

Check Out FIAE's June 2019 Newsletter

To fiae@listserve.com <fiae@listserve.com>



June 2019



Mark your calendar and register today....

November 11-13, 2019

The Ballantyne Resort

Charlotte, North Carolina

For on line registration and hotel accommodations, go to

www.fiae.net

FEATURING a New Program for FIAE Association Members attending their First FIAE Convention....

Success by Intent

Presented by Robin Sternack

An interactive discussion and workshop designed to build your FIAE peer network and expand your leadership toolkit. Learn how to intentionally leverage your experience, build critical leadership competencies and increase your early impact. Content will focus on Vision, Influence, Networking, Communication and other key leadership competencies to be tailored for Association, Attendee and Industry interests.

Followed by panel of seasoned FIAE Executives to discuss FIAE, state issues, and resources available.

Apply now! FIAE'S

PROFESSIONAL DEVELOPMENT FUND POLICY

The FIAE Professional Development Fund is a grant/scholarship program created to assist in and encourage the professional development of association executives. It's designed to encourage and stimulate creative thought and knowledge about association management in order for all members of FIAE to become "the best they can be."

Any association executive that works for an active member of FIAE is eligible to apply for the funds. Active members must be current in their dues for the calendar year in which request was made. Application can be made for financial assistance, not to exceed \$500/calendar year, for the following activities:

- Pursuing the "Certified Association Executives" (CAE) certification, or participation in the Institute for Organization Management (IOM), for up to three years (total \$1,500). Application must be made annually for additional grant monies.
- Speakers, workshops, or educational courses that are innovative and would bring knowledge and information back to all association executives for improving the way they manage their association. Recipients will be required, within six months of the event funded, to provide information back to the membership in the form of newsletter submission, presentation at the annual meeting or webinar.
- Assistance in helping an association executive attend the FIAE annual convention. Application for convention assistance can be made two out of five consecutive years. Receipts for travel expenses will be requested, and funds can only be used to offset the attendance of the FIAE member (i.e., no spouse).

Applicants should complete and submit the attached application to the President. The President of FIAE, together with the current Executive Committee will screen requests and grant approval. For copies of the full policy and application fund, go to www.fiae.net.

Last month, FIAE hosted a webinar presented by one of the newest affiliate members - AR Marketing. If you did not participate, feel free to listen to a recording and see AR Marketing's power point at www.fiae.net.

8 Proven Tips to Obtain Rock Star Status Social Media Accounts

--Wendy Ladas, Senior Director at AR Marketing

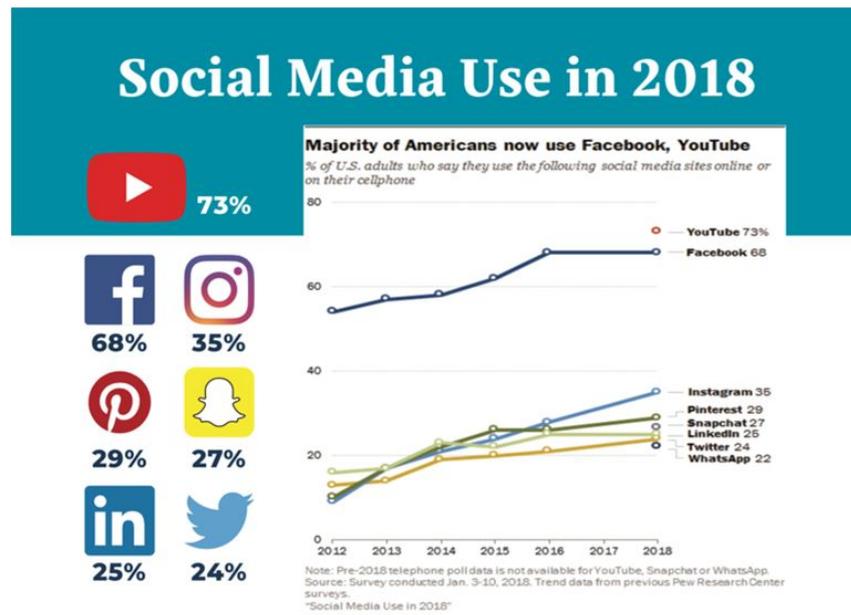
AR Marketing is FIAE's newest affiliate member, a full-service marketing agency operating in the food industry since 2009 by serving independent retailers, wholesalers, CPG's and association clients.

Promising to help your association build an industry following with results driven content and measurable results, AR Marketing presenters, Wendy Ladas, Elizabeth Weddington and Marketing Managers from the National Grocers Association (NGA) and International Foodservice Distributors Association (IFDA) offered FIAE members, 8 Proven Tips to obtain Rock Star Status Social Media Accounts during the May 21st webinar.

"Growing a social audience is one of the most difficult tasks for businesses," mentioned Wendy Ladas, "That being said, it's a fact that for a company to be successful today, it must embrace all channels and social marketing is a critical part of that equation. While the tips we offer won't necessarily blow up your social followings overnight, they will put you on a solid foundation for long-term, sustained growth. More importantly, they will give you a following that will actually benefit you and your organization."

Tip #1 Grow the RIGHT Social Channel for your audience

The first step toward building an audience on social media is simply figuring out who you want to target. There are pronounced differences in the use of various social media platforms within the adult population. Each social media channel has a profile that represents the majority of their users. The key to taking advantage of the right channel is understanding what that audience consists of. Ask yourself, is your brand's target audience on Facebook, LinkedIn, Twitter, Pinterest, Instagram or SnapChat? Each of these social channels has a unique audience that your company may benefit from with tailored messages on that platform.



Source: <http://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>

Tip # 2 Create metrics to measure your goals

You'll want to know where your followers are coming from and how they are engaging with you. Generate a list of what you're trying to achieve from your social media efforts. Then, match your goals to actual metrics and behaviors that you can measure. For example, if you're trying to measure engagement, then what is the practical form of engagement you want to track? Is it retweets or reposts? Replies or comments? Clicks?

We recommended these social analytic tools to help track:

Sprout Social

Integrate with the social platforms and networks that matter to your business.

<https://sproutsocial.com/>

Shortstack

Whether it's a contest, giveaway, landing page or quiz, build one in minutes that looks amazing and works flawlessly.

<https://www.shortstack.com>

Snaplytics

Create and manage stories for Snapchat & Instagram

<https://www.snaplytics.io/>

iconosquare

Improve your social growth using insights on content performance and audience engagement on Facebook and Instagram.

<https://pro.iconosquare.com>

Tip#3 Follow Legitimate, Relevant Accounts

To get followed, you must first be a good follower. Finding and following accounts of real people and businesses who are relevant to your business is an essential step to building your own following. Having 100 followers who regularly engage with you and your content are infinitely more valuable than 10,000 that ignore you. It might be cliché to say, but don't leave the "social" out of your social media presence. The beauty of social is that you can form relationships in an instant with followers from just about anywhere. The whole point of growing your social following is to get real, authentic people to engage with your brand. Don't just subscribe to a ton of people and/or brands with no purpose. Instead, break down your search for users into three distinct categories:

- People you know
- People you sort of know
- People you probably should know

Don't forget that most social sites will give you recommendations for people you may know or for brands that might appeal to you based on who you already following.

Tip #4 Have Something to Show & Share / Post Original News

If you want to be worth following, there has to be some "there." You have to have some substance to your profile. We've noticed that when we post something that gets widely re-shared, we almost always gain new followers. Over the years we've paid careful attention to the kinds of social media posts that get those shares. Posts that tend to increase your exposure and therefore lead to new followers include:

- News & Trends
- Opinions
- Data
- Events & Meetings
- Policy Issues
- Employee Spotlights** these ALWAYS do well

Tip #5 Be Active & Engaged, Post Frequently -But Appropriately

You've got to maintain a regular presence, but you also don't want to overdo it. To simplify the process and save time, IFDA Marketing Manager, Jennifer Ryan, suggested repurposing graphics from other marketing materials. She found success with reposting artwork such as email banner graphics into IFDA's Facebook, Twitter and LinkedIn posts. She also discussed the increased engagement IFDA's page receives when it posts videos. Consider breaking down your longer videos into several 15-30 second clips to gain additional content on your page.

Tip #6 Rally Your Subscribers

NGA's Marketing Manager, Annie Frost, demonstrated how Facebook Live worked for her association to build excitement during their annual Best Bagger event. Throughout the year, states hosted competitions and judged baggers based on a variety of criteria to determine who would represent them on the national stage. As NGA drew closer to the event, we rallied our followers and posted both text and graphics to encourage them to watch the Competition from the comforts of their homes. By providing the information ahead of time, this allowed our followers to share the information and helped lead to over 20,000 views of the 2017 Best Bagger National Championship through Facebook Live! We also saw over 5,300 engagements on the Facebook Live! as people cheered on their favorite contestants and felt like they were part of the action all the way from their home.

Tip #7 Use Hashtags

A hashtag is easily created and searchable, and has become an extraordinary marketing tool for businesses, organizations, celebrities, and even the average individual. Now, it's rare to see a social media post without one, especially on Twitter and Instagram. Despite many jokes and funny sketches on the overuse of hashtags, when used properly, they really are an integral part of digital marketing. You can follow and engage with specific hashtags to stay updated on a current topic/trend, you can create your own hashtag to promote a new product or service, search a hashtag to cut through the digital clutter and find what you're looking for, and so much more. During the webinar, AR Marketing shared an example of they used a simple hashtag and paired with a giveaway to create buzz for their client IGA using the hashtag #IGARally2017.

"Our client, IGA, has 900 stores throughout the U.S., they host a rally for many of their owners in Las Vegas for 2-days. During the rally, we encouraged participants to take photos and post them to their social media account using the hashtag #IGARally2017. The idea was to share their experience with other IGA Retailers. We offered a prize of casino chips to the most original photo and the hashtag contest resulted in hundreds of hashtagged photos to use in future IGA Rally marketing." explained Wendy.

Tip #8 Encourage Employees to be Social!

Remind your fellow team members that when they're out there doing cool things, they're going to get attention. Whether it's speaking at conferences, receiving an award, being interviewed on a video show or podcast, or even simply attending an industry meeting those are great ways to get exposed to new people and get SOCIAL. Best of all, the people at conferences and meetups are highly likely to be relevant to your business, so they're highly motivated to follow you on social media. IFDA's Jennifer Ryan reminded members to ask their employees to 'like and share' their company's social accounts from their own accounts to help your organization increase engagement.

The lesson learned from AR Marketing's webinar is that at the end of the day, when you take time to build up your brand by leveraging influencers, sharing content that matters, and focusing on your own brand's message, you get authentic followers which means that people are in it for the long haul.

Interested in hosting a social webinar for your members?

Additional examples of how AR Marketing clients and associations utilize Pinterest, Instagram, YouTube and SnapChat to engage with members were discussed throughout the webinar. The complete presentation can be found on the <https://www.foodindustryassociationexecutives.com/>

Contact Wendy Ladas to schedule

*8 Proven Tips to obtain Rock Star Status Social Media Accounts
or Facebook 101 for your members.*

wendy@a-rmarketing.com

419-427-2772 ext 76

**Webinar Ideas? Newsletter Article Submissions?
Send them our way!**

Food Industry Association Executives, 664 Sandpiper Bay Drive, SW, Sunset
Beach, NC 28468