



Soroptimist is a global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.

SOROPTIMIST INTERNATIONAL OF THE AMERICAS, INC.®

## SIA's Social Media Strategy

The marketing communications department is responsible for managing SIA (and LiveYourDream.org's) social media outreach efforts to help accomplish SIA's impact, engagement, recognition and philanthropic goals.

Top 3 social media sites throughout the world:

- North America: Facebook, Twitter, Instagram
- Latin America: Facebook, Instagram, Twitter
- Asia: Twitter, Facebook, Instagram

SIA has a presence on the following platforms:

- Facebook: SIA's most robust platform, "where are members are." Used to share SIA assets and news, as well as to post communication for clubs/members. Also employed to grow brand awareness. Could be used to solicit donations and/or new members through paid advertising.
- Twitter: Used for member engagement and brand awareness.
- Instagram: Used for membership engagement (club projects, convention photos, etc.), to share photographic assets, increase brand awareness, and as a platform the younger generation who may be moving away from Facebook.
- YouTube: Use to share video assets, inspirational stories of LYDA recipients.
- LinkedIn: Geared toward professional and business people (which used to comprise the bulk of SIA members), this is a platform for pushing out leadership information and other SIA news to entice prospective members.

Each year, the marketing communications department compiles a calendar with input from SIA departments. Currently posts are scheduled through HubSpot. The department also employs the services of a digital marketing firm to help with strategy.

### AUDIENCE

Most of our content is geared toward Soroptimist clubs and members, as is the case with similarly structured organizations that employ social media to communicate with, engage and inspire clubs and members. It is not possible logistically or financially to email clubs and members with all SIA news and direction. *Best for Women* is only published twice a year and does not contain date-sensitive information, and the *Soroptimist Summary* is subscription-based and sent to an incomplete email list. We are obligated to reach members where they are in order to push out important information and messaging.

### STRATEGIC OUTCOMES

#### Impact

- Members/clubs will participate in the Soroptimist Dream Programs.
- Non-member followers (potential members) will be engaged, educated, and inspired about the Soroptimist Dream Programs and impact.
- Clubs/members will share stories of their local impact.

#### Engagement

- Clubs and members will receive value in their membership through engagement with SIA headquarters and other members.
- Clubs will develop and manage social media pages to accomplish strategic goals.
- SIA LinkedIn page will serve as leadership development tool using SIA-developed resources.
- SIA will increase awareness about organizational events, initiatives, sponsorship opportunities, best practices, and leadership with club and members.

#### Recognition

- Clubs will receive guidance from headquarters to promote Soroptimist through their social media pages.
- The public will learn about SIA and our Dream Programs.
- SIA's brand will be reflected throughout social media.

#### Philanthropy

- Clubs will use social media tools to fundraise personally and locally.
- Members will participate in SIA fundraising appeals.
- Clubs/members will be acknowledged for their philanthropy.
- Clubs/members will be aware of SIA's corporate partners and how they support SIA.

- SIA will demonstrate the impact of organizational philanthropy to advance our mission.

### METRICS

*Measure quarterly in department measures*

- # of social media followers —*also a dashboard measure*
- engagement (# of people who like, comment or share SIA's social media content)—*also dashboard measure*
- reach (# of people who have seen SIA's social media content)
- web traffic from social media sites to Soroptimist.org
- funds raised through social media fundraisers