

Colorado



SEE What We See...

POSSIBILITIES

Twitter and Facebook: Sketching a World of Possibilities

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Social Media helps Publicize and Promote your chapter or district. Social Media allows information, updates, photos, documents, and videos to be readily available anywhere and anytime. Facebook and Twitter are among the popular regarding to FCCLA. These outlets allow members to stay connected and this bridges the gap between advisors, officers, and members. How can your chapter or district get the most out of Social Media?

PUBLICIZE

- 1) *Get your name on the FCCLA blueprint:* National FCCLA and Colorado FCCLA both have Facebook and Twitter. Create a page or Twitter account for your chapter and “like” or “follow” National FCCLA and Colorado FCCLA. Having connections to both these pages will help publicize your chapter at the State and National level.
- 2) *See what we see... Updates daily:* Make sure to update your Facebook or Twitter daily (or every couple of days) to keep your fans and followers in the loop. Repetition in updates is the key; little reminders of fundraisers or special events keep an audience engaged and informed.
- 3) *Paint (or post) a picture:* A picture is worth a thousand words, and in the case of social media, it is worth even more. Post a picture, tag Colorado FCCLA, and publicize what your chapter is doing. Anything from work days to meetings to fundraisers, pictures give your audience the visual a status update can't.
- 4) *Utilize all the colors; use all the tools:* Try getting your audience involved. Ask a question, post a poll, offer prizes, or ask for suggestions. Encourage your members to share or re-tweet posts. Invite friends and family to your page.

PROMOTE

- 1) *Keep your eye on events:* Create an event on Facebook and invite members, advisors, and friends and family. Creating an event helps increase your outreach to promote outside of your “likes”. Make sure to post updates about your event if needed. For even more promoting, post a link of your update to Twitter and your Facebook wall.
- 2) *Design in action: Live updates:* Promote an event while it’s happening; let your audience know what is going on here and now. Snap a picture and post it. This allows you to showcase what your chapter does and keeps the audience updated with the most current information.
- 3) *A spark of genius:* Ask questions. Connect with your audience. Keeping up with what your audience has to say connects the “gap” between officers and members or advisors and members. This can help your chapter or district become the “family” that FCCLA strives for.
- 4) *A Display of Recognition:* Promote your chapter or district by recognizing your members. If one of your members is doing a fundraiser for No Kid Hungry, or even winning a State Championship for a sport, congratulate them and recognize them. This shows that your chapter or district is involved and aware.

Make sure to sketch a world of possibilities by **promoting** and **publicizing** through Social Media. Also, get connected with the Colorado and National FCCLA to get the latest updates about everything FCCLA related.

LINKS

[Colorado FCCLA Facebook](#)

[National FCCLA Facebook](#)

Colorado FCCLA Twitter: @ColoradoFCCLA

National FCCLA Twitter: @NationalFCCLA

Email Photos and Your Chapter or District Updates to: cofccla.vppr@gmail.com