



“Elevate a New Member” Social Media Process

What we have learned from successful chapters in our organization is that when we **“share the news”** about events happening in those chapters, they get more attention and grow faster. One very newsworthy item that is worth talking about is when we add new members to our chapters. People get very interested very quickly when they hear others are joining an organization as our human nature is to find out what are we missing out on. Now we don’t always have to share who has physically joined the organized but just saying we added 2 members in July helps a lot but naming people can also increase people’s interest.

To help you share this newsworthy content, we have pulled together the following Guidelines to simplify the process for you.

Guidelines

1. Share the News!

- Using either or all of the following social media networks; Twitter, LinkedIn, Facebook, Yammer, and of course, any other channels you prefer
- Always use the #IAMCP hashtag within your messages so that we see your message and can amplify the message as well
- Alternatively, when you have a WIT Member join, make sure to include and use the #IAMCPWIT hashtag as well

2. Guidance and Sample Content

- Chapter Name – Make sure to use your Chapter Name within your messaging so that the audience knows that you added new members and not just the IAMCP.
- Member’s Name – When possible consider using the person’s name/social media handle. But of course, be respectful of their wishes. Maybe you want to get their approval beforehand. Instead of using their personal name/social media handle they prefer, you use their company information instead.
- Company Name – As with the member’s name, consider using the company name. Again, be respectful of their wishes.
- If using the person or company name, always get their social networking information. As not only can you use here to call them out as a new member but you can follow them on social media and also encourage them to follow you back, thus increasing your following, which in turn drives a bigger buzz about your chapter.

3. Sample Content

- The #IAMCP *<insert chapter name>* chapter is growing again. We added *X* new members. Are you a member yet? #MSPartner
- Here we grow again! The #IAMCP *<insert chapter name>* chapter just added another new member. Have you joined the #MSPartner yet?
- "The #IAMCP *<insert chapter name>* chapter welcomes *<company-name>* and we look forward to helping them Connect, Learn, and Grow. #MSPartner"
- "The #IAMCP *<insert chapter name>* chapter welcomes *<persons-name>* to the chapter. We look forward to doing great things together. #MSPartner"
- The *<insert chapter name>* keeps on growing. We added *X* new members. Join us at our next chapter meeting *<Meeting URL>* #IAMCP #MSPartner
- Welcome aboard *<persons-name>* to the #IAMCP *<insert chapter name>* chapter. We're excited to have you as a member. #MSPartner

Note: You may have to tweak the messages to fit. For Twitter, you have limit of 140 characters. And also, make sure to add the image to all your messages as well, as it is known that visual messages get more attention than messages without visuals.

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