

Creating Social Media Posts that Connect

1. Make it Count

No matter what you post, ensure it will be impactful or connect with your followers. It should be relevant, timely and interesting or informative.

2. Get Personal

Introduce or feature your chapter leaders or new members. Post their photos along with a short bio or fun fact. Give members the opportunity to get to know one another while they are apart.

3. Behind the Scenes Look

Give members and followers a look behind the scenes. Show them what goes into serving your customers or residents. Or what needs to be completed prior to a chapter meeting.

4. Social Media Takeover

While a content calendar should be created, be sure to include ‘takeovers’. Designate one member to post photos or other interesting content for a day or a week. (Content should be sent to the account administrator to approve and post on their behalf.)

5. Make it Fun(ny)

Post gifs or memes or make your own to post! Brighten your members day with a little humor and bring a smile to their face. There are many free websites and apps that allow you to create your own, or many popular ones that can be found online.

6. Use a Hashtag

Engage with your followers by creating a hashtag for them to use. Including a hashtag(s) in your posts allows you and your followers to view and share content in a streamlined fashion. Examples: #food #foodservice #deliciousfood.

7. Offer Incentives

People love free stuff. It's a fact that you can occasionally use this tactic to boost interest in your chapter. Frequently social media pages will offer a giveaway based on a random drawing, and to enter the drawing users are simply asked to share, like, or follow a page. This can create a big ripple effect that more than compensates for the investment in a reward.

10. Post, Share, Retweet Often

Share content often so your followers can engage with you and have a reason to follow your accounts. Whether you are posting your own content, sharing content from outside sources (articles, websites), or are retweeting a trending tweet, find information that is relevant for your followers, and share it often. Consistency is key.

8. Organize Contests

Contests are a great way to engage your audience and inspire them to share your content. Users love to compete, and they usually do it with their friends and colleagues, which is the main sharing motive for them. All it takes is a nice idea and a little bit of budget to launch the contest.

9. Take Advantage of (FREE!) Resources

Many resources are available to use when posting on social media. Scheduling posts in advance is available for free through sites like [HootSuite](#) and [Buffer](#). [Canva](#) offers thousands of images and fonts to use for free to create appealing imagery for your posts.

Bonus: Plan Ahead

Consider what you want to share and how you will present it. Are you promoting the next chapter meeting? Do you want to share photos of your staff or members? Write ideas down and develop a schedule of your posts – this will help maintain consistency and allow you to manage your time efficiently.

Content Examples & Ideas

Motivation Monday

Posting inspirational and motivating quotes or photos.

News Articles Links

See Brand Ambassador Resources for the links to latest industry news

Throwback Thursdays - #TBT

Post photos from past chapter meetings or ask member to post their own TBT pictures and add the hashtag.

Featured Member of the Week/Month

Highlight a new member each week. Ask them why they chose to become a CDM, CFPP and what they like most about their job.

Post Images

Memes, gifs, infographics, videos, photos are eye-catching and interesting to your followers. Create your own memes, gifs and infographics on such websites or apps like [Mematic](#), [imgflip](#) or [Canva](#).

Commonly Asked Questions

Keep track of frequently asked questions that your members ask. Post the question and response on the chapter's social media accounts.

Seasonal Topics

Take advantage of holidays or special anniversaries of major world events to create or curate content on social media. Chapter anniversaries, members years of service, holidays. Pride in Foodservice Week or 'This day in history'/fun facts posts. (Note: when creating social media content based on seasonal topics, avoid posting anything controversial or polarizing as this can harm your chapter's brand.)

Countdowns to Events

Post countdowns to upcoming chapter events or important dates (chapter anniversary, ACE, Member Appreciation Week, etc.)