- Don't worry about trying to be everywhere. A really solid LinkedIn page or Facebook page is better than inconsistent posting across every platform.



## How Do I Plan My Consistent Strategy?

- The designated social media manager should plan their time with a **Content Calendar**. Set aside time each month or each week to draft posts to go out and time to schedule them out.
- **Get familiar with tools that will make your life easier!** Social media scheduler tools allow you to schedule all your content out at one time from one place. There are also tools where you can create branded graphics easily on the fly.



# Tools To Lean On

Make your life easier!

## Social Media Schedulers

- Buffer, Hootsuite, HubSpot, Sprout Social....They all do the same thing – schedule your posts out in advanced! This means you don't have to be available at Noon on Tuesday or 3 p.m. on Saturday to make sure your latest post goes out.
- **The ideal way to use these:** have all your content written in your calendar and graphics created in advance. Set aside 30 minutes to an hour to get on your chosen social media scheduler and copy and paste the pre-created content into the platform and choose which date and time you'd like your content to go out.
- There are free versions of most schedulers that allow you to connect 1 to 3 accounts. This means you can schedule your Facebook, Instagram, and LinkedIn posts all at once, saving lots of time! Depending on the platform and plan you choose, you can also access helpful post analytics.

## You Don't Need to be an Artist!

- Canva.com is a tool you shouldn't miss out on. You can create quick and easy graphics and even videos using NAIFA's brand colors and logos to promote events, news, and more.
- There is a free version with access to most of their content, but the paid version is only \$12.99/mo. and allows you to upload a "brand kit" to make designing branded graphics easier.
- There are also free stock photos, videos, and graphics available in Canva.



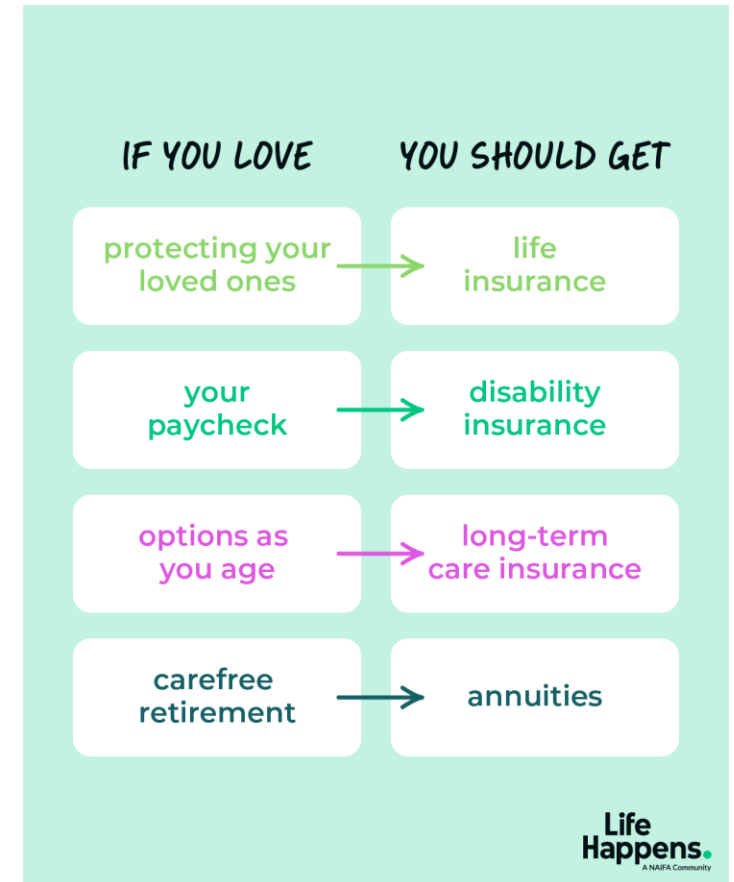
# What Do I Post?

## Writing Content Doesn't Have to be Hard!

- Don't bite off more than you can chew – when you're just getting started, it's best to post 1x per week or at least 2x per month. Scale up when you're comfortable!
- These posts can be important event promotions, member spotlights, or industry tips and tricks. The sky is the limit, what's important to your Chapter? What do your members want to see?
- You can share the same post on each platform you use, but edit it slightly depending on where you're sharing it. For instance, Instagram posts are better when the caption is shorter and more focused on the graphic, and **NEVER SHARE A LINK IN THE INSTA CAPTION!**
- LinkedIn and Facebook are great for longer, more detailed posts and can mostly stay the same. (You can link on Facebook and LinkedIn!)

## Life Happens Can Help

- **You get access to Life Happens content as NAIFA Chapters!** These posts can be great to share when you're not sure what to post or don't have any events or news to share.
- Life Happens content includes engaging videos, graphics, and copy about everything Life Insurance and beyond. There are also calendars for special observances like the upcoming "Life Insurance Awareness Month" in September!





# Quick Recap

You can do this!

## The Steps

- **Designate a Social Media Manager.** One or two people max!
- **Conduct a Social Media Audit.** Identify platforms you're already on, where you want to be, or what you can maybe cut back on for now. Decide which platforms to use by looking at where your audience is spending time online.
- **Start drafting in your Content Calendar.** If you only take away one thing from this presentation, take this! This calendar will help you stay organized, and you can plan out as far in advanced as you need.
- **Choose Your Tools.** The social media manager should choose tools, like a scheduler, they feel comfortable working with weekly or monthly.

# Thank you!

**Any Questions?**

## Julianne's Helpful Tools and Links

- [ClickUp FREE Social Media Content Calendar Templates](#)
- [Buffer.com, FREE scheduler \(up to 3 accounts\)](#)
- [Pexels.com FREE images and stock video](#)
- [Canva.com \(multiple plans to choose from\)](#)
- [How to Create a Graphic in Canva \(video\)](#)
- [How To Schedule Using Buffer \(video\)](#)

## Sources

- [Statista](#)
- [Facebook/Meta](#)
- [DemandSage](#)
- [BusinessDasher](#)