

Promoting ProStart on Social Media

Gossip Genie

ProStart State Coordinators

July 24, 2019

Agenda

- Why is social media important to ProStart?
- Recap of the basics – Social 101
- How to grow on social
- How to be strategic
- How to measure success
- Final takeaways and Q&A

Promoting ProStart on social media is important because it...

- Amplifies the value of ProStart to alumni, parents, donors, sponsors, and other valuable partners
- Contributes to brand awareness and recognition - Increases exposure for schools, students, educators, and the program
- Shows potential students, educators, and mentors what ProStart is all about
- Can generate leads from corporate donors, community partners and potential mentors
- Allows for knowledge sharing and highlights best practices

Social Media 101

Formula for a strong post



1. Bright, clear, eye-catching photo(s)

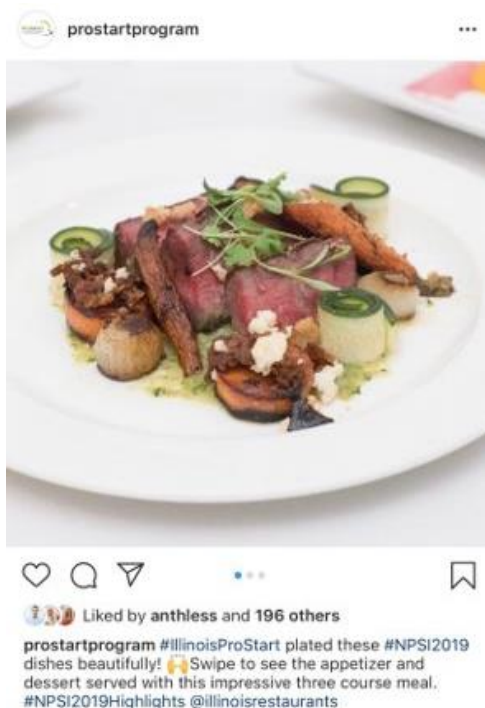
+

2. A concise caption with a call-to-action

+

3. Relevant hashtags (on Instagram & Twitter)

Before you post, ask yourself these questions:



1. Does this post appeal to my desired target audience?

2. Will this post grab their attention in a crowded newsfeed?

3. Does this post represent the kind of content we typically share? In other words, could it stand on its own?

101 Tips for Social Media Promotion

1. Use hashtags and follow them continuously
 - Keep the hashtags consistent across all social platforms and use in all of your posts and updates
 - Tweets with hashtags get 2X more engagement than those without (Source: <http://bit.ly/1y62Sh9>)
 - Follow event-specific hashtags so that you can engage with others using it, track the chatter at the event, and easily interject into conversations

How to Use Hashtags

When using Instagram and Twitter, we recommend using a combination of specific and broad hashtags that pertain to your post. This will ensure you're reaching more people in relevant audiences.

We recommend 1-2 on Twitter and 10-15 on Instagram.

Examples:

SPECIFIC:

#ProStart
#MadeInProStart
#GlenviewHighSchool
#ChickenPiccata



BROAD:

#ChefsInTraining
#ChefLife
#CulinaryArts
#StudentChef

<https://help.instagram.com/351460621611097>

101 Tips for Social Media Promotion

2. Use high-resolution images and custom graphics to promote the event and the hashtag
 - Follow ProStart on social media and feel free to share and post the images they share
 - Use **high-quality images** when promoting the student's work



101 Tips for Social Media Promotion

3. Share your content with ProStart and NRAEF

- We want to help build buzz for your state as well!

Tag the NRAEF and use their hashtags so that we can leverage your posts to amplify your message

- **Facebook:** /NRAEFoundation
- **Instagram:** @NRAEFoundation
- **Twitter:** @NRAEF
- **LinkedIn:** /NRAEF

Tag ProStart whenever you post so that we can share your content, especially in Instagram stories

- **Facebook:** /ProStartProgram
- **Instagram:** @prostartprogram
- **Twitter:** @ProStart

101 Tips for Social Media Promotion

4. Schedule and draft your messages
 - You can pre-schedule tweets and Facebook posts to ensure you are regularly posting content
 - Look into using free tools such as TweetDeck or HootSuite to pre-schedule your Tweets
 - Facebook has an easy to use scheduling tool that allows you to schedule posts directly from your business page

101 Tips for Social Media Promotion

5. Live Coverage: Photos/Video

- The best way to share the experience of being at an event is via images and videos
- Be sure to tag relevant people or donors in your images when you post

101 Tips for Social Media Promotion

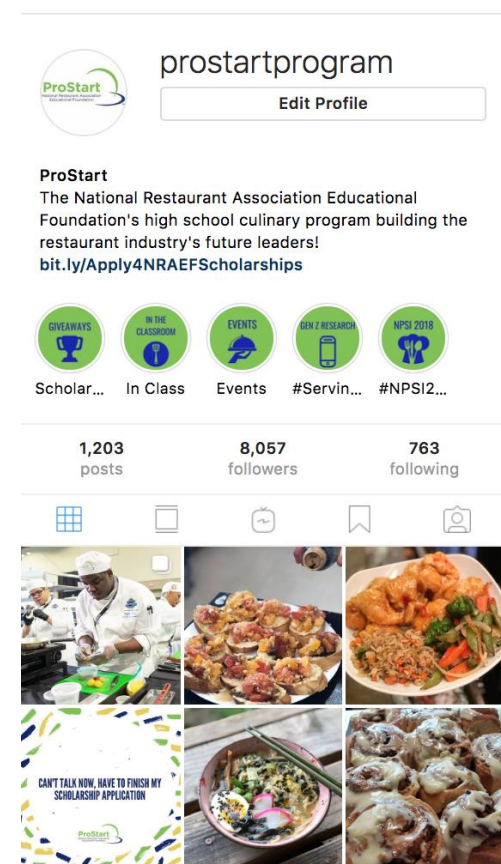
6. Live Coverage: Take notes of what you hear

- Document key quotes and snippets of dialogue to share on social to help your fans relive the event
- The more knowledge you share from the event, the more your audience will feel they were a part of the experience as well
- Quotes and comments from people at the event are also a great way to capture the spirit, passion and enthusiasm of the students and what the program means to them

101 Tips for Social Media Promotion

7. RESHARE PROSTART'S CONTENT!

- Retweet ProStart's Tweets
- Share the Facebook Live videos
- Add ProStart's Instagram posts to your Instagram story
 - Click the share arrow > "Add Post to Story"



Key Social Media Takeaways

- Follow and consistently use the official ProStart hashtag: **#MadeInProStart**
- Make sure your images are bright and clear
- Tag ProStart and NRAEF across all channels so that we can help amplify your content
- Share ProStart's social media content

How to Grow on Social

How to Gain Followers

- Giveaways
- Influencer/blogger partnerships
- Follow other people in your target audience
- Follow relevant hashtags and Like/Comment on the photos in that feed
- Paid advertising

Advertising on Social

- If you have a limited budget, put \$5-10 behind your strongest social media posts each month
- If you have a more generous budget, boost 2-3 of your strongest posts each month
- When promoting your posts, start by targeting the fans of your page + the friends of your fans in order to get the biggest bang for your buck

Example Audiences

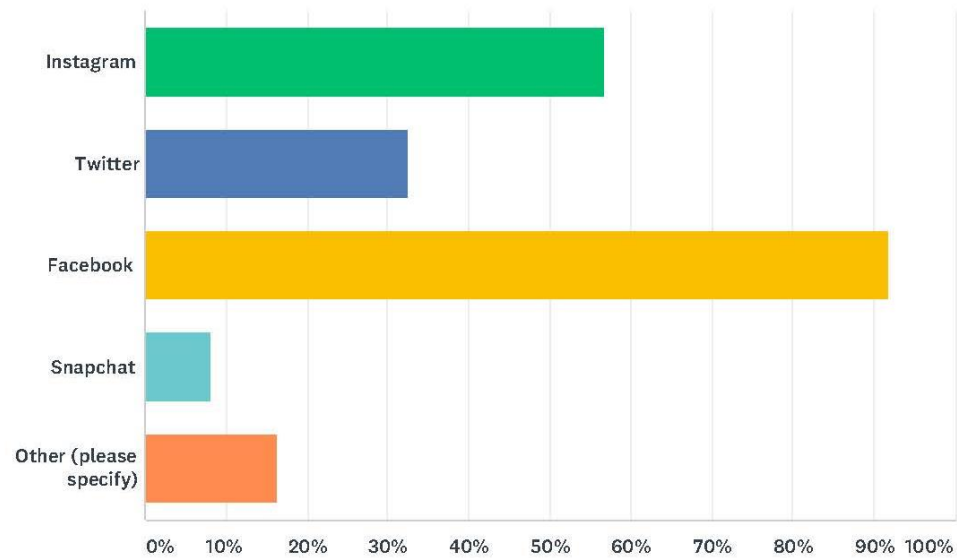
- News outlets
- Students/educators
- Parents
- Restaurant partners
- Donors/Sponsors
- Post-secondary schools
- Potential employers for ProStart students
- Potential Mentors
- Alumni

Reaching Your Audiences

- LinkedIn – More industry focused, corporate
 - People who could hire ProStart students
 - Donors and sponsors
 - Post-secondary schools who accept COA, or want to recruit students
- Instagram – Students and chefs
 - Potential chef mentors
 - ProStart alumni
- Twitter – Local news, reporters
 - Restaurant Partners
- Facebook – Parents
 - All of the above

Q7 Do you currently use any of the following social media platforms for your school's ProStart program?

Answered: 37 Skipped: 4



| ANSWER CHOICES | RESPONSES | |
|------------------------|-----------|----|
| Instagram | 56.76% | 21 |
| Twitter | 32.43% | 12 |
| Facebook | 91.89% | 34 |
| Snapchat | 8.11% | 3 |
| Other (please specify) | 16.22% | 6 |
| Total Respondents: 37 | | |

Growing your social presence can help grow your program

- Start a classroom/school specific Instagram you can direct people to to demonstrate the level of talent in your class
- Follow and engage with local businesses and industry professionals
- Tagging donor/sponsors shows ROI for them and helps with stewardship

Social Media Strategy

What Does a Social Strategy Look Like

Create a document with the following information:

- Goals
 - Fan numbers, likers per post, posts per week, etc.
- Target Audiences
 - Who do you want to reach most?
- Look & Feel
 - What kind of tone do you want to set on your page? Examples: Professional, fun and creative, inspiring, etc.
 - Do you want to maintain a certain aesthetic? Examples: using the same filter, keeping photos light and bright, etc.
- Important Dates & Topics to Cover
 - Start a content calendar filled with topics to cover and important dates such as food holidays, scholarship sign-up deadlines, etc.

What makes a good social media campaign

- Consistency
 - Posting regularly and with content that stays on topic
- Authenticity
 - Sharing content that amplifies the program and the student's work and gets to the heart of the work you're doing
- Creativity
 - Highlights the student's work in a way that grab's the audience's attention

Measuring Success on Social

Success Benchmarks

- **Followers/Fans**
 - Follower – a user who has subscribed to your feed
 - Facebook Fan – a user who likes your Facebook Page

- **Engagements**
 - Talking to, messaging or interacting with others on social.
 - The number of interactions people have with your content - can include many types of actions – commenting on a post, liking, sharing, retweeting

- **Reach**
 - The total number of people who see your content.

- **Impressions**
 - The number of times your content is displayed

List of social media terms and definitions here - <https://blog.hootsuite.com/social-media-glossary-definitions/>

Tools to measure growth, how to keep track

- HootSuite
 - Free plan lets you schedule up to 30 posts at a time, connect up to 3 social profiles, and have 1 user.
 - <https://hootsuite.com/create-free-account#/>
- SocialBlade
 - Tool for analytics, reporting, and growth tracking
- Facebook & Instagram Analytics
 - Facebook has very comprehensive analytics

Being Smart on Social Media

Highlighting Students & Minors

- Photographing minors
 - It is best practice to get releases from all persons in photos, particularly from minors. Generally speaking, you need a release if the person in the photo is “identifiable.”
- Release forms
 - For minors, release forms must be signed by a parent or legal guardian.
 - It might be easiest to acquire release forms from all students at the beginning of the school year, so you are covered from the start. NRAEF can provide our template release as an example if necessary.

Photo & Video Guidelines

- Crediting photo/video that is not yours
 - Whenever you're sharing an image or video that is not yours, it's good practice to tag or type out the name of the original poster.
 - I.e., on Instagram, you can share static posts to your story by hitting the arrow. When you add to your story, the original poster will be credited. For an Instagram caption, you can use the camera icon emoji: @username.
- Stock imagery
 - You can purchase stock images on sites like iStock, Shutterstock
 - You can use free stock images on sites like Unsplash, Pexels
- Music licensing
 - You can purchase inexpensive music licenses on sites like [premiumbeats.com](https://www.premiumbeats.com). Uploading videos with music you don't own can result in posts being reported and removed.

Final Takeaways & Questions

Takeaways

- Building your social presence can help grow your program, establish brand awareness, and attract new mentors/donors
- Having a strategy and organized plan will lead to more successful campaigns
- Measuring your success will help identify what's working, what needs tweaking
- Following proper guidelines on social media will ensure in safety for your students and integrity of your channels

Questions?

Thank you!

- For any questions related to social media or photography, email Comms@nraef.org

Appendix – Photography Tips

101 Photography Tips

- When photographing the student's work, be sure to walk up close to the plates of food or to the students presenting
- The further away from the subject, the more distracting the image can be

EXAMPLES OF WHAT WORKS



EXAMPLES OF WHAT COULD BE IMPROVED



- Too far away from the subjects
- Not focused on the work or the students = very distracting

101 Photography Tips

- Ensure that the photo is bright and colorful so it stands out in the newsfeed
- To increase the brightness when taking a photo on an iPhone, simply click on the subject through the viewfinder and swipe up

EXAMPLES OF WHAT WORKS



EXAMPLES OF WHAT COULD BE IMPROVED



101 Photography Tips

- If the photo doesn't come out as you hoped, you can always edit it before sharing it!
- If you're taking pictures on your phone, you can edit it in the iPhoto app or with programs like Snapseed, VSCO, Photoshop Express or even directly on Instagram
- Photos can be brightened, sharpened, and cropped on photo tools

BEFORE



AFTER



101 Photography Tips

- Too busy to take photos? Assign a student, parent, or mentor to take them!
- Only have a phone to take photos? See if your school has a camera they'd be willing to lend out
- Pro Tip: Ask a photography student at your high school to take photos of ProStart students prepping for the competition
- If your iPhone has portrait mode, don't be afraid to use it!

Instagram Stories 101

- Film video directly on Instagram so it's vertical and optimized for the Instagram story frame
- Add in fun GIFS, geolocations, music, stickers, and more
- Use text to describe what's going on in the video or picture
- Tag @ProStartProgram in the video so we can share it on our story
- Helpful resources: www.impactbnd.com/blog/tips-professional-instagram-stories, <https://gossipgenie.com/tips-tricks-instagram-stories/>