



# Manage your Social Media presence, Branding & Marketing

2020 IEEE YP Webinar Series

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# IEEE Young Professionals Brand

## Engaging the Next Generation of Technology Experts

IEEE Young Professionals is an international community, whose members are interested in elevating their professional image, expanding their global network, connecting with peers locally and giving back to their community. Since it encompasses all members from recent university graduates to experienced professionals and entrepreneurs, the group is highly diverse in what it has to offer.



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

Incorrect Usage:



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Do not add words or elements to the logo.



Do not shift, move, or alter any of the logo elements.

Do this:



When adding your Region or Section Identifier as shown, use the font Formata, Calibri, or Verdana in IEEE Blue (Pantone 3015) or equivalent match.



When adding your location, Section or Student Branch Identifier, (examples: TORONTO, STUDENT BRANCH ZAGREB) use the font Formata, Calibri, or Verdana in black.



When adding your affiliated Society use the font Formata, Calibri, or Verdana in green.



Alternate options for inclusion of existing Sub-brand logo (Region or Society logo, etc).



# IEEE Young Professionals Marketing

Marketing is key to keep communication open to IEEE Young Professionals members and potential members.

## Which fits your group best?

- Direct communication channel with your members (Email or Chat Group)
- LinkedIn Page
- [Facebook Page](#)
- [Instagram Page](#)

## Three main areas of marketing focus:

- Program awareness (new volunteer recruitment)
- Outreach to existing members
- Events

# Program Awareness

It is important to market your volunteer program. Marketing your program shows potential volunteers the impact your program has to your community and the world!

- **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

It is important to keep constant communication with your existing members to keep them engaged.

- **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

Events are a powerful marketing tool that involve exhibits, displays, presentations, or gatherings to showcase your group's efforts and missions. Events can be hosted in-person or online thanks to live streaming capabilities.

- **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
  - Host events with other IEEE groups

# General Communication Best Practices

- Know your audience!
  - Helps determine the style and voice of the message, what language you use, and which medium is used to share the message.
- Have a 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, media, communication channel, 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

# IEEE YPs Social Engagement

- Facebook
  - 19,233 followers
- What's New for IEEE Young Professionals Newsletter
  - sent to 70,000+ YP members
  - Average Open Rate:
    - 31%
- Highest performing content:
  - Recognition
  - Industry
  - Career & Life Advice/Tips



# 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 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

# How to Get Started

1. Think about:
  - a. What do you want to communicate?
  - b. Why do you want to communicate that?
  - c. Who do you want to communicate to?
2. Decide which platform or communication medium is most suitable for your “What Why Who”
3. Take care of the set up:
  - a. 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.
  - b. 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
4. Spread the word! People need to know about your new communication channel:
  - a. 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
  - b. 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
5. Have a communication schedule and be consistent:
  - a. 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 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](#)
- [How to Create a Social Media Content Calendar](#)
- [Additional Resources in the YP Google Drive](#)



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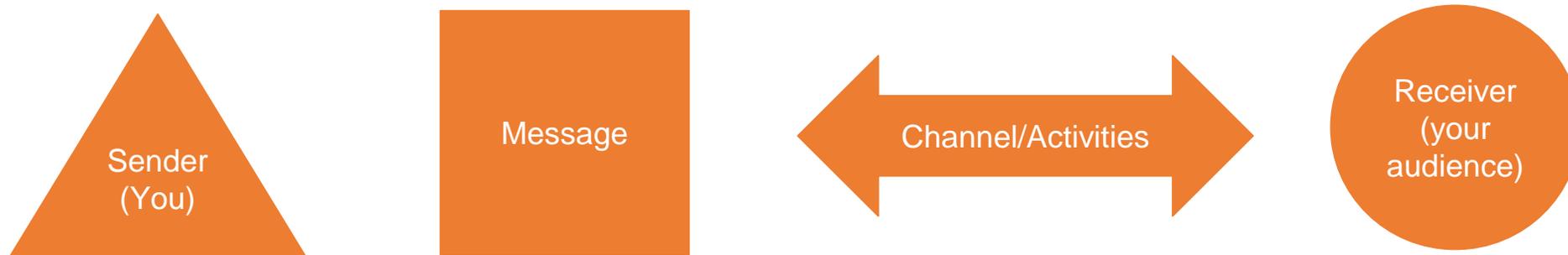
## Supporting information

# Top 10 Areas IEEE Members Are Interested In\*

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

# Crash course in communication strategy

- There are 4 main components to communication:
  - Sender (in this case, you)
  - Receiver (your audience)
  - Your message
  - Your communication channels and activities



# Crash course in communication strategy

Step 1: consider the receiver's needs: what they want, what they need etc.

Step 2: decide what are your needs: what do you want your audience to know, feel, or do?

Step 3: build your message: it's best to have just one message per communication - keep it simple!

Step 4: choose your communication channels and activities and share your message

Step 5: measure the impact: use metrics or have follow-up activities.



Measure the impact / follow-up

# Crash course in communication strategy

Example:

Step 1: based on previous research, I know YP members in my area are interested in industry jobs in the area of aeronautics.

Step 2: I am organizing an event with guest speakers the future of aeronautics. There will be industry presence, and some recruiters will be there. I need to promote this event and make sure it is well attended.

Step 3: I put together a message that reads something along the lines of “Are you interested in aeronautics and the possibility of a career in this field? The [YP group name] is organizing an event on this topic on [date] at [location]. Find out more information about the sessions and speakers on our website [hyperlink], and register for the event before [deadline]. The post-event networking session will provide you with a unique opportunity to engage with industry recruiters and specialists in the field.”

Step 4: I will share the message through an email notice to my group’s members (I get the contact information and communication preferences from OU Analytics) and on my group’s social media channels.

Step 5: I check the click-rate for the event link in the email and reach/engagement metrics on social media. I adjust my follow-up strategy based on the engagement generated.

# Crash course in communication strategy

## The anatomy of a message

<b>Problem</b> (linked to Receiver need)	Are you interested in aeronautics and the possibility of a career in this field?
<b>Key message</b> (linked to sender needs)	The [YP group name] is organizing an event on this topic on [date] at [location].
<b>Action/consequence</b> (call for action)	Find out more information about the sessions and speakers on our website [hyperlink], and register for the event before [deadline].
<b>Incentive (optional)</b>	The post-event networking session will provide you with a unique opportunity to engage with industry recruiters and specialists in the field.

# A communication plan map

Communication plan	Objective	Overall purpose			
	Target groups	Description	unique / homogeneous (will reach the same to messages)		
			Pre-knowledge or feelings they have	about the subject	positive
				about you	negative
			What channels do they use?		
		Needs	What would make them listen?	Message "hooks"	
	Communication Goals	What do we want target groups to...	Know about		
			Feel/think		
			Do (call for action)		
		How do we measure our goals?			
	Message	Based on our goals	Add the target group's needs		
		No more than 3 per communication			
	Channels	Prioritize options for communication channels			
		If there is no one channel that fits all needs	Use a mix of channels		
		Repeat your message	Sharing a message only one is not effective		

# Be mindful about your communication plan

- Don't overdo it!
- Make sure you have diversity in your communication
- Develop your own content calendar to help you keep track of what messages you should share when (correlate with award nominations, volunteering position nomination, upcoming events, membership renewal season, other major IEEE activities)



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# The 7 Ps of Services Marketing

