

GETTING THE EDGE WITH YOUR CHAPTER'S SOCIAL MEDIA

**CREATED BY:
WASHINGTON DECA'S TEAM LAUNCH**



Brainstorm

What are the pros of having social media for your chapter?

Pros of Social Media

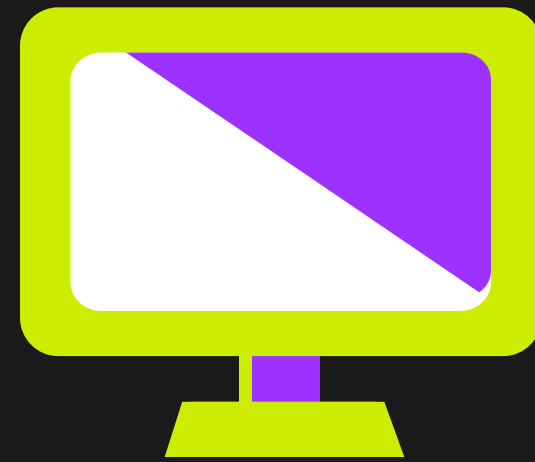
Why should your chapter have an active social media?



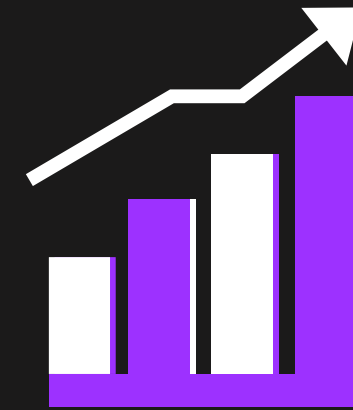
Fosters involvement
and good feelings



Connection within
school and community



You never know who
will see it



Way to share
information to a wide
audience



183 Posts 432 Followers

Clarkston DECA
Nonprofit organization
Clarkston DECA is helping our members get the EDGE

How does your chapter use chapter social media to connect with others?

Edit profile

Ad tools

Insights

Add shop



EXTRA!



BEE KIND!



decamonth!



WRLC2020



PROJEC



clarkstondeca



Clarkston DECA
4th Grade Career Development Conference



Classroom



Area 11 DECA

Area 11 President and VP of Marketing
Serves 18 high schools in Eastern Washington
Contact Sophie Henderson via DM [more linktr.ee/Area11president](https://linktr.ee/Area11president)

Creator tools
527 accounts reached in the last 30 days.

Edit profile

Email



ICDC 2022



SCDC 2022



FLC 2021



WA DECA u...



ELS 20...

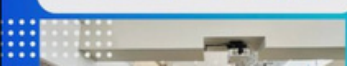


Are YOU Interested In Being Area's Next President?



APPLICATIONS OPEN UNTIL

AREA 11 BOOT CAMP



AREA 11 BOOTCAMP



What chapter social media accounts do you like? What do they do well?

riverridgehsdeca 8

19 Posts 71 Followers 34 Following

River Ridge DECA ♦
Nonprofit organization
- Follow to keep up with announcements
- Meetings at 7:30 in room 601 on ACT Wednesdays
wadeca.org/

Professional dashboard
New tools are now available.

Edit profile

ICDC 2022 SCDC 2022 New

riverridgehsdeca

**THANK YOU
FOR COMING TODAY**

We hope to see you next ACT Wednesday

A photograph of a large group of students sitting at tables in a classroom, clapping and smiling. A banner in the background reads "DECA RIVER RIDGE HIGH SCHOOL".





Outdated/Boring Content

- Plain pictures
- Non-Uniform Posts
- Complex Posts
- Lack of Personality
- Following OLD Trends
- Now It's Your Turn! What Ideas Do You Have?

Fun & Fresh Content

- Polls
- TikToks or Reels
- Student Interviews
- SBE or Classroom Tours
- DECA Month prompts
- Now It's Your Turn! What Ideas Do You Have?

Now You Try!

Create a promotional IG Reel
about "Why You Should Join
DECA"

