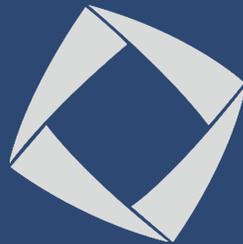


WISCONSIN DECA

SOCIAL MEDIA GUIDE

A GUIDE TO A NEXT LEVEL SOCIAL MEDIA YEAR



WISCONSIN
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I AM BEYOND EXCITED FOR THIS NEXT LEVEL YEAR WE ARE GOING TO HAVE. THE WISCONSIN DECA SOCIAL MEDIA HAS BEEN A VITAL SOURCE OF COMMUNICATION AND PROMOTION FOR THE ENTIRE STATE. THIS YEAR, THE CHAPTERS ARE TRANSFORMING THEIR SOCIAL MEDIA TO HIGH QUALITY ACCOUNTS PROVIDING AVENUES TO THEIR MEMBERS FOR ALL THE OPPORTUNITIES WISCONSIN DECA PROVIDES.

Hello Wisconsin DECA,

I am thrilled to be able to share with you this amazing guide on effective social media. I have had the amazing opportunity to connect and share some amazing achievements from chapters all around the state!

Social media is a wonderful and modern way to connect with our DECA members and advisors. We use a variety of online platforms, such as Instagram, Twitter, Snapchat, YouTube, and Facebook, that help us reach a wide demographic. Our chapters are always involved, whether it's in their school, community, or state. As the VP of Brand Management, it is my job to promote our local chapters' recent activity. This wouldn't be possible without the amazing content our chapters produce and share on a daily basis.

Maintaining an online brand through the creation of frequent content is not an easy task, yet so many chapters have a tight grasp on many aspects of social media. This guide is a tool and resource to help chapters either take their online brand to the next level or take a step into the world of social media. The Chapter Social Media Guide will supply your members with ways of improving their social media strategy. If you're looking for ways to utilize your social platforms, create content, and overall tips and tricks, then you're in the right place!

Brian Mork
Vice President of Brand Management

INSTAGRAM



Summary:

Instagram is a social media platform where people can edit and share photos and videos with others. It can be accessed on computers or mobile devices, but you can only add content via your mobile device. Followers can choose to interact with posts by liking or commenting on them. Recently, Instagram has added new features to their app such as stories and IGTV (read below for more information).

Chapter Objective:

- Instagram is a great way to recruit new members, as this platform is one of the most popular social media platforms for high schoolers.
- Additionally, the platform can be great for spreading information, such as an upcoming community service events.
- One effective way to utilize Instagram is to make sure your followers can truly see what DECA is, so make sure to take many photos at events, and conferences.
- Instagram is a great way to reach out to other chapters when coordinating events and virtual meetups!

Types of Posts:

There are two different types of posts on Instagram: Feed posts and story posts. Feed posts are photos or videos that can appear on your profile. You can upload up to 10 photos/videos for each feed post (videos can be no longer than 60 seconds). To see the dimensions for Instagram feed posts, click [here](#). Instagram stories allow users to post photos and videos, and they vanish after 24 hours. Videos on stories can be 15 seconds long, and photos can be in any dimension for Stories. Users can also add stickers, text, GIFs, and emojis to enhance the story. Overall, those are the two ways users can post on Instagram.



INSTAGRAM



Features:

Instagram Stories:

Instagram Stories are a feature that allow users to post photos and videos that only last 24 hours. Like Snapchat Stories, this feature can be a great way to capture live experiences and last minute updates. There are numerous ways users can add increased value to their Instagram Story; they can tag their location, add stickers, add GIFs, use emojis, create polls, and much more! Instagram stories are a great way to spread information without filling up everyone's feed, and they usually get many impressions. For a guide on how to use Instagram Stories, click [here](#).

Story Highlights:

Story Highlights are Instagram Stories that you can choose to "pin" to your profile; think of it as a movie trailer for your Instagram profile. Unlike regular stories, highlights don't disappear after 24 hours, and they are one of the first things viewers see when they view your profile. This can be a great way to save chapter information for any new members! Visit this [link](#) to read more about Story Highlights and how to use them.

Instagram TV:

Instagram TV: IGTV is where chapters can post videos (up to one hour long) to their profile. This is a brand new feature that is starting to grow in popularity, so feel free to play around and experiment with it. To read more about IGTV, click [here](#).



INSTAGRAM



Features:

Business Accounts:

Have you ever wanted to view your account's analytics? There is now a feature that allows you to do so. When you create a business account on Instagram, you are able to get new information about your followers, which will help you determine what types of posts get the most engagement! To learn more about business accounts and how you can turn your chapter's account into one, click [here](#).

Instagram Live:

Instagram Live is a fairly new feature that allows accounts to broadcast videos in the moment and interact with their audience. This feature would be great to use when live streaming a chapter event, or the beginning of a session at a conference! You wouldn't want to make the livestream too long, as it might hinder engagement, but if you have something fun you want to promote, consider using Instagram Live.





THE NEXT LEVEL GUIDE TO

FACEBOOK

Summary:

Facebook is an online social networking website where people can create profiles, share information such as photos and quotes about themselves, and respond or link to the information posted by others. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.



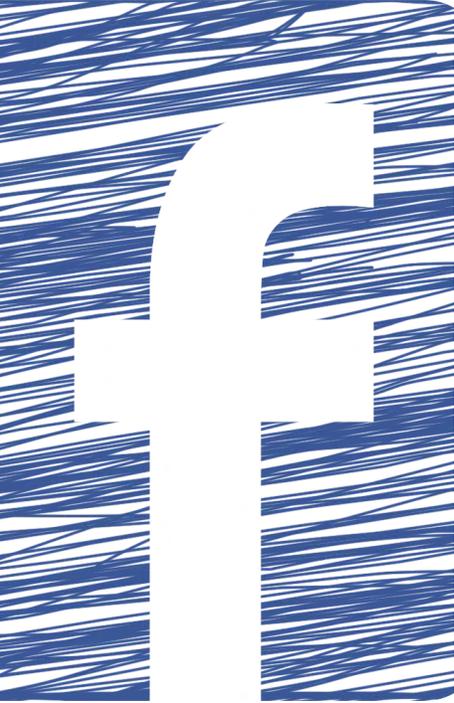
Chapter Objective:

Facebook, while less popular among teenagers, is still a great tool for community outreach. Many chapters utilize Facebook not only to promote their chapters to prospective members, but to other key stakeholders as well! Because many local businesses have active Facebook pages, utilizing this platform is a great way to recruit new business partners for your chapter. Additionally, creating Facebook events for each of your chapter's community service events can be another great strategy, as you can encourage chapter members to share these events on their profiles, which will increase the public's awareness of your events.



Types of Posts:

There are numerous types of posts on Facebook. On this platform, you can share photos, short videos, articles, GIFs, text updates, and more! You can also create Facebook Events for your chapter activities. Having a good variety of different types of posts is the best way to increase engagement on your page. In order to see the proper dimensions needed for social media posts, click [here](#).



FACEBOOK EXAMPLES

Chapter Examples

Wisconsin Rapids DECA Sharing Content on Facebook

When it comes to posting on social media, creating your own content is very important, but sharing content is important too! On Facebook and Twitter, sharing other accounts' posts is very simple as there is a "share" or "Retweet" button on people's posts. Sharing content, such as a tip or reminder from another person, an open job opportunity, or something that might be happening in your community, can be a great way to give your followers valuable content. An example of what kind of content to share can be seen by Wisconsin Rapids DECA [here](#).

Mount Horeb DECA Sponsor Shoutouts

Facebook is a great way to recognize and recruit business partners, as many local businesses are connected on Facebook. Mount Horeb DECA does a great job recognizing their sponsors, and they add a twist to this recognition; they film themselves visiting the businesses and interview the owners on what they do and the impact they have on the community. This is an original idea that truly promotes their business partners. To see an example of one of these videos, please click [here](#).



SNAPCHAT

Summary:

Snapchat is mostly an instant messaging app where users send each other pictures or videos, known as “Snaps.” The way a chapter would utilize Snapchat would be spreading information on the chapter’s Snapchat Story, which is the visual content a Snapchat user has uploaded in the past 24 hours. Snapchat is a great way to capture live event experiences and spread information.

Chapter Objective:

There’s not as much chapters can do on Snapchat compared to Instagram, Twitter, or Facebook. As of now, chapters can update Snapchat Stories with vertical photos and videos; this makes Snapchat a great tool for showcasing live conferences or event experiences. Have a cool community service event going on? Share the event by uploading some pictures or videos in the moment. This is a great way to grow excitement for community service events and may increase participation in the future. Also, you can utilize Snapchat geofilters within your schools at the beginning of the year in order to jumpstart recruitment.

Features:

Geofilters are overlays of a Snapchat that can only be accessed in certain locations. Using these Geofilters at events can help spark engagement and get more views on your story. Also, your chapter can actually make your own geofilter! This would be a great tool to use for recruitment at the beginning of the school year. DECA Inc. has some pre-made DECA geofilters you can use. If you want to learn more about making your own geofilter, click [here](#).

Other Tips

When it comes to using Snapchat, you can utilize it to give quick updates and “live” experiences of events. Possible events your chapter can cover on Snapchat could be activities that occur during DECA week or Global Entrepreneurship Week, community service activities, chapter meetings, etc. This can be such a great method to promote your events and get people more excited about all things DECA!





THE NEXT LEVEL GUIDE TO

TWITTER

Summary:

Twitter is a social networking site where people mainly communicate via posts known as “Tweets.” Tweets can contain up to 280 characters, and users can also tag their location of the tweet and include up to 4 photos per post. Other types of posts are Twitter Polls (more information below). Twitter commonly is used for reporting by media stations and other public figures.

Chapter Objective:

Twitter is a great way to promote news and important updates fast to your chapter. You can create a tweet with an announcement, or a chapter update. You can interact with members and retweet things going on in their lives, and you can pin important tweets. Twitter is also a great way to reach out to alumni. There is a large following of alumni on Twitter, so sending out information on events they can participate in is a great way to utilize Twitter.

Types of Posts:

Twitter posts consist of “Tweets” which have a 280 character limit per post. In your Tweets, you can also share up to 4 photos per post, article links, short videos, or you can just post text. Overall, posts on Twitter are pretty straight forward; to see the photos dimension needed for Twitter, click [here](#).

Features:

Twitter Polls: Twitter Polls are essentially mini polls within a Tweet. Users are able to vote between 2-4 options via the poll. This feature is great to use to boost engagement with your audience. You can create polls for members to vote on what type of snack they want at the next meeting, or on what their favorite part of DECA is; the possibilities for polls are endless!





THE NEXT LEVEL GUIDE TO

TIKTOK

Summary:

TikTok is a social platform that allows users to make short videos varying 15 seconds up to 1 minute long. Users can add filters, text, sounds, and music, and it is especially popular to make creative, lip-synched music videos. Popular trends influence a large portion of the population and is a phenomenon around the world in 2020.

Chapter Objective:

TikTok is a great way for you to connect with your members at a personal level. Creating fun content and challenges will allow you to get your members to engage on this app. It is an effective way to gain attraction and followers in a fun casual setting.

Types of Posts:

TikTok allows you to create videos that are 15-60 seconds long. You can use popular sounds, video effects, transitions, or dances in your video. You can also create videos off of comments people leave on one of your previous posts, and you can duet other people. This is a great way to have creativity when creating content for your chapter. Whether that be duetting a member's video, or creating a fun #DECADance, TikTok has a lot of creativity and options in the videos you make.

Features:

Trending Hashtags/Sounds are an essential part in creating quality engagement on TikTok. Using trending sounds or filters will make you more likely to show up in "for you" pages. Following new trends will always be a good way to increase following and have your followers see your content more.

Duetting: You have the option to duet someone else's video and record yourself side by side. This is a great way to copy a dance that one of your members does, and showcase it on your chapter profile.





BRANDING OVERVIEW

As members of a marketing organization, we know how important branding is. So, when it comes to your chapter's social media accounts, you should ensure that your account has a consistent brand image. The following section is all about branding your social media account from A to Z:

Profile Header / Photos

It's important to have a recognizable DECA logo and have photos from your chapter. You want people to be able to recognize your page.

Links

Having links where your members, alumni, and parents can get resources. Make sure they are up to date and relevant.

Location

Make sure you take conference locations on posts and always highlight the area you are in during a DECA event.

Bio

Make sure your bio is up to date and has any current and important information on it.

Pinned Post & Highlighted

Pin your most important posts and highlight past events for members to go back and check.

CONTENT IDEAS

Branding Your Social Media:

When it comes to branding your social media content/posts, try to always have some identifiable DECA image in your post; this could be a chapter t-shirt, a DECA Diamond, hashtags in your captions, etc. One effective method of branded content that many chapters and associations use is putting the DECA logo in a corner of each post. This way, if your post is ever shared, people will always see that branding and be led back to your account. For branding, you can use the traditional DECA logos in blue or grey (click on the links to be directed to a PNGs of those logos). You can also get a personalized DECA logo for your chapter by emailing communications@deca.org! Using branded images of DECA Inc.'s yearly theme (Next Level!) can also be great for branding your post (here is a [link](#) to all of the "Next Level" branded content National DECA has made). Overall, the more you brand your posts, the more identifiable your content will be!

Maintaining Consistency:

As members of a marketing organization, it is important to remember our target market when promoting DECA on social media: high schoolers. Because teens in high school spend a lot of time online and on social media, you want to ensure that your chapter is maintaining a consistent presence on social media as well. It is recommended that your chapter post 3-4 times each week (possibly more if you have a very large chapter or have a lot of events coming up). Posting each and every week is a great way to build a following on social media and get more people in your school and chapter thinking about DECA, especially in a virtual year.

But what do you post if you don't have many events coming up? Thankfully, there are daily DECA hashtags that many chapters and associations utilize each week, including Wisconsin DECA; Using these hashtags are a great way to build brand recognition for your chapter. Check out the next page for daily DECA hashtags for each weekday.



CONTENT IDEAS



#MotivationMonday

Motivation Monday is a way to motivate or provide a positive message to members.



#TipTuesday

Tip Tuesday is a way to provide helpful ideas and resources to members. This can be in competitive resources, community service, college, LC, etc.



#WaytoGoWednesday

Way to Go Wednesday is a post that highlights a member on an achievement they have, or something they have done well in recently.



#ThrowbackThursday

This is a post from an old event or moment in your chapter. Use the hashtag and the events hashtag as well.



#FunFriday

This post is a fun way to end the week with a joke or a positive event.



#SpotlightSaturday

Highlight a member or chapter for their recent success or achievement. Showcase the actual event in the post.



#ShoutoutSunday

Similar to Spotlight Saturday highlight a member for taking their year to the #NextLevel.

DECA & CTE MONTH

Posting During DECA Month:

Every November, DECA members from around the world celebrate DECA Month. DECA Month is a great way to show the whole world how much members in your chapter love DECA and how it has impacted their lives. One of the most prominent activities during DECA Month is DECA Inc.'s social media challenge. During each day of this challenge, DECA Inc. has a DECA themed post that members and chapters are encouraged to complete (to see last year's DECA Month Social Media Challenge, click [here](#)). We recommend having your chapter complete everyday of this challenge as it is a great way to show everyone how DECAcated you are! In order to boost your engagement, make sure you tag Wisconsin DECA (@WI_DECA) and DECA Inc. (@DECAInc) in your DECA Month posts and use the hashtag #DECAMonth.

How to Post During CTE Month:

The month of February is Career and Technical Education (CTE) month. During this month, members, teachers, and other leaders advocate for CTE and Career and Technical Student Organizations (CTSOs) like (DECA, FBLA, HOSA, FCCLA, Skills USA, and FFA) and the impact they have on high schoolers around the nation. In February, chapters around the world advocate for DECA and CTE with policymakers, host community outreach events, write letters to school board officials about how DECA has impacted them, and complete DECA Inc.'s [Advocacy Campaign](#). Posting about CTE and CTOSs can count as one of your community outreach activities for the advocacy campaign. Your chapter can post success stories of chapter alumni, testimonies from your current DECA members, and facts about how CTOSs benefit students (check out www.ctsos.org to find that information). Additionally, you can share posts from Wisconsin CTE on [Twitter](#) and [Facebook!](#) Overall, advocating for DECA, CTE, and CTOSs on social media is a great thing to do during #CTEMonth!

Chapter Examples

Deforest DECA: Advocacy Campaign Appleton East DECA: CTE Testimonials

A great way to promote DECA during CTE Month is to cover activities your chapter did for DECA Inc.'s [Advocacy Campaign](#)! Check out this DeForest DECA [example](#) of how they promoted CTE on social media!

Showing how DECA has had a direct impact on your members is a great way to promote CTE during February! Appleton East DECA created personal testimonials of their members to promote DECA - you can view an example of this [here!](#)

ADDITIONAL ADDITIONAL ADDITIONAL TIPS



Importance of Year to Year Activity:

Usually, when it comes to managing your chapter's social media accounts, a chapter officer or advisor posts on the account for that school year. However, when that school year ends, sometimes information is lost when there is a change in account managers, and then someone may not have access to a previous account. This should be avoided, as having the same account year to year is vital for growing your following. To ensure this confusion doesn't happen, make sure you have the account's passwords kept in the same area that many people have access to. Also, if you have to sign up for a social media platform using an email, make sure you don't use a student's school email as it might be deactivated once that student graduates. You may want to sign up using an advisor's email or chapter email. If you follow these rules, you ensure that your account will be accessible from year to year!

Resources:

DECA Inc. Social Media Guide:

In 2016, DECA Inc. created a social media guide (kind of similar to this one) for chapter and associations to use! This guide has a lot of new and useful information such as a social media audit, tips on how to drive engagement, what type of content to post, and so much more! Click on the link above to be directed to this guide!

ADDITIONAL ADDITIONAL ADDITIONAL TIPS TIPS TIPS



Scheduling Tools:

Do you ever need something posted, but don't have enough time to upload it to social media? Well, we've got the solution for you. There are many social media management softwares that allow you to schedule posts in advance! These are great tools to use for busy advisors or leaders who are managing their chapter's social media accounts, but don't have enough time to manually post everyday, especially on multiple platforms. Our favorite scheduling tool is Hootsuite. The free version of Hootsuite allows you to manage up to three accounts and schedule up to 30 posts (after that, you have to pay for the premium version, which is \$19 per month). Also, [here](#) is a link to an article that has a list of websites that are very similar to Hootsuite!

DECA Direct Online:

DECA Direct is National DECA's online publication. On it, you can find numerous articles that focus on a plethora of topics in DECA whether it's competitive advice, community service tips, recruitment strategies, or chapter activity ideas! Sharing articles from DECA Direct on social media would be great for content marketing or a #TipTuesday post!

Gary Vaynerchuk:

If you want to check out an industry leader in social media, Gary Vaynerchuk is often looked to as the best when it comes to building brands on social media. Check out his [website](#) for many resources for you to use if you are looking to go above and beyond!

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