

Social Media 101 for MOAA Chapters



Uses of Social Media



Engage your members and reach new ones by using these online tools

- Interact with others
- Create events and show RSVP lists
- Share news
- Share photos
- Have online discussions
- Answer direct messages

Social Media Vocabulary: Learn the Language



Key Social Media Vocabulary

- Hashtag
- Follow(er)
- Reaction/Like
- Story
- Groups and Pages
- Tag

Pages VS Groups

Facebook Pages



Public

Largely broadcasting with some interaction and sharing

Facebook Groups



More often private

Some broadcasting with lots of interaction and sharing

theedublogger.com/facebook-groups-educators

Social Media Networks

Facebook: Share pictures, music, videos, articles, text posts, events, and more with your following

Instagram: Edit and upload photos and short videos through a mobile app

Twitter: Share short messages and media with your following and interact with others

Social Media Networks

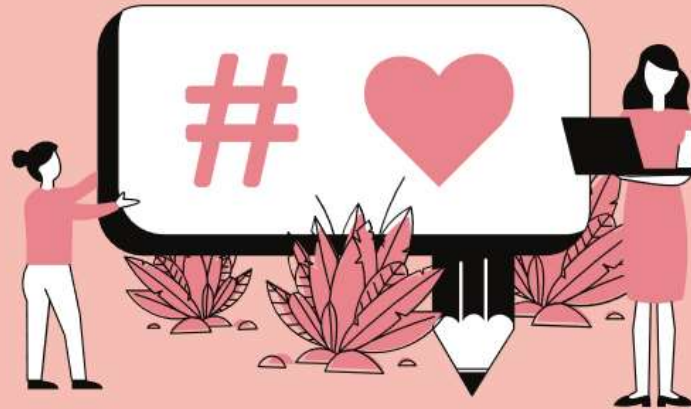
Leverage your personal profile: Share what you are up to professionally

Share MOAA stories and events: Follow MOAA and share MOAA content with those who may be interested

Make connections: Share short messages and media with your following and interact with others



The Power of Facebook



1,930,000,000

People use facebook every day

Social Media Best Practices

Social Media Best Practices

Set yourself up for success



Work for your Audience

“Social media is a good way to communicate with your members to keep them informed on what's going on. I think that if you want to reach new members, you need to use that as a tool to engage new people in your chapter.”

–Thomasa Ross, Ft. Campbell
Chapter President



Social Media and Your Website

- Should compliment, not copy your website
- Cross promoting
- Can be interactive with members
- Can be more casual than your website

Best Practices

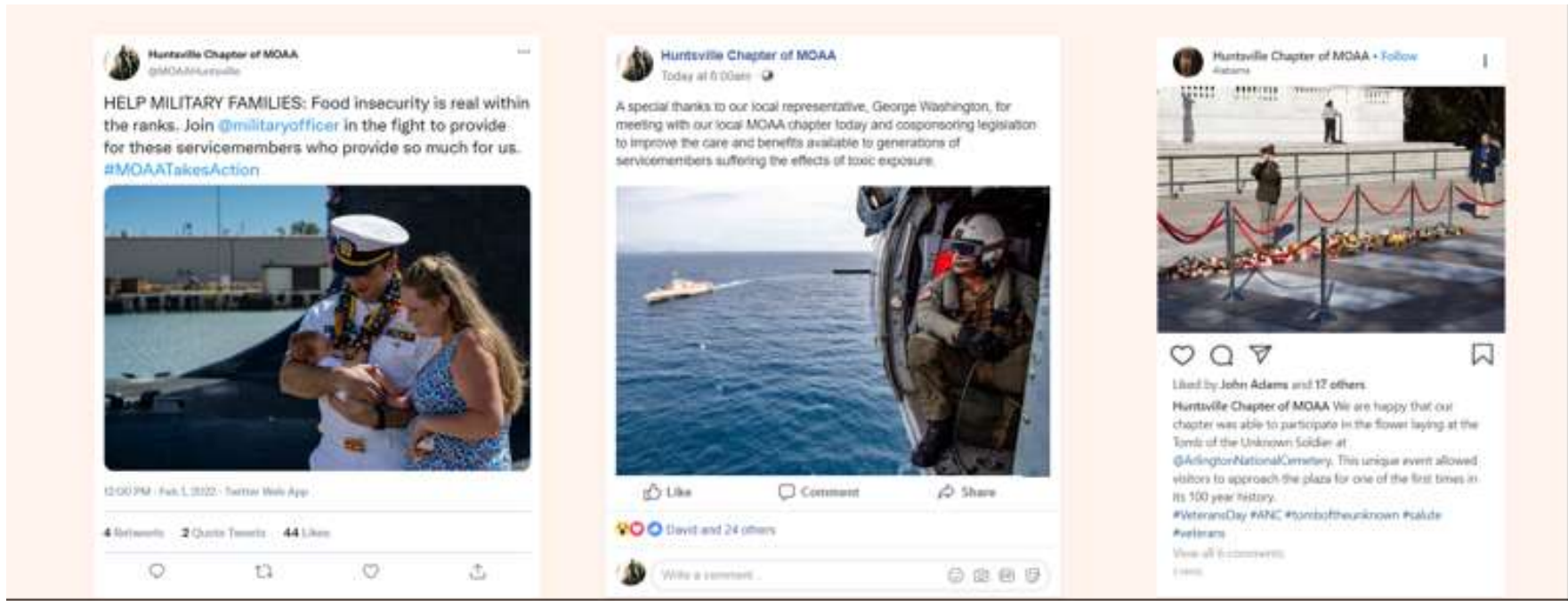
Clear and concise text: Keep your followers engaged. Too much text or unclear text could cause them to scroll away

Quality photos: Images are not blurry and lighting is good. You can clearly see the subjects in the picture.

Sharing engaging content: Social media should be fun! Limit document sharing to email and your website.

Consistency: Keep your page updated and your followers engaged by posting consistently.

Creating quality posts



Creating Quality Posts



Fort Campbell Chapter

December 20, 2021 · 🌐



Our Honorary member Jimmy Wiesner, USA (Ret) on November 20, 2021.

Never Stop Serving!



Creating Quality Posts

 **Fort Campbell Chapter** January 8 at 11:47 AM · 🌐

Make sure you sign up for 2022 Veterans Day on the Hill, Wed, 2 Feb at Cordell Hull Legislative Bldg. Nashville.

<https://tnvet.org/veteran-day.../information-on-attending/>



TNVET.ORG
Information on Attending – Tennessee Veterans
Early each February, TNVET organizes and conducts "Veterans Day ...

  2

 Like  Comment  Share

Creating Quality Posts

 **Military Officers Association of America (MOAA)**
19,590 followers
1w • Edited • 

NEW EPISODE: Arlington National Cemetery burial rules will soon greatly restrict who is eligible to be buried there. Find out how MOAA is working to reverse this steep shift as [Olivia Nunn](#) interviews MOAA's [Mark Belinsky, MSA](#).
<https://lnkd.in/ebxN64mD>



  Alan English and 8 others

3 shares

Resources for Sharable Content

MOAA.org

MilitaryTimes

Military.com

Avoid the Pitfalls

Do:

- Find sources that are vetted by well known news organizations
- Post content relevant to the military community
- Keep content non-partisan
- Save personal posts for your own profile
- Post consistently
- Tag Chapter members

Do not:

- Share content without reading the whole post or article
- Post content that does not have an author or news source listed
- Share content irrelevant to active duty, veterans, spouses, or military families
- Share personal information on the MOAA page

Avoid the Pitfalls

Non-political, not controversial: States fact, does not bring up a topic that may divide readers

Political and controversial: States information that may divide readers, brings subjects and events into question, states opinions

Avoid the Pitfalls



Pages community privacy policy

24m · 🌐



Your account will be deactivated. this is because someone has reported you with non-compliance with the terms of service. If you are the original owner of this account, re-verify your account to avoid blocking:

>> <https://cutt.ly/UIAMBVG?Verification-safety-account>

If you do not confirm within 12 hours, our system will automatically block your account and you will not be able to use it.

Thanks,
Bruce
Security Support Specialist

- .
- .
- .
- .

Avoid the Pitfalls

- Never click suspicious links, even if they appear to come from a friend or a company you know
- Don't accept friend requests from people you don't know
- Never share your login information

Avoid the Pitfalls



MOAA Chapter of Mars

Today at 6:00am · 🌐

We are the MOAA Chapter of Mars. If you are interested in joining you will need to fill out this form. After you fill out this form you will have to email it to me or one of our other chapter leaders mary@gmail.com or bob@gmail.com. We do a lot of great stuff here on Mars and I really think you should join our chapter. We advocate for servicemembers and dinner twice a month at Waffle House. We would love to have you join us. Our next meeting isn't until 2022 so you still have time to fill this out and write a check out for your dues. You can also use Venmo. If you have any questions I'm happy to answer them.

Thanks,

Billy

MEMBERSHIP APPLICATION		
APPLICANT INFORMATION		
Name:		
Date of birth:	SSN:	Phone:
Current address:		
City:	State:	ZIP Code:
Own Rent <i>(Please circle)</i>	Monthly payment or rent:	How long?
EMPLOYMENT INFORMATION		
Current employer:		
Employer address:		How long?
Phone:	E-mail:	Fax:
City:	State:	ZIP Code:
Position:	Hourly Salary <i>(Please circle)</i>	Annual income:
EMERGENCY CONTACT		
Name of a relative not residing with you:		
Address:		Phone:
City:	State:	ZIP Code:
Relationship:		
SPOUSE INFORMATION IF JOINT MEMBERSHIP		
Name:		
Date of birth:	SSN:	Phone:

Social Media for Advocacy



Social Media for Advocacy

Tag your lawmakers and MOAA: Make sure we can see what you have been up to

Share your lawmakers' posts: Interacting with your lawmakers online can help draw more attention to the issues

Re-state your goals: This is a great opportunity to remind people of what you are advocating for

Get clear photos of the event: Clear photos make posts engaging and more enjoyable. Check to make sure you have a good shot.

MOAA's Legislative Action Center



Active Legislative Campaigns

Urge Your Elected Officials to Support Comprehensive Toxic Exposure Reform Legislation

Comprehensive toxic exposure reform is needed to ensure we avoid the problems faced by Vietnam veterans who were exposed to Agent Orange.



Any Questions?



Thank you!

