

# Social Media Marketing for Chapters

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AGO Technology Committee

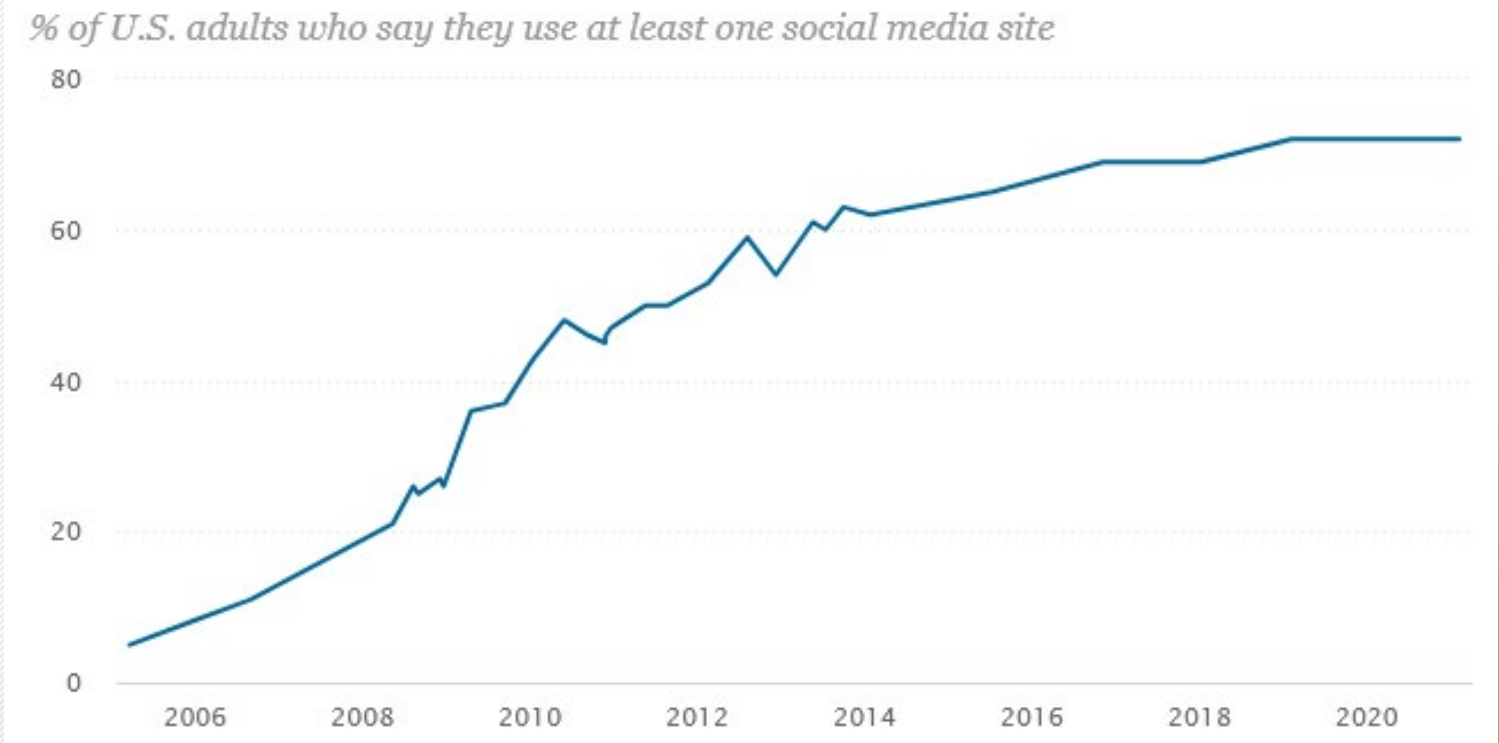


# Understanding social media platforms and demographics: Why promote on social media?

101

People use social media to:

- Connect with others
- Engage in dialogue
- Consume content
- Exchange goods



Source: Pew Research Center, 2021

# Understanding social media platforms and demographics: Which social media is right?

## 3 Big Ideas:

1. Platform
2. Audience
3. Content

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	TikTok	Reddit	Nextdoor
Total	81	69	40	31	28	25	23	23	21	18	13
Men	82	61	36	16	31	22	25	26	17	23	10
Women	80	77	44	46	26	28	22	21	24	12	16
White	79	67	35	34	29	23	22	16	18	17	15
Black	84	74	49	35	27	26	29	23	30	17	10
Hispanic	85	72	52	18	19	31	23	46	31	14	8
Ages 18-29	95	70	71	32	30	65	42	24	48	36	5
30-49	91	77	48	34	36	24	27	30	22	22	17
50-64	83	73	29	38	33	12	18	23	14	10	16
65+	49	50	13	18	11	2	7	10	4	3	8
<\$30K	75	70	35	21	12	25	12	23	22	10	6
\$30K-\$49,999	83	76	45	33	21	27	29	20	29	17	11
\$50K-\$74,999	79	61	39	29	21	29	22	19	20	20	12
\$75K+	90	70	47	40	50	28	34	29	20	26	20
HS or less	70	64	30	22	10	21	14	20	21	9	4
Some college	86	71	44	36	28	32	26	16	24	20	12
College+	89	73	49	37	51	23	33	33	19	26	24

Source: Pew Research Center, 2021

# Understanding social media platforms and demographics: Which social media is right?

101



## Facebook:

- Largest age range and membership
- Highest media consumed here



## Instagram:

- Second-most used social media platform
- Primarily image- and video-based



## Twitter:

- Decline in popularity as news source
- Limited use of characters



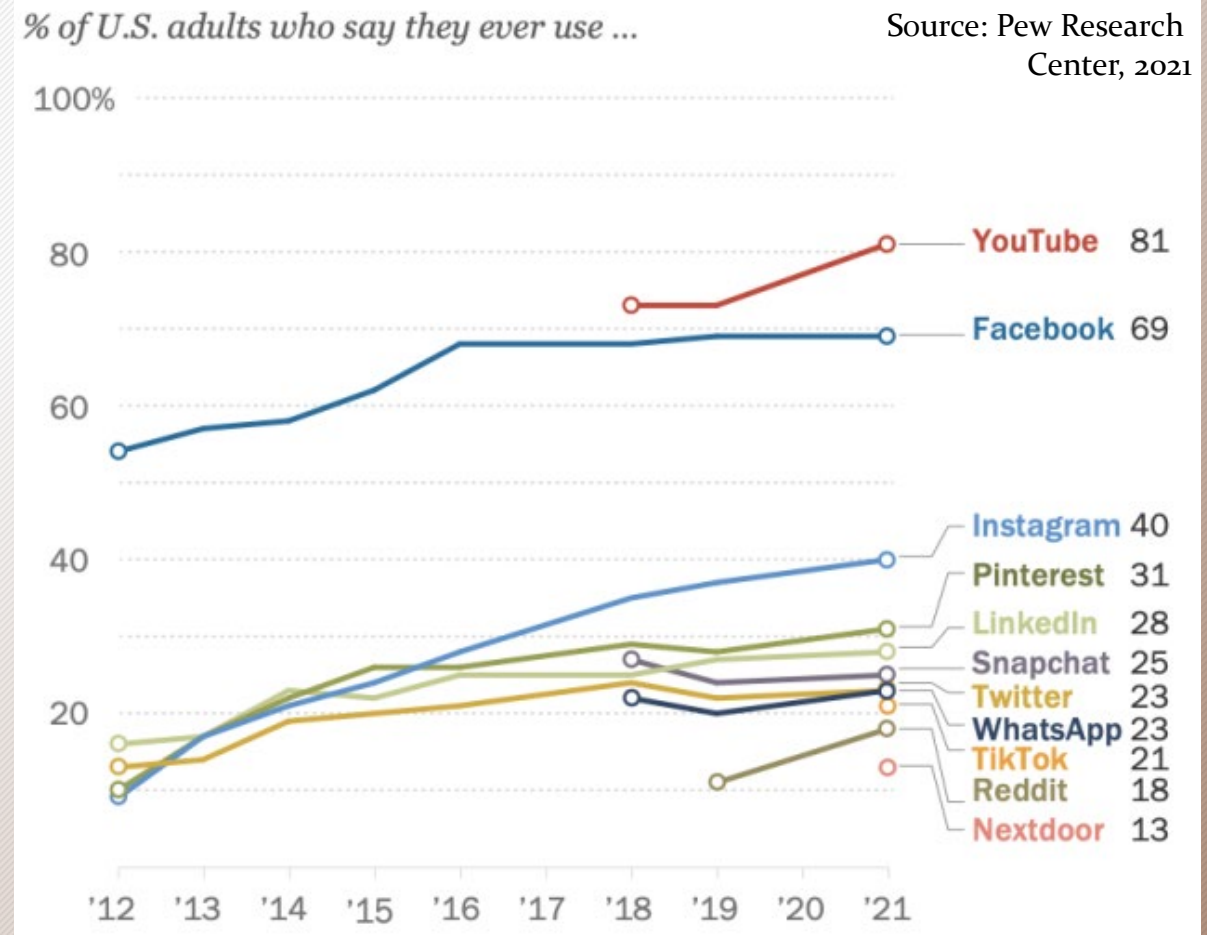
## Snapchat:

- Most popular among age 30 and younger
- Content is short media clips that disappear



## TikTok:

- Most popular among age 30 and younger
- Content is almost exclusively video-based



# Facebook Page vs. Group: Which is best?

101

## The Difference Between Facebook

### PROFILES

*Invite Friends*

- Personal Individual
- Businesses not allowed
- Invite + Maintain **Friends**
- Only **Friends** can view
- No Advertising
- Create **Pages + Groups**
- It is possible to have a 'Business Profile'

### PAGES

*Invite Likes*

- Official Presence for Business or Celebrity
- Admin can be shared
- Gain **Likes** (was Fans)
- Anybody can view + Like
- Nobody needs permission to Like
- Advertising Allowed
- Pay to promote Posts

### GROUPS

*Invite Members*

- Discussion Forum or Community for Club, Cause or Specific Purpose
- Business + Ads allowed
- Invite + Maintain **Members**
- Do not have to be Friends
- **Profiles + Pages** can join or post
- Open, Closed, or Secret

- **Pages** are places on Facebook where artists, public figures, businesses, brands, organizations, and charities can connect with their fans and customers.
- **Groups** are a place to communicate about shared interests with certain people.

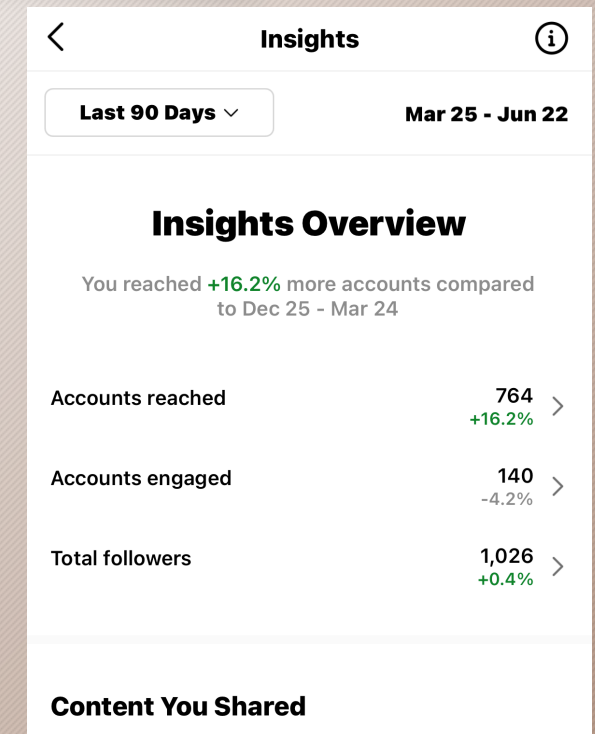
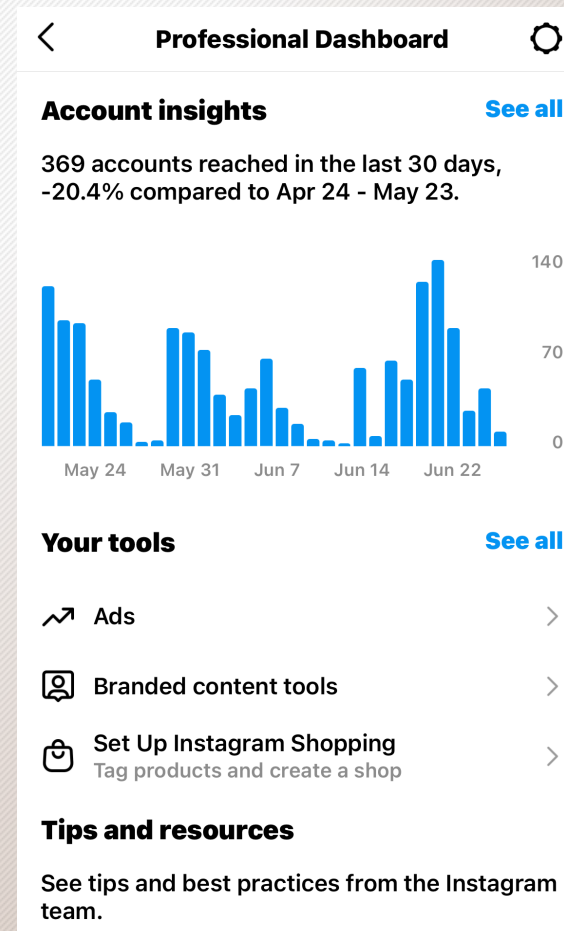
Sources: REQ and Facebook

# Using Instagram: Business Profile is Best.

101

Switching your Instagram account to an Instagram Business Profile allows you to:

- Have access to more Instagram features, including the Professional Dashboard
- Post simultaneously to Instagram and Facebook
- Schedule posts in advance via integrated posting software
- Promote posts and create ads





Platform



Audience



Content

SAN FRANCISCO CHAPTER OF THE AMERICAN GUILD OF ORGANISTS  
*Celebrates*  
 Black History Month  
 PREMIERES LIVE AT SFAGO.ORG  
 FEBRUARY 27 at 2pm Pacific Time

<b>RASHAAN ALLWOOD</b> Director of Music St. Ansgar Lutheran Church	<b>DR. WAYNE BARR</b> Director of Music Choral Activities Tuskegee University	<b>PATRICK WHITEHEAD</b> Director of Music Historic 16th Street Baptist Church	<b>WOLFF VON ROOS</b> Concert Organist Broadway United Methodist Church	<b>LAWRENCE SUMPTER</b> Organist Belvedere Seventh Day Adventist Church
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Tuskegee Atlanta  
 Toronto **ORGANISTS AROUND**  
 Indianapolis Birmingham

THE AFRICAN DIASPORA!

AGO American Guild of ORGANISTS

*Birthday Recital*  
**BACH & BAROQUE**

PROVO CENTRAL STAKE CENTER  
 7:00 PM, MARCH 18, 2022  
 To play in person or submit a video  
 contact Miranda Wilcox  
 miranda\_wilcox@byu.edu

**MUSIC OF HOPE**

AGO  
 presents  
**Damir Spritzer**  
 Internationally-Acclaimed  
 Organist

April 29  
 7:00 P.M.  
 Free Admission

**LUKAS HASLER**

PLAYING WORKS OF BACH, VIERNE, AND FRANCK  
 SUNDAY, MARCH 6 | 3 PM  
 HOOK & HASTINGS ORGAN, OPUS 2180, BUILT 1908  
**SAINT MARY STAR OF THE SEA, BEVERLY, MA**

BEVERLYCATHOLIC.COM LUKASHASLER.COM  
 ADMISSION IS FREE DONATIONS GRATEFULLY ACCEPTED

LUKAS HASLER is studying organ at the Académie Supérieure de Musique de Strasbourg in France and under the tutelage of Prof. Ulrich Walthert at the University of Music and Performing Arts in Graz, Austria. His international concert career has already taken him to Germany, France, Italy, Great Britain, Russia and Israel as well as to some of the largest cathedrals in the United States.

# Scheduling Content: What and When?

201

Event	Day of	2 Days before	1 Week before	3 Weeks Before
Members Recital	10/31	10/29	10/24	10/10
Potluck	1/7	1/5	12/31	12/17
Concert	3/13	3/11	3/6	2/20
Installation	5/17	5/15	5/10	4/26

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Theme: Church Livestream		Theme: Trivia Tuesday		Theme: Local Church Feature		Theme: Event Spotlight
Idea 1: St. Luke's UMC		Idea 1: Organ fact		Idea 1: Organist feature		^
Idea 2: First Presbyterian		Idea 2: General music fact		Idea 2: Builder feature		^
Idea 3: Evensong at St. Stephen's		Idea 3: Composer fact		Idea 3: Current local event		^



# Creating Content

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- Use programs like Canva, Visme, and Adobe to create a graphic that is engaging and informative
- Beg, borrow, and steal: use inspiration from posts that catch your attention when you scroll
  - Color schemes
  - Use of photography, shapes, and text
- Create templates that will serve multiple uses down the road
- Don't be afraid to TRY!
- ...but DON'T use photos/images without permission!

# Which is more helpful and engaging?

201



**Cathedral Church of St. Peter**

2d · 🌐

Join us for Evensong this Sunday at the Cathedral Church of St. Peter! Organ Prelude at 4:45pm, and Evensong at 5pm. Freewill offering.



*Choral  
Evensong*

Sunday, April 24

5:00 pm

*Organ prelude at 4.45pm*

*Freewill Offering*

The Cathedral Church of St. Peter  
140 4th Street N, St. Petersburg

# Posting Content: Facebook or Instagram?

201

**Create Post**

**Post to**  
Cathedral Church of St. Peter and spcathedral

**Media**  
Share photos or a video. Instagram posts can't exceed 10 photos.  
Add Photo Add Video Use Template

**Post details**  
 Customise post for Facebook and Instagram

**Text**  
[Empty text box with # and emoji icons]

**Scheduling options**  
Publish now Schedule Save as Draft

**Facebook News Feed preview**  
Cathedral Church of St. Peter  
Just now  
[Image placeholder]  
Like Comment Share

**Post to other Instagram accounts**

- spcathedral
- mktcantate
- hoppylibations

**Facebook** Cathedral Church of St. Peter

**Twitter**

**Tumblr**

**Advanced Settings** >

# Financially promoting your content: Boosting

201

121  
People reached

110  
Engagements

Boost post

View insights

Boost Post

Cancel

Goal



## Select a goal

What results would you like from this ad?

More profile visits

@spcathedral



More website visits



More messages



Audience



## Define your audience

Special requirements

For ads about credit, employment, housing, social issues, elections or politics.



Automatic

Instagram targets people like your followers



Create your own

Manually enter your targeting options



Budget & duration



**\$30 over 6 days**

Total Spend

3,400 - 9,000

Estimated reach

**Budget**

\$5 daily



**Duration**

6 Days



# Two birds with one stone: Graphics on Newsletters

Mailchimp vs Constant Contact		
Features	mailchimp	Constant Contact
Automation	✓ Advantage	✓
Email Templates	✓	✓ Advantage
A/B Testing	✓ Advantage	✓
Marketing Tools	✓ Advantage	✓
Contact Management	✓ Advantage	✓
Analytics & Reporting	✓ Advantage	✓
Email Previews	✓ Advantage	✓
Personalization	✓ Advantage	✓
Landing Pages	✓ Advantage	✓
Integrations	✓	✓ Advantage
Contact Import	✓ Advantage	✓
Image Storage Capacity	UNLIMITED	2 GB
Price	<a href="#">Get Pricing</a>	<a href="#">Get Pricing</a>
Customer Support	24/7 \$299/mo	24/7 \$10/mo
Deliverability	96-99%	97%

# Stop right here. This is a lot. Let's talk burnout.

301

- Utilize your AGO network. Many hands make light work!
- Consider all your resources and all your needs
- Ask for help – and don't always go to the youngest person on the team
- Negotiate the costs and benefits of these roles
  - This IS necessary and viable work!
  - Don't forget: this position could *easily* be a full time, paid position for someone, so it's not fair to ask someone to do all this work “for the benefit of the Guild/chapter”
  - Consider ways to “reward” your tech person or other hard workers in your chapter... Perhaps with a free AGO conference registration?

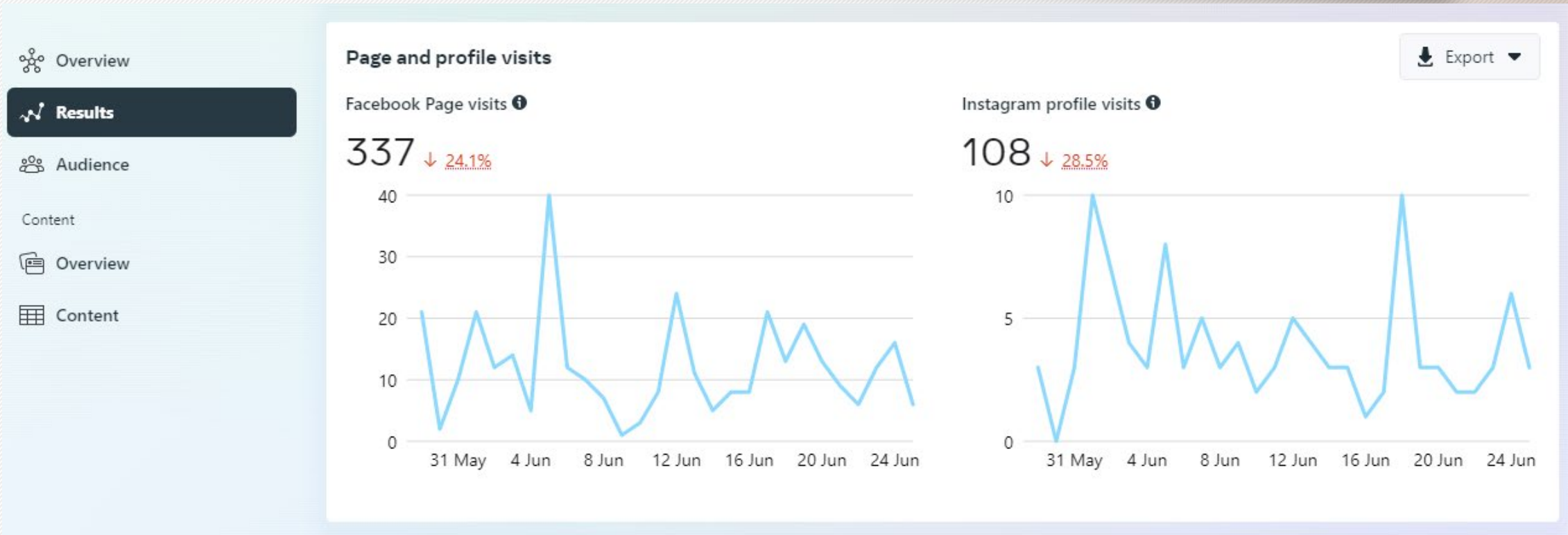
# While we're talking about money...

301

- Your chapter receives a portion from AGO dues and other fundraising ventures for a reason
- Make your money work in your favor:
  - Develop a budget line for social media promotions
  - Invest in subscriptions to valuable software (like Pro versions of platforms you already use for graphic design and content scheduling)
  - Hire a photographer for ONE big chapter event... and get incredible, better-than-stock photos that you can use for years to come

# Using Insights to predict peak performing posts

301



(Peak performing post on Facebook: June 5 Pentecost Picnic photos of parishioners)

(Peak performing posts on Instagram: June 1 Pride Month post, June 19 Juneteenth post)



# Scheduling posts in advance with Hootsuite

301

### PROFESSIONAL

**\$49** /mo \*

**Free 30-Day Trial**

**Core features**

- ✓ 1 user
- ✓ 10 social accounts
- ✓ Schedule unlimited posts
- ✓ Access messages in one inbox

### TEAM

**\$129** /mo \*

**Free 30-Day Trial**

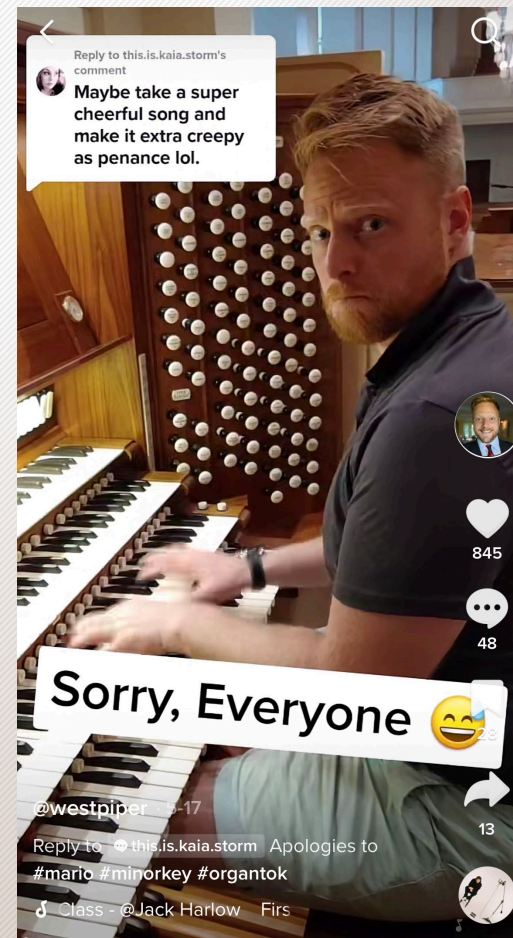
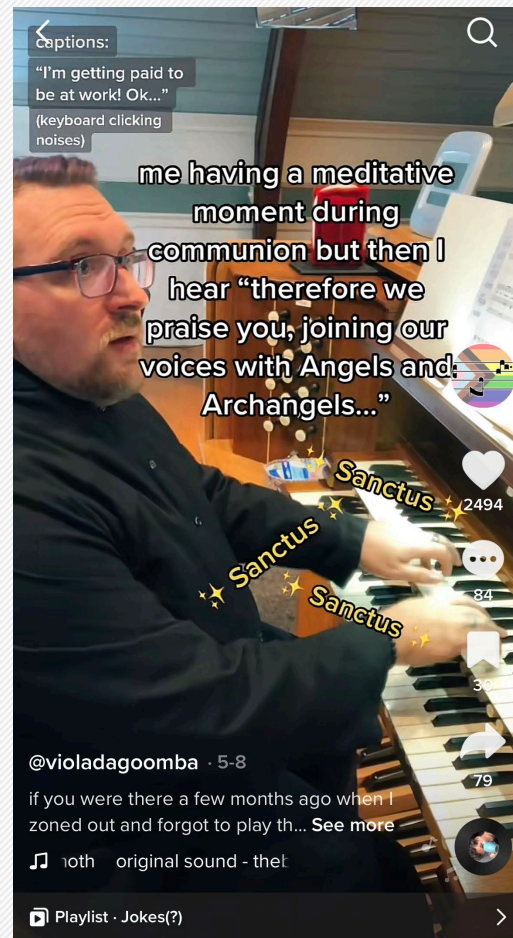
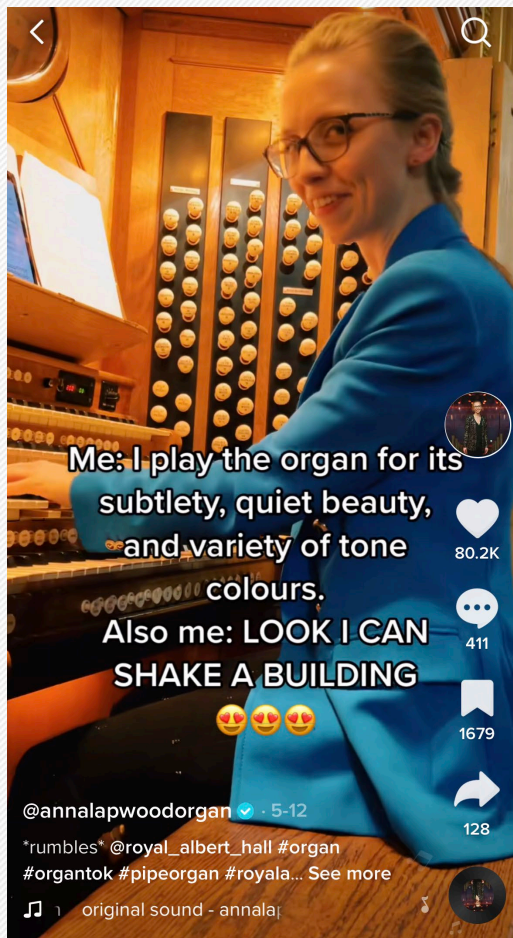
**Core features**

- ✓ 3 users
- ✓ 20 social accounts
- ✓ Schedule unlimited posts
- ✓ Access messages in one inbox

Source: Hootsuite

The screenshot displays the Hootsuite interface. On the right, there is a calendar for August 2020 with the 21st highlighted. Below the calendar is a 'Schedule' button. On the left, a grid shows a post scheduled for May 6, 2024, at 11:45 AM. The post content is: 'Hayward Unive... 11:45 - You see...'. The interface also shows an 'AutoSchedule' toggle set to 'Off' and the time zone 'GMT-07 America/Vancouver'.

# Expand when you're ready. New platforms, younger audiences, and improved technology will be there.



# I'm here for you!

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 /mmckthomas

 @mktcantate