



REVITALIZE YOUR

# CHAPTER MARKETING

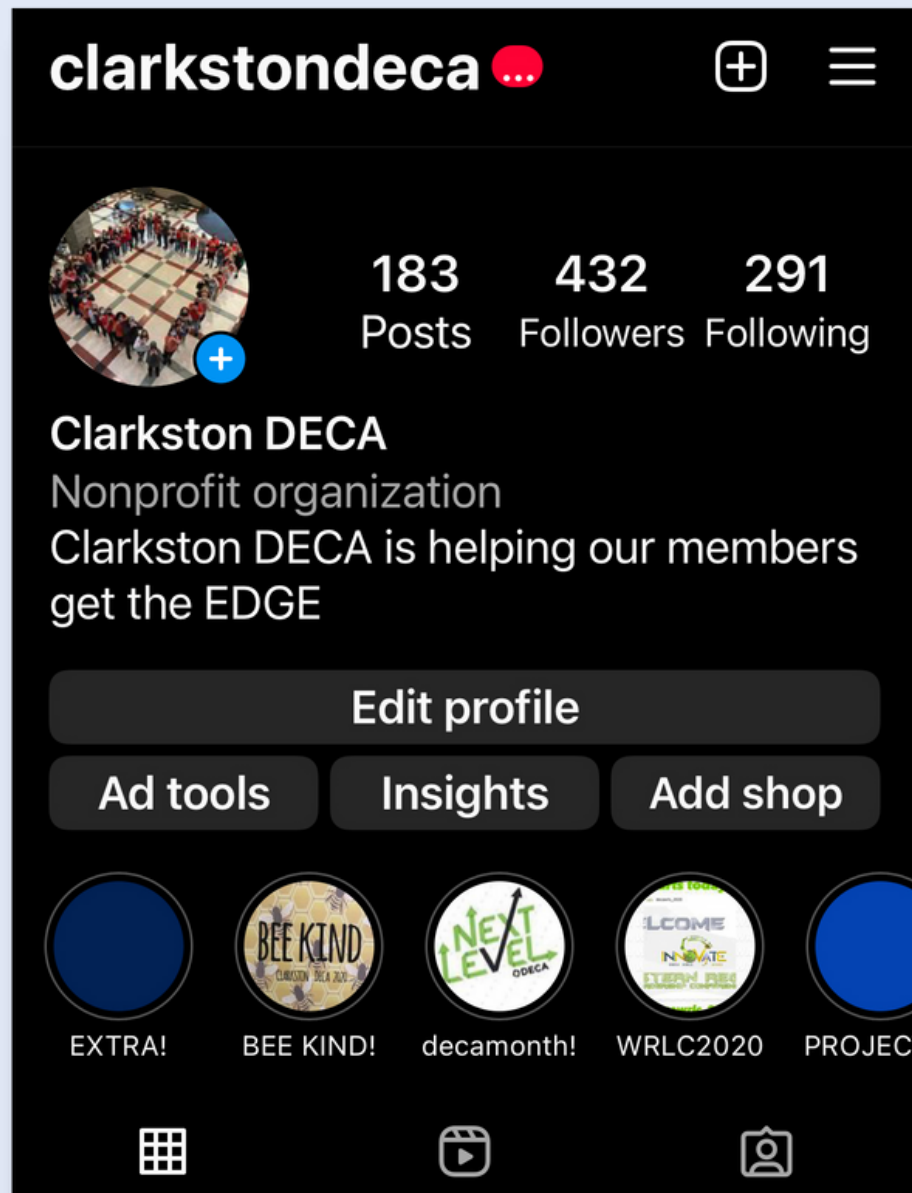
CREATED BY:  
WASHINGTON DECA'S TEAM LAUNCH

# AGENDA:

- 1. WHY USE SOCIAL MEDIA IN YOUR CHAPTER?**
- 2. CREATING CONTENT**
- 3. AUDIENCE GROWTH**
- 4. PRACTICE!**
- 5. SHARING AND FEEDBACK**



# WHY USE SOCIAL MEDIA :



- 01. Learning real-world skills**
- 02. Community connections**
- 03. Chapter recognition within school and area**



# WHY USE SOCIAL MEDIA :



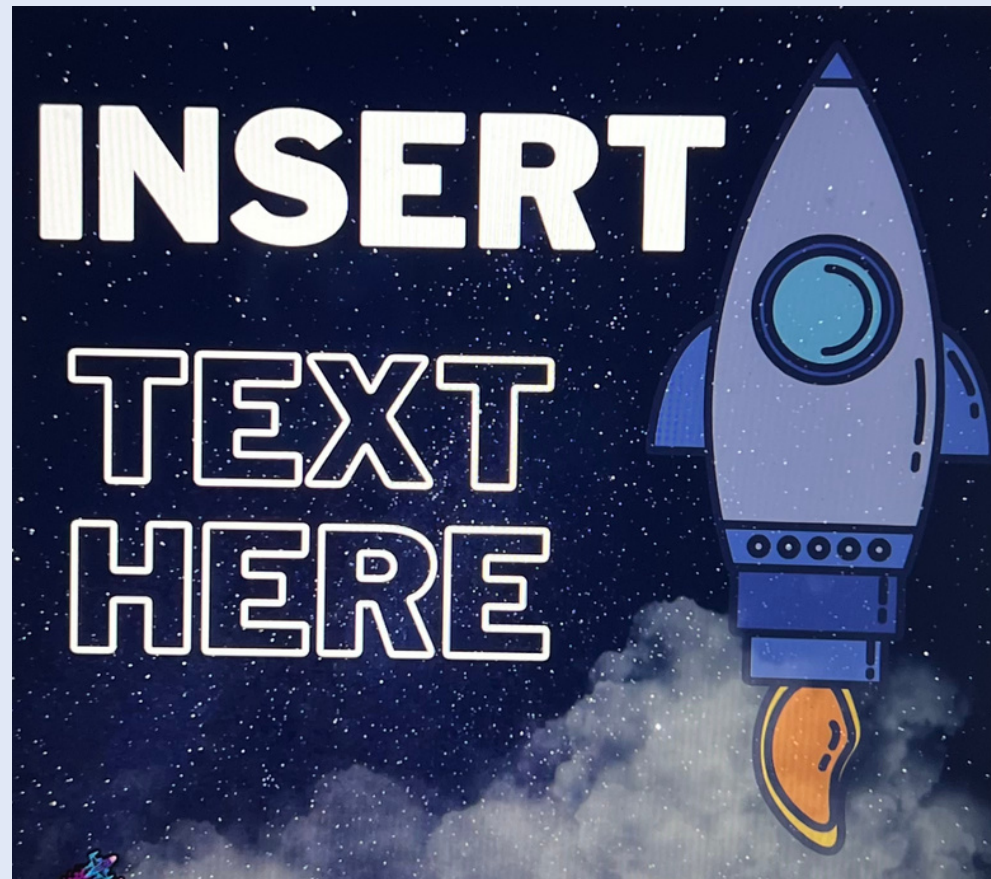
**01. Grow your chapter**

**02. Build relationships**

**03. Promote your content**



# CREATING CONTENT:



## KEEP IT:

- Uniform
- Neat
- Simple
- Relevant

## DON'T:

- Type paragraphs of text (in most circumstances) Utilize captions for that!
- Use colors that are not readable
- Have any errors in grammar and spelling

## REMEMBER:

- What is the purpose of this post?
- Is this representing my chapter well?
- Who could possibly see this in the future?

# AUDIENCE GROWTH:

## WHO, WHY, AND HOW SOCIAL MEDIA CAN HELP

### WHO?

- DECA Students
- Incoming Students
- General School Body
- Community
- Other Chapters

### WHY?

- You never know who's looking
- Future opportunities
- Recognition

### HOW?

- Consistent posting
- Discover what members react best to - use tools like Insights on Instagram
- Use platforms that reach all your audiences