



Manage your Social Media Presence, Branding & Marketing

IEEE Young Professionals Webinar Series

Quick Reference Guide

23 April 2020

Visit yp.ieee.org or email yp@ieee.org



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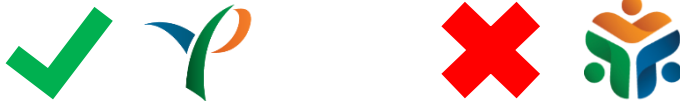
Manage your Social Media Presence, Branding & Marketing

IEEE Young Professionals Webinar Series

[View the webinar recording](#) (from 23 April 2020)

IEEE Young Professionals Brand

- Use the CORRECT IEEE Young Professionals branding



- [IEEE Young Professionals Brand Experience Guidelines & Templates](#)

IEEE Young Professionals Marketing

- Choose and create what communication channels fit your group best
 - LinkedIn Page
 - Facebook Page
 - Instagram Page, etc.
- Establish a direct communication channel with your members (email, group chat, etc.)
- Spread the word! People need to know about your new communication channel!
- Have a communication schedule ready before launching
- Focus on three main areas
 - Program awareness
 - Outreach to existing members
 - Events

PROGRAM AWARENESS

- Promote achievements of your Young Professional group, and highlight past events and initiatives
 - Create blog/short articles on achievements
 - Submit information for potential feature in YP newsletter, IMPACT blog
 - Post on Social Media channels
 - #IEEEYP
- Leverage existing volunteers
 - Attend outside sessions to promote your YP group
 - Host informational sessions to answer questions potential members have
 - Create testimonials from existing members to be posted on social media
- Collaboration
 - Host events with other groups within IEEE
 - Attend events with goal of marketing YP group
 - Request other groups to promote your material through their media channels

OUTREACH TO EXISTING MEMBERS

- Promote opportunities to members
 - Available volunteering tasks
 - Opportunities available from other IEEE programs (funding, grants, pilots, etc.)
 - Share interesting content from external organizations

- Current events
 - Upcoming trainings, industry tours, meetings, etc.
 - Spotlight successfully completed volunteer tasks
 - Highlight upcoming webinars and online events
 - Encourage your members to inform themselves about IEEE annual elections and to vote
 - New resources
- Recognition
 - Write short article on highly engaged volunteers/award recipients (submit for Volunteer Spotlight on [IMPACT](#))
 - Social media posts on achievements

EVENTS

- Host an “Open House” event
 - Open to non-members
 - Have engaged members on hand to discuss the program and answer questions
- Host annual meeting for members
 - Keep the meeting around the same time each year
 - Highlight success from past year and share goals for future
- Collaboration
 - Host events at large scale conferences and events with other IEEE groups

General Communication Best Practices

- Know your audience!
 - This helps determine the style and voice of the message, what language you use, and which medium is used to share the message.
- Have a clear message
 - Every communication must have a purpose or message - think what you want to get from it (what is your goal?).
- Provide content people can relate to
 - More engagement and impact are generated through content we can relate to - use stories, not just plain facts.
- Experiment and test different approaches
 - Try A/B testing with different messages (use different language, length, communication channel, media, etc.) and see what the results are.
- Be data driven!
 - Rely on analytics to determine what kind of messages generate the most engagement, reach, and impact.

Social Media Best Practices

- Post on Social Media channels at very least 2 times per week
- Tag members in post (encourages connections - get permission first)
- Get permissions for images, brands, etc.
- Keep posts public (enables sharing capabilities)
- Track engagement on different activities (empowers you to share relevant content in future)
- Use Story features on Facebook/Instagram to encourage feedback (polls, questions, etc.)
- Respond to any engagement from members within 24 hours

Social Media Content Ideas

- Go LIVE on Instagram or Facebook at events or meetings
- Quick Tips / short practical tips
- Create posts that ask your audience a question
- Holiday & Theme Day posts (New Year's, IEEE Day, etc.)
- Share behind the scenes and “sneak peak” content
- Host LIVE Q&A with Industry Experts
- Spotlight volunteers who are having an impact on the community
- [Prepared IEEE Social Media Content](#)
- Follow other YP Teams
 - New incentives, events, and stories are always happening throughout the YP groups. Following all YP pages will make collaboration easy.
 - Share content (contests, events, member stories, etc.) from each other's pages
 - Host a live Q&A session together
- Top 10 Areas IEEE Members Are Interested In (from IEEE: Continuing Education pricing study, 2019)
 1. Artificial intelligence
 2. Internet of Things
 3. Big Data
 4. 5G
 5. Smart Grid
 6. Cybersecurity
 7. Wireless Communication
 8. Algorithm Development
 9. Autonomous Vehicles
 10. Robotics

How to Get Started

- Think about:
 - What do you want to communicate?
 - Why do you want to communicate that?
 - Who do you want to communicate to?
- Decide which platform or communication medium is most suitable for your “What Why Who”
- Take care of the set up:
 - If you are using email communication: set up email alias, build your list of subscribers or recipients, develop email templates (and test them), make sure you have options such as unsubscribing, comply with GDPR.
 - If you are using social media: set up the social media account, make sure you add as much relevant information and fill in as many fields (about info, contact info, photos (page photo, cover photo)), [create some content](#)
- Spread the word! People need to know about your new communication channel:
 - send your first email notice or newsletter, have your parent OU advertise it in their own communication, give people the possibility to subscribe to the mailing list
 - invite friends to like or join your social media page and ask them to invite other members, get in touch with other similar OUs and ask them to tag your page
- Have a communication schedule and be consistent:
 - make sure your new communication channel stays active, have a “signature style”, share communication regularly.

Resources

- [IEEE Young Professionals Brand Experience Guidelines & Templates](#)
- [IEEE Social Media Guidelines](#)
- [Prepared IEEE Social Media Content](#)
- [IEEE Digital Marketing Campaign Toolkit](#)
- [IEEE Young Professional Tool-kits](#)
- [Toolkit: Adapting Your Marketing Communications to the Environment Around You \(COVID-19\)](#)
- Quick Polls (Facebook, IG)
- [IEEE eNotice](#)
- [Image Creation Tool](#)
- [IEEE Photo Release Form](#)
- [How to Create a Social Media Content Calendar](#)
- [Additional Resources in the YP Google Drive](#)