

SOCIAL MEDIA FOR CHORUSES - *BEYOND FACEBOOK*

Overall adult use of social media: 72%
30-40 age group using social media: 78%
18-29 age group using social media: 89%

FACEBOOK

- People come to Facebook to make personal connections and to have fun.
- Strategy – Help supporters feel more connected to your organization; show them who you are as humans; help them connect to each other; make them trust you.
- Share behind-the-scenes photos, ask questions that get fans/friends talking, share compelling statistics & success stories.
- Create events to invite Facebook friends to chorus activities
- Easy, light, fun. Include media with all posts – links, photos, videos.

Expand your internet presence to attract more interest in your chorus:

INSTAGRAM

- Mobile app used for posting photos or short (15-second) video
- Rarely used by itself; i.e. Instagram is connected to Twitter, Facebook & other social networking sites.
- Used to push out the message to other social media channels - Increases engagement and recruits new supporters!
- Connect with supporters/fans/prospective members through photos of members and/or audience members doing fun or different activities.
- Younger people are moving towards using Instagram even more than Facebook!
- Chorus Instagram example (Scioto Valley Chorus): <http://instagram.com/p/tgHkO6MTAV/>

TWITTER

- A space where people share the content that excites them, in short 140 character bursts.
- The (hashtag) link reigns supreme!
- Strategy – Don't get too personal; share the best content you can find; drive traffic to your website; get people to "Re-Tweet" your content; follow people who have lots of followers and ask them to spread your message.
- Re-Tweet, Thank – create good Twitter karma.
- Statistics, quotes, links. Be creative!
- Example: <https://twitter.com/SPCchorus>

PINTEREST

- Pinterest is a tool for collecting and organizing things you love – People use it to make wish lists, plan trips, organize events, start collections, interior decorating, plan projects
- Pinterest is a virtual pinboard that works more like a *Vision Board*, rather than an off-the-cuff, in-the-moment statement of what we are eating or where we are hanging out.
- Pin compelling visuals with great captions that link back to your website or blog; share statistics and infographics; share your chorus' personality and fun.
- Browse boards created by other people to discover new things and get inspiration from people who share your interests.
- Example: <http://www.pinterest.com/sweetadsintl/>

LINKEDIN

- A professional network where people go to build networks and connect to resources.
- Strategy – Unlike Facebook, people actually want to talk about work and work issues on LinkedIn. Longer, wordier responses, more professional tone. In this case, our 'work' is music/performing.
- Look for potential members and volunteers, share professional networking events, Board opportunities, join Groups and ask questions and start discussions.
- Good for donor prospect research, recruiting volunteers; promoting thought leadership on an issue.
- Example: <http://www.linkedin.com/groups/Sweet-Adelines-Intl-2037006>

MEET-UP

- Online network that makes it easy to organize a local group, or find one already meeting
- Great tool for local nonprofits to gather prospective members, supporters and donors.
- Examples: <http://sweet-adelines.meetup.com/>

OTHERS

Google Plus+, Tumblr, VK, Flickr, Vine, MeetMe