NAPO AZ Social Media
Goals

Primary Goals for the Chapter:
1. Share information and ideas, educate
2. Promote the field of Professional Organizing (advance our industry)
3. Network (the chapter and your business)
4. Attract new members
   a. Financial resource for the chapter
   b. Increases pool of contractors
   c. Additional knowledge and skills we can draw upon
   d. Fill board and chair positions consistently and completely

Secondary Goals for the individual members:
1. Become familiar with using social media to promote your own business
2. Have a large pool of information from which to draw upon for
   a. Business development
   b. Blog or newsletter production
   c. Increased knowledge (ideas and expertise) to bring to your clients

Content

What types of content should I submit to NAPO-AZ social media pages (Facebook, LinkedIn, Twitter (limited))?

1. Quotes, statistics or facts (with references) related to anything in our industry.
   a. Research builds industry and business credibility
   b. Establish yourself as an expert
2. Organizing tool or product
   a. Product name
   b. Picture of the product
   c. How you used the product to solve a particular problem
   d. Website on where to find the product or more information about it
   e. Information on where to purchase the product locally
   f. Pricing
   g. Why do you like or dislike this product? Pro's, Con's or suggestions for improvement
3. Favorite technology tool – similar guidelines as above
4. Blogs or articles
   a. Written by our members. Establishes NAPO AZ and its members as industry leaders!
   b. Written by third parties. Supports our industry but does not directly promote our chapter and its membership
5. Advertise your classes, workshops or seminars. They must be educational to members and/or the general public. Limit of 2 per month.
6. Book or article reviews. If you have read something/anything pertaining to your business, why not write a review? Consider including:
   a. The title and author
   b. Include a picture of the book cover
   c. A brief summary of the plot or focus
   d. Comment on the book's/article's strengths and weaknesses
   e. Add your personal response with specific examples to support praise or criticism
7. Other ideas and suggestions are welcome!

How to Submit Content

1. Submit all content in writing to: socialmedia@napo-az.com
2. Submit content by the 15th of the month for inclusion in the following months' schedule (Sept 15th for any content to be posted during the month of October for example)
3. Submit content EXACTLY as you would like it to appear
   a. Create content in a word document
   b. Use spell check and grammar check before sending
   c. Provide any picture attachments in the form of .jpg or .jpeg.
      i. Use only photos that you own, have paid for or are from a website that provides copyright free images
      ii. Don't put our chapter at risk by using illegal image downloads
   d. Include accurate hyperlinks as needed
   e. Add @mentions you would like included for Facebook
   f. Add #'s you would like included for Twitter
4. If you need content posted on a specific date and/or time, please indicate that in writing at the top of your submission page. A speaking event that requires registration would be an example of a time sensitive post.
5. Character limits for social media platforms (limited by Hootesuite-scheduling platform). If submitted content exceeds the limits noted below, the post will be truncated.
   a. Facebook: 2,000
   b. LinkedIn: 689
   c. Twitter: 140
   d. Here is a word/character counter site if needed: https://wordcounter.net/
6. Try to stimulate reader engagement
   a. End comments with open ended questions. Ask
      i. "How do you"
      ii. What is your favorite"
      iii. "What do you think about"
      iv. "Has anyone had a similar experience"
   b. Share content and ask for feedback or comments