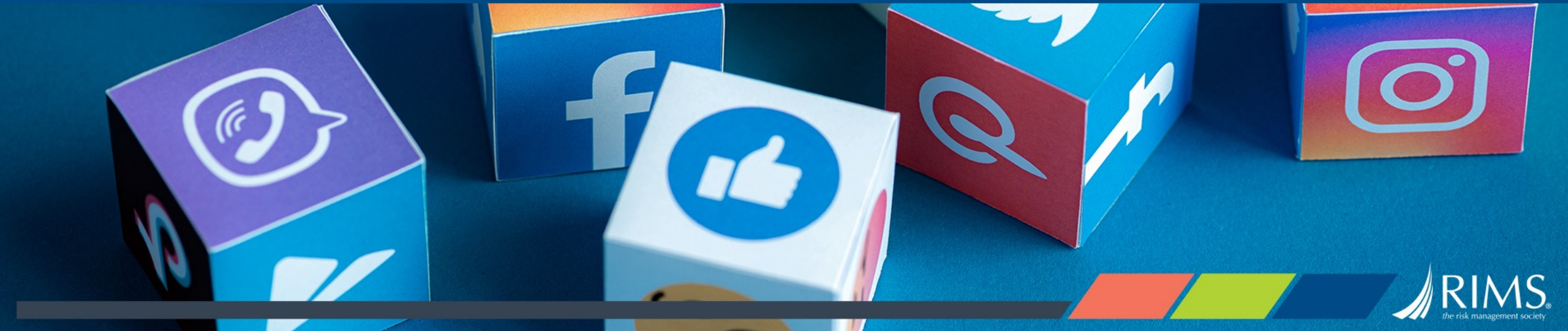




How Chapters Benefit from Social Media



AGENDA

- Why is social media important?
- Overview of Facebook, Instagram, Twitter and LinkedIn
- Building a presence on LinkedIn
- How to find content and build a community
- Group discussion: Ways Chapters Can Use Social Media
- Social media tips and tools

WHY USE SOCIAL MEDIA?

- **Validates the brand.** A company's social media shows that their brand is active and focused on thriving communication with consumers.
- **Increases brand awareness.** 78% of small businesses use social media to attract new customers. 33% of customers have identified social media as how they discover new brands products and services.
- **Retain new customers (members).** 63% of consumers who search for businesses online are more likely to use ones with an informative social media presence.
- **Increases customer (member) loyalty and participation.** 71% of consumers who received a quick response on social media would recommend the brand to others.

USE SOCIAL MEDIA TO BUILD COMMUNITY

- Use content to inform, educate, and to generate awareness and support of alliances and partners
- Build relationships with existing and prospective members and sponsors
- Communicate with a much larger audience
- Event and membership marketing opportunities
- Be seen as a thought leader
- Generate interest and fill up your chapter meetings

THE EVER- CHANGING LANDSCAPE

- Some social media platforms are on the decline, some have shuttered, and some are still soaring with success.
- The top social media platforms are constantly innovating and rolling out new features to keep their user bases interested.
- The user experience has become an important priority.
- Video content is now much easier to create and tends to see more reach and engagement.

SOCIAL MEDIA PLATFORMS THAT RIMS USES



LinkedIn

100K+
followers



Twitter

22.6K
followers



Facebook

9,849
followers



Instagram

1,305
followers

LINKEDIN OVERVIEW

- LinkedIn has 875 million users worldwide and is most popular social media platform for companies.
- 4 out of 5 people on LinkedIn “drive business decisions.”
- Long-form content gets the most shares out of any content.

TWITTER OVERVIEW

- 450 million monthly active users
- The average user spends 5.1 hours a month on Twitter
- “Tears with joy” 😂 is the most used emoji on Twitter
- Best for timely updates (news, sports, TV, etc.)

FACEBOOK OVERVIEW

- Facebook has 2.93 billion monthly active users.
- Facebook is the 3rd most visited website in the world. It's second only behind Google and YouTube.
- 85% of videos are played without sound.
- Primarily a way for people to connect with friends and family.

INSTAGRAM OVERVIEW

- Instagram has more than 1 billion monthly users
- It is the 4th most-used social media platform in the world.
- Content is highly visual; photos and videos
- #Love is the most used hashtag (more than 1.7 billion times)

TIKTOK OVERVIEW

- TikTok is the destination for short-form mobile videos.
- The platform has approximately one billion monthly active users worldwide, making it the fifth largest social network
- Music is the cornerstone of the TikTok platform.
- TikTok was the most downloaded app in 2021.
- A significant 74% of marketers do not plan on using the platform in the next year

WHAT ARE HASHTAGS?

- A keyword or phrase preceded by the hash symbol (#) written within a post or comment to highlight it and facilitate a search for it.
- Makes your content accessible to other users interested in similar topics who search for your hashtag.
- All social networks use hashtags.

WHY USE HASHTAGS?

- They allow your content to be found
- Increases engagement. On IG, one hashtag on a post gets 29% more interactions. More than 11 hashtags on a post produces 79% more interactions.
- Mix content hashtags with a high volume with other hashtags that are more specific to break through the noise.

TYPES OF HASHTAGS

Content: directly relate to your product, service, market or area of expertise.

(#riskmanagement #cyberrisk #supplychain)

Brand/campaign specific: These can be used for general branding, promotions, events, contests or other marketing campaigns. Must be unique and memorable

(#RISKWORLD #DFWRIMS #RiskLeaders)

Trending: range from holidays to random spur of the moment games (#BlackHistoryMonth

#ThingsIWontApologizeFor #comeoutofyourshell)

LINKEDIN GROUPS VS COMPANY PAGE

- LinkedIn Company Pages are the equivalent to a company "website."
- The owner updates the Page, posting new content and updates.
- Other LinkedIn members can follow your Page and engage with your content.

LINKEDIN GROUPS VS COMPANY PAGE

- LinkedIn Groups are a space for like-minded individuals to connect with each other, share ideas, collaborate on projects, and more.
- Groups can be private or open to anyone.
- Group members can post in the group.
- Groups have powerful community management features:
 - LinkedIn sends a daily or weekly digest of all activities in the group to your members to keep them updated and engaged.
 - Admins can send announcement emails to members once a week.

TIPS FOR CREATING A GROUP OR PAGE

- Be recognizable. The group or page name should be RIMS Chapter Name.
- Use your chapter's RIMS logo and a header image
 - RIMS creative can design a custom chapter logo
- Assign a group administrator(s).
- Complete all fields and add a link to your Chapter's website.
- If creating a group, set group rules so members understand what's encouraged and what's not.

TIPS FOR CREATING A GROUP OR PAGE



Greater Bluegrass Chapter of RIMS

We exist to educate, foster professional development, and support risk/ insurance professionals throughout our region.

Non-profit Organizations · Greater Bluegrass, Kentucky · 224 followers

+ Follow

Visit website

More

Home **About** Posts Jobs People

Overview

The Greater Bluegrass Chapter exists to educate, foster professional development, and support all risk and insurance professionals throughout our region.

Our vision is to be an esteemed risk management institution for the community we serve.

Our goal is to create a collegial environment that supports risk management professionals by offering development, educational, and networking opportunities that enhance our members' skills and knowledge.

Website

<http://greaterbluegrass.rims.org/home>

Industry

Non-profit Organizations

Company size

0-1 employees

Headquarters

Greater Bluegrass, Kentucky

Founded

2022

Specialties

Insurance, Risk Finance, and Financial Services

HOW TO BUILD YOUR COMMUNITY

- Invite chapter members to follow the chapter accounts, especially on LinkedIn.
- Share content regularly.
- Retweet, comment and engage with posts, especially RIMS posts
- Use images and video to boost engagement.
- Tag others (add @ before the username, individuals and organizations).
- Use hashtags strategically to be searchable (both professional and fun hashtags).
- Add your feed to your Chapter website.

HOW TO FIND CONTENT

- Follow industry accounts – people, organizations, publications and blogs
- Follow other chapters, and RIMS accounts
- Use the search/explore bar and enter a #hashtag. Save the hashtags you'd like to follow
 - #riskmanagement #RISKWORLD
- Set up a Google alert for select keywords
- Use content aggregators such as Reddit

WHAT TO POST

- Industry articles
- RIMS content: social posts, articles, white papers, events
- Chapter events and activities (both before and after)
- Videos
- Chapter announcements
- Chapter newsletters
- Sponsor events and opportunities
- Chapter member wins (new job, award won, etc.)
- Welcome to new members



DFW RIMS @dfwrims · Aug 10, 2021

Board applications are now OPEN!

Have you considered serving on the board? If so, the time is NOW! Please use this link to apply: dfwrims.org/nominations



BOARD APPLICATIONS NOW BEING ACCEPTED!



If you have ever considered serving on a board, NOW is the time and THIS is the Board!

Please submit your application by August 31, 2021

Questions, please contact our Past President, Jonathan Price at Jonathan.Price@mainevent.com



Houston RIMS Chapter @RIMSHouston · Sep 25, 2019

Great turnout at our luncheon last week! Thanks to our presenters Enya and Priscilla for their insights. Congrats to UHD student Ross for achieving his ARM certification. Don't miss our upcoming Fall Conference. We have a great agenda - check it out at houstonrims.org



CarolinansRIMS @CarolinansRIMS · May 23, 2021

Dust off those golf clubs and join us on June 4 for the Carolinas RIMS Golf Outing (at Olde Sycamore Golf Plantation) - carolinansrims.com/golf



Greater Bluegrass Chapter of RIMS

224 followers
2w · Edited · 🌐

+ Follow ...

Merry Christmas from your Greater Bluegrass Chapter of RIMS Board Members!!

Erica Kiefer, President; David Orberon, VP of Administration; Cindy Pherigo VP & Treasurer; Britt Embry, VP of Communications, Mark Miller, VP of Membership, Diversity, Equity & Inclusion; Evan Garmon, CWCS, CBS, Board Member; Jeremy L. Stephens, CRM, ARM, Board Member

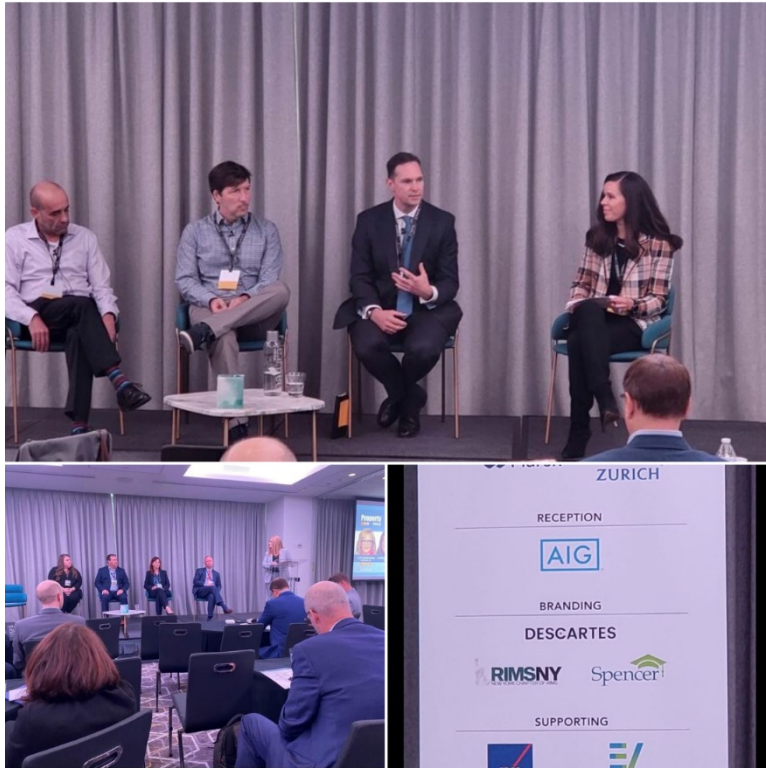


Will Gilchrist and 29 others

2 comments · 2 reposts

RIMS New York Chapter
714 followers
2mo · 🌐

Scenes from last week's **Advisen - A Zywave Company** Property Insights Conference. **RIMS New York Chapter** was honored to be a part of the conference moderating important sessions on the Transformation through Technology, State of the Market and Buyer's Perspective Panels. Thank you **Lori Seidenberg, ARM** and **Stephanie Hyde** and the entire **Advisen - A Zywave Company** team!



👤 Jeff Cohen and 18 others

💬 1 comment



RIMS Chicago Chapter · 1st

RIMS is a not-for-profit organization dedicated to advancing the practice of ...
10h · 🌐

The RIMS Chicago Chapter is proud to bring you our 2023 Q1 Newsletter! Read through to see what we have planned so far for 2023 and our sit down with RIMS CEO **Gary LaBranche, FASAE, CAE!**

We are excited for what 2023 has in store for RIMS Chicago. Please join us tomorrow afternoon for our Virtual Member Only Chapter Meeting to discuss what committee we have and where you can help!

Additionally we look forward to kicking off the year next Thursday, January 19th at Untitled Supper Club for our annual Holiday Party!

Register for events: <https://lnkd.in/gstJSbDD>



WELCOME FROM THE PRESIDENT

Hello and Happy New Year!

As I start my second year as President of the Chicago Chapter, I am increasingly proud of all the work that our chapter has done for the Risk Management and Insurance community and hope this year's efforts only continue down that track. As a leading chapter in our global organization, our volunteer members have continued to provide an example of what great collaboration, cooperation, and idea-sharing can produce.

Thinking back to 2022, we made great strides in offering opportunities for our members to connect and learn from each other. Additionally, our increased focus on Diversity, Equity, and Inclusion in the industry is something that I am personally proud of. Our ongoing support of the next generation of Risk and Insurance professionals through our scholarships for college students and sponsorship of Chicago Rising Risk Professionals will only help our industry be better prepared for emerging challenges.

As it comes to the start of 2023, we are positioning ourselves to walk lock step with Global RIMS to improve offerings and increase the value of membership while addressing technological and structural needs that will only make our organization stronger for years to come. In that vein, we welcome the newly appointed RIMS CEO, Gary LaBranche (who is also a Chicagoland resident and chapter member) and look forward to supporting his priority initiatives. The future is truly bright for our chapter and your engagement will only make us stronger!

We hope to see you at this month's Holiday party and at a variety of other events that will be scheduled throughout the year. Please continue to look out for our newsletter and check the website for our offerings for 2023.

Cheers!

DFW RIMS @dfwrims · Sep 15, 2021

Raffle tickets for the DFW RIMS Annual Conference are LIVE! We have amazing prizes to giveaway this year so, you definitely don't want to miss out.

Purchase tickets here: [dfwrims.org/annual-conference...](https://dfwrims.org/annual-conference)



👍 2



DISCUSSION

How is your chapter using social media?

How can your chapter use social media?

SOCIAL MEDIA BEST PRACTICES

- Keep it short on Twitter, there's a 280 character limit.
- Focus posts on one specific message. Link to a blog post or website if you have a longer message to convey.
- Engage. Comment, retweet, reply to posts and messages.
- Use visuals. Bold images, videos, and GIFs add a touch of personality and lead to higher engagement rates.
- Use hashtags strategically.
- Include a Call To Action (CTA) and use action words: more verbs, fewer nouns.

TIME SAVING TIPS

- Use relevant hashtags to build your audience. Search for and save relevant hashtags for easy use.
- Work as a team, share the workload.
- Draft posts to share amongst chapter leadership.
- Create a content calendar that includes chapter events, newsletters, scholarships, etc.
- Batch content. Spend 1-2 hours a month drafting content and schedule throughout the month.

SOCIAL MEDIA TOOLS

There are several options to help you manage your profiles: monitor multiple accounts and keywords, connect with many social networks, bulk-schedule social media posts and download reports.

- Hootsuite*
- Sprout Social
- Buffer*
- Agora Pulse*
- eClincher
- Iconosquare


Streams

Twitter x Facebook x


+ Add Social Network

Home @AthenaSuites

Daily Hive Vancouver @DailyHiveVan
5 mins ago
The \$126-million #SFU Surrey campus expansion designed by Bing Thom reaches completion [ow.ly/HMb50sQhfc](#)



Lonely Planet @lonelyplanet
13 mins ago
Strap yourself in and leave your preconceived notions behind, as we embark on a whistle-stop tour of the world's most beautiful bus rides: [lptravel.to/XZnT](#) by @jamesbains



USA TODAY Travel @usatodaytravel
13 mins ago
This is sounding better and better each time we read it: [usatoday.com/story/travel/...](#)

Vancouver Is Awesome @VAwesome
15 mins ago
Man arrested for online comment about "pressure cooker bomb" at Surrey Vaisakhi parade [ow.ly/jfjQC30xwob](#)

Mentions @AthenaSuites

Formativ Solutions @formativ_com
Mar 25
Loved attending the #athene2019 conference. Thanks for the gift bag @AthenaSuites

Gloria Fitzsimmons @GloriaFitzsimms
Mar 25
Hey @AthenaSuites it would be great if you could consider some vegan room service options - I am unable to order anything!


Kevin Kemp @kkkemp
Mar 16
Anyone else disappointed to realize @AthenaSuites isn't a real place? This @hootsuite training has me wanting to take a vacation!

Gloria Fitzsimmons @GloriaFitzsimms
Mar 6
@AthenaSuites I was not sent a confirmation email after booking my hotel room online. Please help!

Formativ Solutions @formativ_com
Feb 27
We are excited to be sponsoring @AthenaSuites at the #Athene2019 Conference.

Formativ Solutions @formativ_com
Feb 15
We are excited to be sponsoring @AthenaSuites at the #Athene2019 Conference.

Madelaine Rumball @HorrathRumball
Feb 8
@AthenaSuites I am so excited to start my vacation at your resort today!




#hotel Search @AthenaSuites

Manuel Solartes @ManuelSolartes
5 mins ago
Get up to 55\$ OFF on your first Booking on Airbnb for Great Apartments! Sign up here! #traveltuesday #travel #traveler #TravelMassive #toto #LP #hotel #holiday #vacation #traveling #AroundTheWorld #exploringtheglobe #wanderlusting #worldwonder [airbnb.com/c/manuels73937...](#)

Miguel Chan @capeminerreview
5 mins ago - Johannesburg
Canettevallei Wine & Lavender Farm
Raw Lavender Honey
Stellenbosch finest honey
#southafrica #wine #gauteng #capetown #durban #farmall #zandspruitroad #winebar #bar #restaurant #sommelier #miguiechan #hotel... [instagram.com/p/BwsdyxJhgg/...](#)


Profitable CEO @drinetemontae
7 mins ago
Customer service is "what" you do. Customer experience is "how" you do it.
#hospitality #hospitalityindustry #luxuryhotel #franchise #hotelindustry #hotel #resort




mehad1 @mehad13681196
5 mins ago
Get up to 55\$ OFF on your first Booking on Airbnb for Great Apartments! Sign up here! #traveltuesday #travel #traveler #TravelMassive #toto #LP #hotel #holiday #vacation #traveling #AroundTheWorld #exploringtheglobe #wanderlusting #worldwonder [airbnb.com/c/manuels73937...](#)

Scheduled @AthenaSuites

andrea scheduled
Apr 30 at 4:00pm
Check out these new travel tips! [http://ow.ly/HDVQ50s17f1d](#)



andrea scheduled
May 2 at 8:00am
Check out these new deals! [travelocity.com](#)



Add a stream

Networks

Apps

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Home Mentions Retweets

Followers Lists Likes

My Tweets Search Scheduled

Wise Guide X

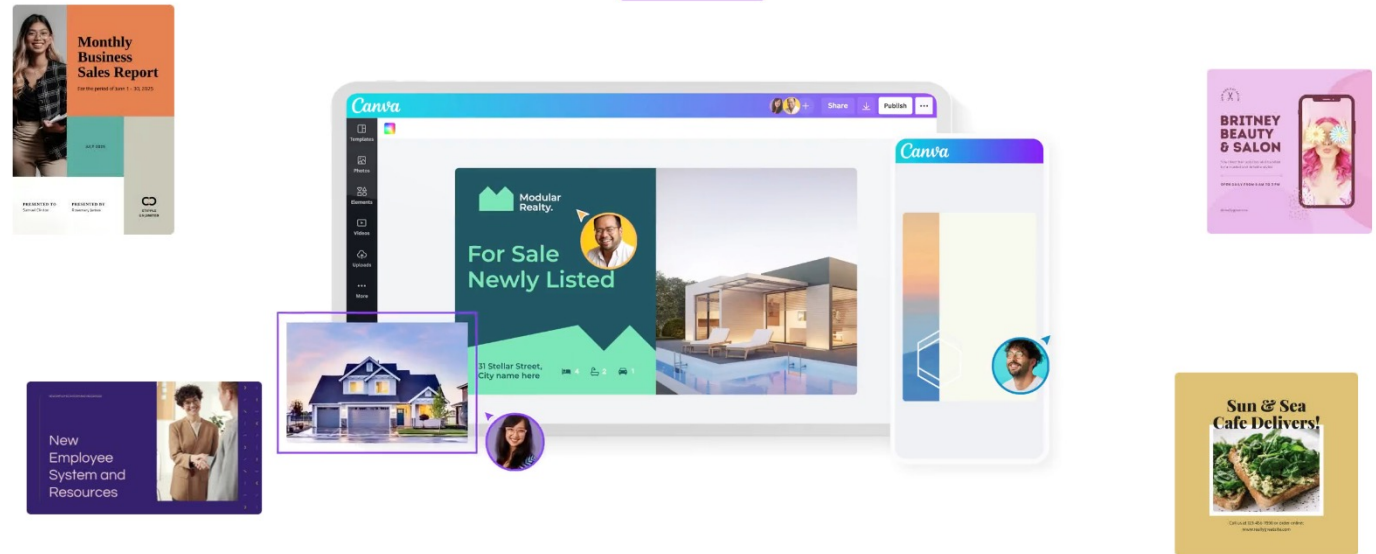
OTHER TOOLS

Canva*: online design and publishing tool for graphics and video, resizes based on platform

What will you design today?

Canva makes it easy to create professional designs and to share or print them.

[Sign up for free](#)



OTHER TOOLS

Hashtagify.me* and All Hashtag*: tells you how popular a hashtag is and suggests related hashtags you can use



OTHER TOOLS

TweetDeck*: shows user's Twitter timeline, mentions, direct messages, lists, trends, favorites, search results, hashtags, or all tweets by or to a single user.

