



Start a New Conversation with Your Readers

AJPA is offering you a way to
be Ready, get Set and Grow your presence on Social Media

READY

It's not too late or expensive to get in position to communicate with your current and future readership via social media.

45-54 yr. olds are the fastest growing segment using social media. The average Facebook user is 40.5 yrs. old and Twitter is 37.3 yrs. old.

18-35 yr. olds, the Millennials, will represent 75% of the workforce by 2025. 96% of them are on at least one social media platform.

SET

Beyond serving as AJPA's association management company, KCA has social media expertise. We have teamed up with AJPA to provide options for members to initiate or enhance social media marketing. We will set you up for success by:

- **Igniting** your presence on platforms such as Facebook, Twitter and YouTube.
50% of people have learned about breaking news via social media.
- **Engaging** in conversation using your content and stories.
46% of people get their news online at least three times a week.
- **Influencing** your base by branding and building communities to expand revenue opportunities.
As of 2012, online news revenue has surpassed print newspaper revenue.

GROW

How much is a social media engagement plan worth?

Studies show it takes a midsize company about 32 hours a month to capably handle a single social media platform.

- ✓ Fast setup – you could be up and active in less than 2 weeks.
- ✓ We act as an extension of your staff to save you time and money. Our social media team + your content = progress!
- ✓ Personal social media expert to audit, determine strategy and align tactics with existing or new goals.
- ✓ Monthly reporting to include analytics and specific content measurements.
- ✓ Accountability via monthly progress and planning calls.
- ✓ Social media trends tips and tricks sent exclusively to clients.
- ✓ Monthly plans for under \$7 per day.

Sign up by December 31 and receive 50% off your social media start up package!

Contact Cathy Herring cathy@kc-a.com or 480-893-6110