

PA FCCLA Social Media Guidelines



No doubt about it, we are busy leaders. In the time it took you to read this sentence, over 20 million emails were sent. The average teen receives more than 100 text messages per day. And that does not include social media platforms.

Becoming a great leader, let alone being a leader of leaders, takes development of accountability and productivity. FCCLA has provided you with some proven productivity and accountability hacks to help you lead better, manage more, and be more accountable.

Tips for Increased Social Media Engagement

1. Post at the right time: High School students (your main audience) have the most access to their phones and computers during the day and especially late at night. Try to not post very early in the morning, especially on weekends. Early evening or later at night during the week will get you the optimal amount of reach to your FCCLA members.

2. Use Call to Action: People are more likely to engage with you if you ask them to! Statements like “share if you” or “Leave your answer here” will get you more engagement than you realize. You can even create polls and request answers to your question. Using fill-in-the-blanks posts or asking questions and promoting friends for answers are great ways to engage the connection with your audience.

3. Create a Consistent Presence: You should be posting once a day and at least four times a week. Too much posting might cause some followers to hide your constant activity from their newsfeed, while too little activity might make you invisible when there are so many other posts. The key is to be consistent and create a presence that is inviting and engaging without being overbearing.

4. Use Hashtags: The best way to engage with your followers is through hashtags! Use current trending hashtags or #pafccla to encourage conversation and engagement.

5. Watch Your Character Limit: If you are using a social media that has a limit to the message length, be mindful. No one likes missing half a message because it got cut off. Adding photos also uses up character space, so attach your image first before you type your message. People are less likely to share a message that is incomplete or doesn't make sense. Also consider that teens enjoy short to-the-point messages.



#PAFCCLA

6. Use Photos, Videos and Links: Photos, videos and links are a great way to encourage sharing and comments. People also want to see the behind-the-scenes life of a chapter/association officer, so feel free to send a picture or video of you traveling to a conference, meeting new members or preparing to take the stage!

Your Role as a FCCLA Officer

The best way to gain followers, promote the organization and increase engagement is by reaching a broad audience. With your help, FCCLA can reach more people than imaginable and bring more awareness to the program and the themes. With your participation and promotion, we can hopefully get more FCCLA members and chapters. You should also be mindful of tagging FCCLA whenever applicable to increase brand recognition and awareness.

Lastly, make sure you are using the appropriate hashtags that correspond with your conferences and events. Even in everyday messages, you can try to incorporate popular or trending topics to increase your engagement and followers.



Appropriate Use

The way you present yourself on Social Media is a direct reflection of FCCLA and your officer team. Make sure you show maturity, professionalism, and sound thought. Messages should be appropriate FCCLA related and free of spelling errors. Once again you are representing the entire organization every time you message. You should also strongly consider branding your social media page with FCCLA images so that members recognize it is an authentic account. Simply by making your background and header photo FCCLA related the professionalism of your page increases dramatically.



The FCCLA name, acronym, logo, and tagline play a very important role for the organization. They serve as an immediately recognizable visual identity for the people who know FCCLA – FACS teachers, CTC instructors, members, non-members, school administration, and parents. Much like an individual's face, FCCLA's marks are our most recognizable feature.

Following our PA FCCLA website is another smart move to make in order to get brand recognition out to your followers. When posting photos or videos, you should be considerate that members look acceptable so that you do not embarrass anyone. If the photo or video was taken candidly, you should ask permission to publish.

Creating a Media Plan

Planning your social media messages for the year will help you focus on not missing important items. Think of your media plan in several aspects:

- What deadlines need to be advertised?
- What events need to be publicized?
- How can you feature chapters?
- What part of your officer duties needs to become training messages to the chapters?
- What chapter issues need to be emphasized each month?
- What special features can you set up for days of the week?

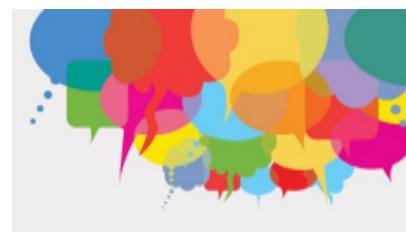


Media Plans will provide consistent content each day to FCCLA members. Whether it is in the middle of conference season and there are hundreds of items to post or in the middle of summer with no news happening, FCCLA members can always count on the daily message to appear.

Ideas for your Yearly Media Plan

August through October: Membership

- Membership Madness – Focus on building membership with new students, professional and alumni members.
- Plan posts that talk about how exciting your RLM will be.
- Member or Chapter Spotlight – Plan ahead to gather information or a video from members about why they joined FCCLA. Highlight them on social media. People love the thrill of seeing themselves promoted!
- Meeting Videos – Show your audience the excitement of your meeting by posting videos of the highlights and sharing them with others who might be interested in joining!



November through January: Focus on chapter activities and earning awards

- Affiliation – PA FCCLA affiliation is due.
- Registration – This is a great time to encourage STAR Events participation and State Leadership Conference registration.

- Chapter Recognition – Ask chapters to submit their awesome projects, community service events or publicity moments.
- Post chapter photos that the state officers have taken at NLC or RLM
- Post advertisement videos about things to do at SLC
- Awards – Encourage applications for youth and adult awards along with state officer candidacy.

February through March: Conference, Conference, Conference!

- Share conference excitement – Start posting photos and videos from last year's conference to get people excited for competition preparation.
- Plan FCCLA week videos
- Celebrate Your Victories, LIVE – Post live updates from your conference showing in real time the fun you are having and the victories you achieved. Individual shout outs for winners are especially cool!
- Capture the Memories – Remember to not just send out social media content with your current audience in mind, but to document moments that you can use to highlight in membership recruitment efforts at the beginning of the year.



April through July: Celebrate Your Accomplishments

- Recognize our Supporters – Focus on giving special attention on social media to any donors, professional or alumni members, and business partners who helped you reach success this year.
- Party and Promote – Have an end-of-the-year banquet and share the coolest moments on social media for everyone to see the excitement in your event.
- Recognize National Attendees – Share moments from National Leadership Conference.
- Start Building for Next year – Share the new FCCLA theme with your audience, start thinking of new ways to incorporate it into your efforts, and start planning before school is out for your social media efforts during the summer. If you're looking for great content to share during the summer, check out fcclainc.org



Ideas for your Daily Media Themes

- Motivational Monday: Share an inspiration quote or photo.
- Memory Monday: Share a photo from last year's events.
- Marketing Monday: Share tips for marketing chapters through media.



- Tip Tuesday: Share competitive events or award application tips.
- Tasty Tuesday: Share a healthy favorite food.
- Tuesday Tunes: Share a music-related post.

- Way To Go Wednesday: Give recognition to a member, adviser, alumni or partner.
- Who is This Wednesday: Post a photo and ask feedback to identify the photo subjects.
- Wellness Wednesday: Share tips on mind and body health.
- Working Wednesday: Post pics of state officers working during their meetings.



- Throwback Thursday: Share an old FCCLA photo and a little piece of its history.
- Thoughtful Thursday: Share an inspiration quote or photo
- Thankful Thursday: Celebrate the partners that we are thankful for.



- Friday Favorite: Post an old FCCLA article that may have been forgotten about.
- Feature Friday: Post about how great FCCLA is or talk about the officers/members.
- Fitness Friday: Challenge members to post their steps for the week.