



SOCIAL MEDIA UNLEASHED

A SUMMER LEADERSHIP WORKSHOP
PRESENTED BY

DONNA MALONE, COMMUNICATIONS & PR CHAIRMAN

with ALYSSA BARILAR, STELLAR CONNECTIONS

GFWC PENNSYLVANIA



WHAT'S NEW &
EXCITING

KEEPING UP WITH
SOCIAL MEDIA

ATTRACT
RECRUIT &
RETAIN MEMBERS

STRATEGIES &
CONTENT

SHARE YOUR
GFWC STORY

POST LIKE COMMENT
SHARE REPEAT POST
LOVE COMMENT SHARE
REPEAT POST WOW!
COMMENT SHARE REPEAT
POST LIKE COMMENT
SHARE REPEAT POST
LOVE COMMENT SHARE
REPEAT POST WOW!

SOCIAL MEDIA UNLEASHED GFWC PENNSYLVANIA SUMMER LEADERSHIP CONFERENCE

Please **DO NOT** silence all cell phones at this time!
IT'S TIME TO POST LIKE COMMENT SHARE REPEAT...

What is all the excitement and craze over Facebook and Social Media and how can we use it to our advantage?

Social Media can be challenging at times. Facebook posts go by very quickly before it's time for a fresh, new post. It can seem like a very daunting, never-ending task and, at times, may seem a bit overwhelming.

During this workshop, we will discuss a plan to help you stay current and relevant while promoting GFWC, engaging your audience, and attracting new members.

WHAT'S NEW?

- PINTEREST
- VIDEO RECORDING
- BROADCASTING LIVE!

KEEP UP WITH SOCIAL MEDIA IN 5 EASY STEPS

- POST
- REACT
- COMMENT
- SHARE
- REPEAT

SOCIAL MEDIA UNLEASHED
GFWC PENNSYLVANIA

**ESTABLISH A
FACEBOOK
MANAGEMENT
TEAM**

- SET UP SOCIAL MEDIA STRATEGIES
- DEVELOP A SOCIAL MEDIA CALENDAR
- SCHEDULE YOUR FB POSTS

**ATTRACT
RECRUIT &
RETAIN
MEMBERS**

- YOUR TEAM PLAYS A PART INTERACTING ON FACEBOOK
- KEEP THINGS FUN AND INTERESTING
- JOIN OR CREATE A SPECIFIC GFWC FB GROUP

**STRATEGIES
AND IDEAS**

- PROMOTE GFWC PARTNERS
- INTRODUCE OFFICERS & CHAIRMEN
- CLUB ACCOMPLISHMENTS
- CLUB EVENTS & FUNDRAISERS

**SHARE
YOUR GFWC
STORY**

- PAST COMMUNITY PROJECTS
- CSPs: DESCRIBE COMMITTEES
- CREATE A VIDEO INTERVIEW SERIES WITH CLUBWOMEN