

# The Art of Engagement: Using Social Media to Enhance Your Chapter's Presence

October 17, 2019



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*Brought to you by NIGP*



# Session Topics

- Navigating the Social Network
- Developing a Social Media Strategy
- Strategy Implementation
- Analytics



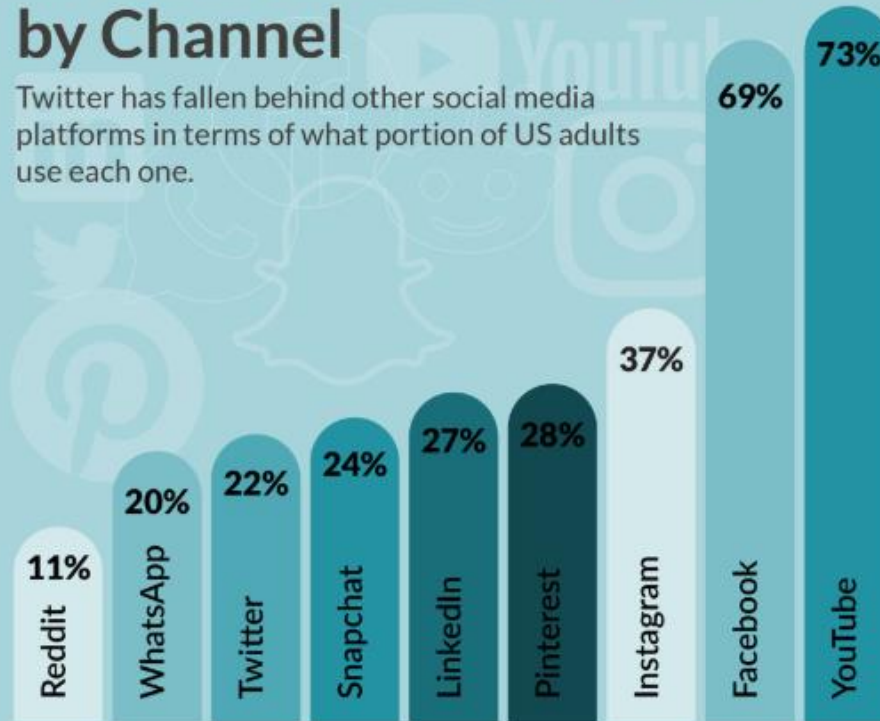
# Navigating the Social Network

# Navigating the Social Network



# Social Media **USAGE** by Channel

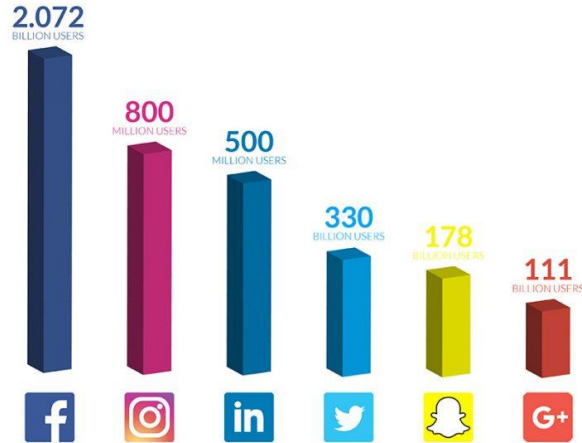
Twitter has fallen behind other social media platforms in terms of what portion of US adults use each one.



Source: Pew Research Center

# Chapters By the Numbers

## USER COUNT ON SOCIAL MEDIA



- Facebook Group - 11
- Facebook Page - 26
- LinkedIn Group - 13
- Twitter - 17
- Instagram - 4



# Developing a Social Media Strategy



# Strategy Development





# Strategy Development - Chapter Buy In



# Governance Considerations



- Brand Alignment
- Policy
  - Controls
  - liability
- Delegated Authority

# Governance Considerations



## Central Florida Chapter of NIGP Policy Governing Use of Social Media

1. **OBJECTIVE:** To provide the policy and procedures for developing applications and providing content on external Web applications and social media platforms in order to ensure consistency with our Chapter brand and content. This Policy also provides that such applications and platforms will be regulated to ensure the appropriateness of content.
2. **AUTHORITY:** This procedure is approved by the Board dated September 16, 2011.
3. **DIRECTION:** The Technology Committee (subject to direction by the Board)
4. **FUNCTIONS**
- A. **Definitions**
  - (1) "Web based social network services" are external Web sites or services. Most social network services provide a variety of ways for users to interact, such as e-mail and instant messaging services. Examples of current social network services are Facebook, Twitter, LinkedIn, GovLoop and Blogs.
  - (2) "Content managers" are the individuals responsible for maintaining the information on a site.
- B. **Selection of Social Media Sites**
  - (1) Given that social network sites vary in content and use, the Technology Committee will review a site before a Chapter account is created, including:
    - i. Determining whether the site allows comments or posts to be turned off. It will be in the discretion of the Chapter whether a site or platform will be used in the event that the platform will not allow the Chapter to turn off the comments or posts feature. If the Chapter utilizes a site or platform that will not allow the comments or posts to be turned off, the Chapter reserves the right to implement the controls set out in subparagraph C (2) hereinafter, and in all events, the Chapter disclaims responsibility and liability to the fullest extent allowed by the law for any inappropriate content or posting on any network site or platform.
    - ii. Ensuring the site provides adequate mechanisms, features and allows for the Technology Committee to control content.

## SC Association of Governmental Purchasing Officials SOCIAL MEDIA POLICY

Online social networks such as Twitter, Facebook, YouTube and LinkedIn can be valuable tools for communicating with the SCAGPO's stakeholders: Members, Vendor Community, General Public.

### I. Objective

To provide the policy and procedures for developing applications and providing content on external Web applications and social media platforms in order to ensure consistency with our Chapter brand and content. This Policy also provides that such applications and platforms will be regulated to ensure the appropriateness of content.

- A. Social Networking sites shall be used to perform as follows:
- B. Promote the Chapter, including events, initiatives, interests, and purposes
- C. Foster communication among procurement professionals
- D. Recruit potential new members

### II. Definitions

- A. Governing Board – SCAGPO's Board of Directors as identified in Organization's By-Laws including the Executive Officers, Regional Directors, and Directors at Large.
- B. Information & Publicity Committee – Committee responsible for the launch, maintenance, and usage of Social Media sites pertaining to the general organization. The Information & Publicity shall also be responsible for taking the lead on subsequent changes to the policy and for monitoring all SCAGPO related social media sites.
- C. Site Administrator – Individual(s) responsible for the launch, maintenance, and monitoring of social media sites.
- D. Social Media - forms of electronic communication (as Web sites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, videos, and other content.

### III. Guidelines for General Usage

- A. SCAGPO's Governing Board, upon adoption of this policy, accepts and approves the usage of Social Networking sites, Twitter, Facebook, YouTube, and LinkedIn for general organizational networking and announcements. All Social Media pages/sites for the general organization shall be maintained and managed by the Information & Publicity Committee or President's Designee.

# Governance Considerations



- Committee Structure
  - Standing
  - Ad hoc
  - Episodic
- Time Commitment



# Strategy Implementation

# Establishing a Presence

Who is your Audience?





# Establishing a Presence



- Choosing your platforms



# Establishing a Presence



# Marketing Your Presence

CHAPTER RESOURCES NOW AVAILABLE ON YOUR SMART PHONES!

**twitter** Follow @CFCNIGP for news, resources and updates about the chapter.

**facebook** "Like" the Central Florida Chapter of NIGP fan page on Facebook to see how others are discussing, teaching and sharing procurement news.

**LinkedIn** Join the Central Florida Chapter of NIGP group on LinkedIn to participate in procurement discussions and information exchange opportunities.

**govloop** Join the Central Florida Chapter of NIGP group on GovLoop for additional interaction with government procurement professionals.

**WordPress** Subscribe to the Central Florida Chapter of NIGP blog to receive news on procurement topics and participate in information exchange opportunities.

Issue 5, Volume 21, September 2019 Newsletter 43

MAPPofNIGP @MAPPofNIGP · Apr 20, 2017  
#MAPP17 Day 2!



MAPPofNIGP @MAPPofNIGP · Apr 19, 2017  
Our first official Tweet! Fitting it's at our #MAPP17 conference!!

2019 NIGP CHAPTER ACADEMY

Each year NIGP conducts a Chapter Academy (CA) in Herndon, Virginia. The goal of the event is to bring chapter leaders together to gain insight and to connect with one another. This year, I had the opportunity to represent the AHGPA and meet amazing individuals from across the US and Canada. Over a two-day period, we discussed ideas and challenges we faced within our organizations. Throughout CA we met regularly with our cohort which consisted of nine chapter leaders and a NIGP staff. As we met throughout the event, we got to learn more about each other and still keep in touch to this day.

AHGPA 2019 PROCUREMENT EXCELLENCE AWARD

Kara's Erin Bertram Awarded AHGPA's 2019 Procurement Excellence Award

The AHGPA Board would like to congratulate Erin Bertram, County of Kauai's Assistant Chief Procurement Officer as a 2019 Male & Female Procurement Excellence Award recipient. Erin was nominated by her co-worker and AHGPA Vice President Kevin Maki. The award was created to recognize the advancement of procurement excellence and innovation within procurement organizations in the State of Alaska and Hawaii.

CONNECT WITH US!

- TWEET US!
- EMAIL US!
- LIKE OUR PAGE!
- FOLLOW US!

Become a member today!

Central Florida Chapter NIGP

HOME ABOUT US MEMBERSHIP CONTACT US

**Upcoming Events**

**21ST ANNUAL CFC NIGP REVERSE TRADE SHOW**  
Tue, Nov 12, 2019  
DETAILS...

**LEGAL ASPECTS OF PUBLIC PROCUREMENT (VIERA)**  
Oct 7 - 9, 2019  
DETAILS...

**RONALD McDONALD HOUSE DINNER MEAL SERVICE - LAKE NONA**  
Sat, Oct 12, 2019  
DETAILS...

**Chapter News**

**FLORIDA REGION FOR DESIGN-BUILD ANNUAL CONFERENCE**  
The Florida Region of the Design-Build Institute of America announces their 14th Annual Conference...  
MORE...

**NIGP OFFERS 3 LEADERSHIP DEVELOPMENT PROGRAMS**  
Today's organizations need to not only build their current leaders, but also empower a new...  
MORE...

**FORUM SELECT 2019 REGISTRATION OPEN**  
Did you miss NIGP's Forum or Forum Vcon 2019? Worry not! Forum Select 2019 - Once...  
MORE...

**Member Services**

- Join / Renew Membership
- Review / Update Your Profile
- Member Directory
- Helpful Web Links
- Documents And Files
- Surveys
- Newsletters
- Photo Galleries
- Meeting Minutes
- Job Opportunities

**Stay in Touch.**  
Got a Question? Need assistance? Contact us, we're here to help.  
**CLICK HERE**

**REVERSE TRADE SHOW**  
REGISTRATION NOW OPEN  
**CLICK HERE FOR DETAILS**

# Marketing Your Presence



# Content Development & Deployment



# Content Development

## 5 *Pillars* of content

Promotional



Educational



Community



Entertainment



Engagement





# Content Development

**Upcoming Events**



*"We Strive, We Learn, We Achieve!"*

<b>Vendor Registration Fee</b> (Lunch is \$20 additional) <b>Early Bird: By September 17</b>	<b>Sponsorship Opportunities</b> (20% discount to M/N/150/100/250V certified firms)
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**14th Annual Reverse Vendor Trade Show**  
 Tue 10 AM PDT - Salem Convention Center - Salem, Ore...  
 You like OPFPA/Columbia Chapter Reverse Vendor Trade... [★ Interested](#)

[See All](#)

**SC Association of Governmental Purchasing Officials**  
 September 20 at 10:29 AM

Don't miss your chance! Sign up today. 📅



**SCAGPO's Young Professional's Training Event**

**Topics Include:**  
 Ethics  
 Membership  
 Acquisition Planning & Market Research  
 Responsiveness & Responsibility  
 ...and more

This event is for young procurement professionals 40 years of age or younger OR for people new to the procurement profession (three years or less).

**Cost is only \$20 per person**

**September 26, 2019**  
 WEST COLUMBIA CITY HALL  
 200 N. 12th Street  
 West Columbia, SC 29169  
 For additional information, email Sheila Willis at [shwillis@scagpo.org](mailto:shwillis@scagpo.org)

[2 Shares](#)

Marcheta Gillespie commented on this

Allison Blunt • 3rd+  
 Purchasing Agent, Town of Innisfil | HBSCFS  
 1d

A fantastic NIGP course, "Promoting the Procurement Function", at the 2019 OPBA Conference! Thank you [Marcheta Gillespie](#) for your wonderful instructing style and personality!

Marcheta Gillespie • 1st  
 Dynamic Public Speaker, Professional Procurement Trainer & Con...  
 5d

Had the pleasure of talking with this awesome group of professionals about Promoting the Procurement Function at the OPBA Conference in Toronto. Excellent discussions ab... see more



**Rocky Mountain Governmental Purchasing Association - RMGPA**  
 August 19

Forget the carrot-and-stick approach. Read this interesting article by Daniel Pink on "Mastering Motivation".  
<https://www.staplesworklife.com/.../mastering-motivation-with-...>

**STAPLESWORKLIFE.COM**  
**Mastering Motivation | Inspiring and Managing Your Team | Staples®**  
 Learn how to become a Master in Motivation. Bestselling author Daniel Pink shares his scientific secrets for inspiring and managing teams.

[You and 1 other](#)

[Like](#) [Comment](#) [Share](#)


**Central Florida Chapter of NIGP**  
 Published by Carrie Mathes 171 · September 19 at 7:08 PM

**Carrie Mathes** ▸ Central Florida Chapter of NIGP  
 September 19 at 7:07 PM



ORLANDOSENTINEL.COM  
 Orlando airport board, facing criticism, reverses course on no-bid lawyer contracts

**COPPER CHAPTER OF NIGP REVERSE TRADE SHOW**



IF YOU SELL TO GOVERNMENT AGENCIES - OR WANT TO - THIS IS A MUST ATTEND EVENT!!

REGISTER TODAY AT  
[WWW.COPPERCHAPTER.COM](http://WWW.COPPERCHAPTER.COM)

**EARLY BIRD REGISTRATION ENDS AUGUST 9TH!**

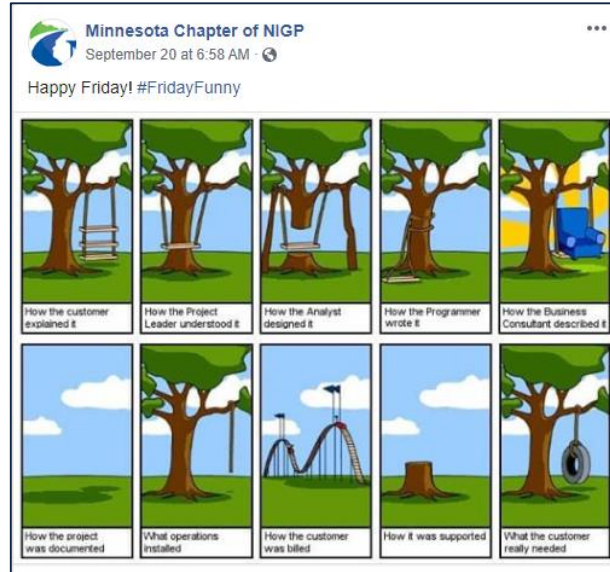
DON'T MISS OUT ON EXCLUSIVE SPONSORSHIP OPPORTUNITIES

**TUCSON CONVENTION CENTER**  
 260 S. CHURCH AVENUE  
 TUCSON, AZ 85701

**OCTOBER 29, 2019**  
 9:00 AM TO 3:00 PM

**ALL ABOARD THE PROCUREMENT TRAIN!**

# Content Development



# Content Development

**Columbia Chapter of NIGP**  
July 30 · 🌐

Columbia Chapter members,

The Columbia Chapter is looking for a few more volunteers to help out with the Ronald McDonald "Meals from the Heart" Program on Sunday, September 22, 2019 from 4:00pm - 7:00pm at the South Waterfront Kitchen - 3410 SW Bond Ave., Portland, OR 97239.

If you are unable to volunteer your time but would like to help out, we are also accepting money donations for the purchase of grocery items to make the meal. Money donations exceeding the grocery cost w... [See More](#)



**Ronald McDonald House Charities®**  
Western Washington & Alaska

Keeping families close™

**IPPA** @IPPA\_NIGP · Jul 16

We are pleased to announce that two of our members are newly certified by the UPPCCI! Joy Schwank from the City of Lewiston has earned both the CPPB & CPPD and Jason Skelton from the State Division of Purchasing has earned his CPPB. Congratulations! [#certification](#) [#cppb](#) [#cppd](#)



THE IDAHO PUBLIC PURCHASING ASSOCIATION SAYS...

**CONGRATULATIONS!**

To Joy Schwank for earning both the CPPB & CPPD certification and Jason Skelton for earning the CPPB certification. Fantastic job you two!

**Kara Daniel**  
Admin · September 26 at 6:24 AM · 🌐 Add Topics

Here is a fun little #ThrowbackThursday for you all! I was searching for pictures recently and came across this! I spy some fellow MAPP members! [#PopQuiz](#) who knows the year and the location this picture was taken? [#BonusPoints](#) who can name the faces of your fellow MAPP members in this picture?



Jason Finke, Bill Noyes and 3 others · 13 Comments · Seen by 90

**Scott Megan Howser**  
Admin · April 11, 2016 · 🌐 Add Topics

Good Morning Bill Noyes! You are our Monday MAPP Member Spotlight Selectee.

In the comments below, please answer the following questions:  
What public entity do you work for and how long have you been there?  
What is the best part of your job?  
What is the most unusual thing you have ever purchased?  
What would you like to see at a future MAPP conference?  
Thanks for participating!



Russ Pankey, Gloria Bunch and 1 other · 4 Comments · Seen by 7

Like · Comment

**Kara Daniel** created a poll  
Admin · April 23 · 🌐 Add Topics

If you are attending NIGP Forum this year in Austin would you be interested in participating in a MAPP member meet up on Saturday night before the event kicks off on Sunday?

☒ Yes  
Added by you

☐ No  
Added by you

+ Add option

5 Comments · Seen by 75

Like · Comment

View 1 more comment

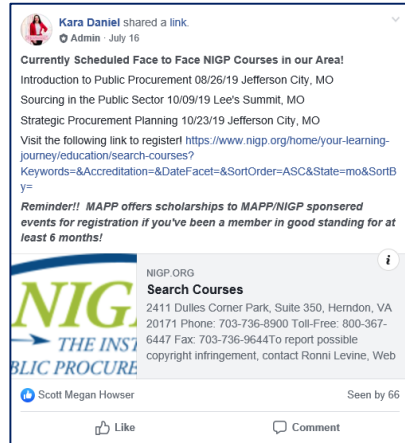
**Kara Daniel** · Thanks for all the responses! I am going to try to get something together! Stay tuned! I look forward to seeing y all in Austin!!!! 🙌  
Like · Reply · 22w

**Ginny N Justiniano** This is a great idea Kara Daniel!  
Like · Reply · 22w

Write a comment...

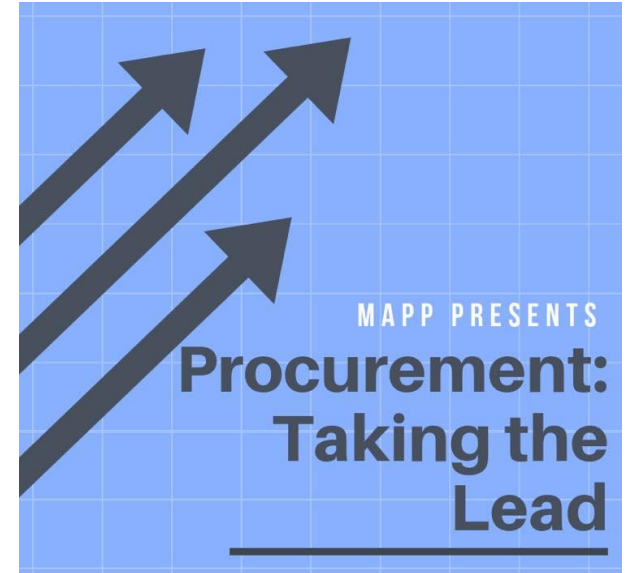


# Content Development



# Content Development

## Get Creative



Official MAPP Conference Hashtag

#MAPP18

ASPIRE

**APRIL 17-19, 2019**

CHATEAU ON THE LAKE - BRANSON, MO

f MAPPMISSOURI    @MAPPOFNIGP    MAPPOFNIGP

REGISTER TODAY AT [MAPPI.ORG](http://MAPPI.ORG)

YOUR LEARNING JOURNEY

# Deploying Content



- Individual Posts
- Auto Scheduler
- Subscriptions



# Deploying Content



**sprout**social



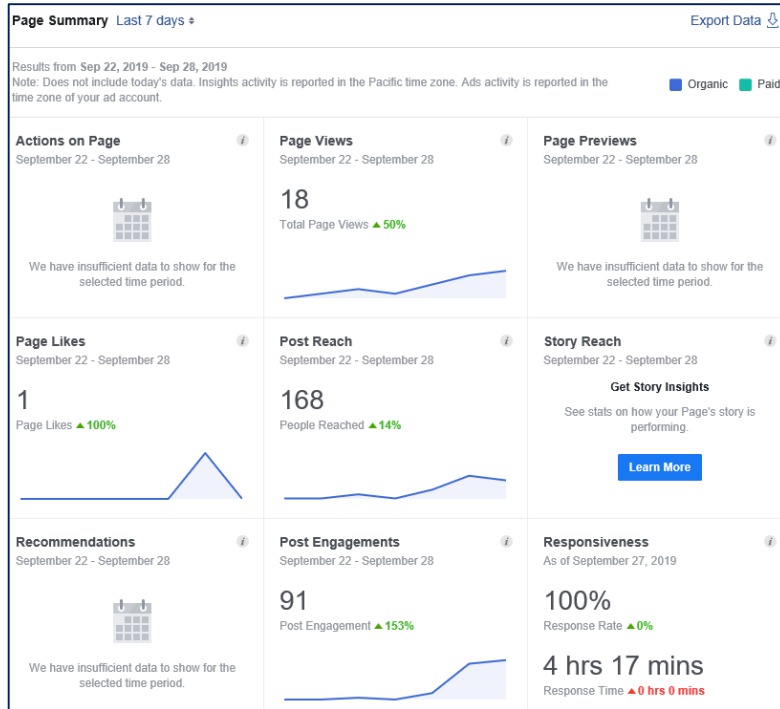
ASPIRE

YOUR LEARNING JOURNEY

# Analytics



# Facebook Page

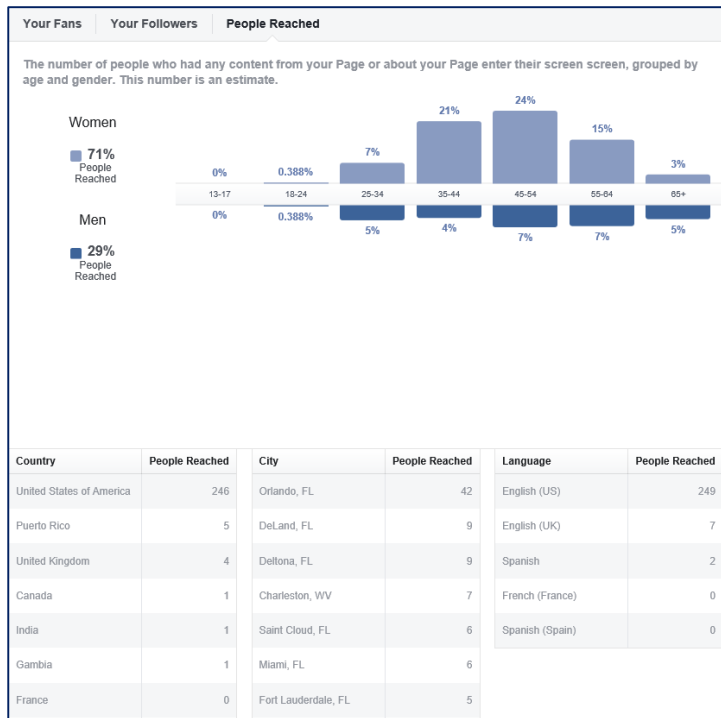


**Published Posts** [+ Create](#)

Search... [Actions](#)

Posts	Reach	Clicks/Actions	Published
Central Florida Chapter of NIGP shared a post.	54	19	Sep 28, 2019 at 3:40 PM Carrie Mathes
Congratulations to our new elected Board Members for 2020-2021 President	59	13	Sep 28, 2019 at 1:08 PM Carrie Mathes
We are honored to welcome Tammy Rimes, who will be kicking off our Fall	116	28	Sep 27, 2019 at 9:52 AM
Central Florida Chapter of NIGP shared a post.	26	2	Sep 24, 2019 at 7:38 AM Carrie Mathes
Central Florida Chapter of NIGP shared a post.	24	2	Sep 19, 2019 at 7:08 PM Carrie Mathes
Central Florida Chapter of NIGP shared a post.	28	3	Sep 17, 2019 at 8:17 AM Carrie Mathes
Did you miss NIGP's Forum or Forum Voon 2019? Worry not! Forum Select	113	10	Sep 15, 2019 at 12:59 PM
Looking to explore central Florida job opportunities in public procurement? The	124	15	Sep 15, 2019 at 11:48 AM
	75	12	Sep 10, 2019 at 9:48 AM Carrie Mathes
	46	2	Sep 2, 2019 at 9:23 AM Carrie Mathes
Hoping all of our Chapter members will remain safe as Hurricane Dorian	73	8	Sep 1, 2019 at 5:56 PM Carrie Mathes
The 74th NIGP Forum is a wrap! What was your favorite highlight?	64	5	Aug 29, 2019 at 8:29 PM Carrie Mathes
Central Florida Chapter of NIGP shared a post.	34	5	Aug 29, 2019 at 6:11 PM Carrie Mathes

# Facebook Page

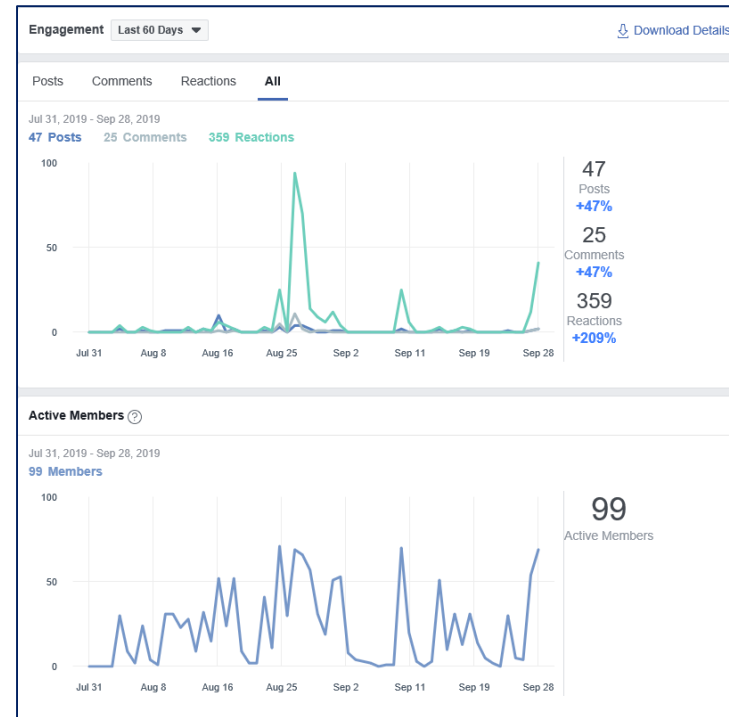
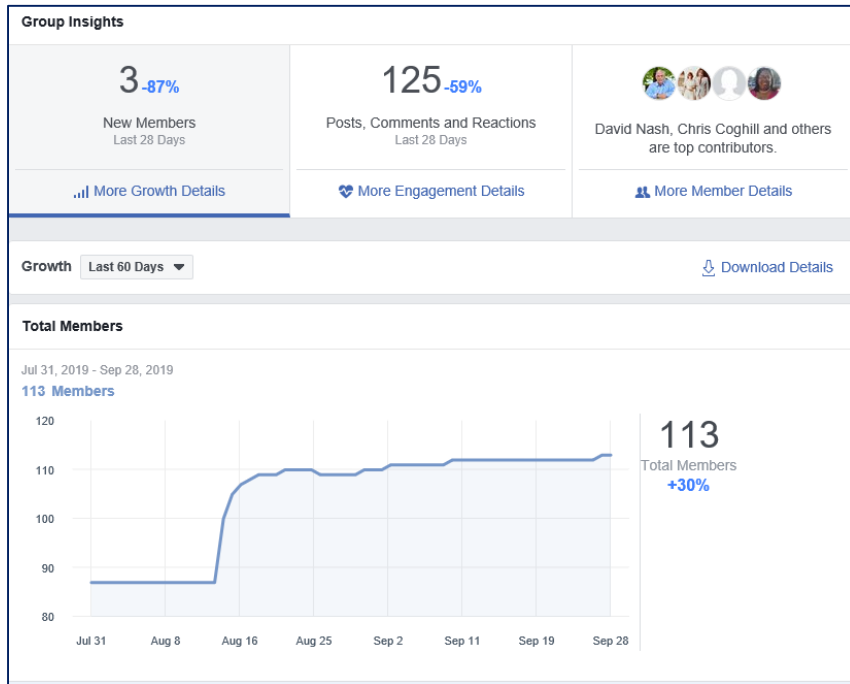


**Your 5 Most Recent Posts** [Create Post](#)

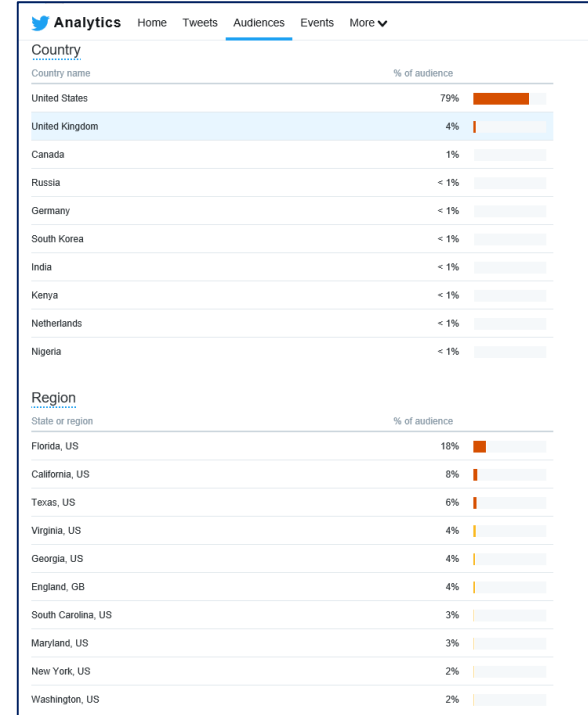
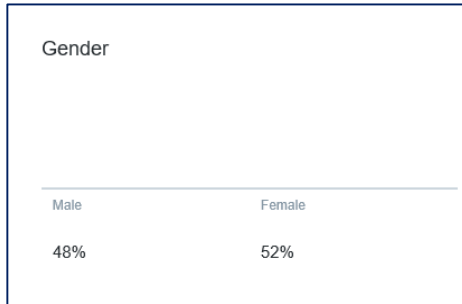
Reach: Organic / Paid | Post Clicks | Engagement

Published	Post	Type	Targeting	Reach	Engagement	Promote
09/28/2019 3:40 PM	Central Florida Chapter of NIGP			54	26 5	<a href="#">Boost Post</a>
09/28/2019 1:08 PM	Congratulations to our new elected Board Members for 2020-2021			59	1 12	<a href="#">Boost Post</a>
09/27/2019 9:52 AM	We are honored to welcome Tammy Rimes, who will be kicking off our Fall			116	14 29	<a href="#">Boost Post</a>
09/24/2019 7:38 AM	Central Florida Chapter of NIGP			26	1 1	<a href="#">Boost Post</a>
09/19/2019 7:08 PM	Central Florida Chapter of NIGP			24	1 1	<a href="#">Boost Post</a>

# Facebook Group



# Twitter





# Twitter

**Analytics** Home Tweets Audiences Events More ▾


**Aug 2019** • 31 days

**TWEET HIGHLIGHTS**


**Top Tweet** earned 719 impressions  
Attending Forum? Be sure to download the Forum app, now available in the App Store. [pic.twitter.com/oOridrVont](https://pic.twitter.com/oOridrVont)



**Top mention** earned 9 engagements  
 **Tampa Bay Chapter** @TBChapter - Aug 28  
TBAC Vice President collaborating with Central Florida Chapter president on ideas for member engagement and ideas to join efforts between our Chapters @CFCNIGP #nigpforum2019 [pic.twitter.com/dOE2MzIFUR](https://pic.twitter.com/dOE2MzIFUR)



**Top media Tweet** earned 239 impressions  
2019 NIGP Large Chapter of the Year! [pic.twitter.com/EJznCMLzkg](https://pic.twitter.com/EJznCMLzkg)



**AUG 2019 SUMMARY**

**Tweets** 14  
**Profile visits** 26  
**New followers** 0

**Tweet impressions** 3,358  
**Mentions** 1

**Top Follower** followed by 2,320 people  
  
**Bidcorp Auctions** @BidcorpAuctions FOLLOWS YOU  
<https://t.co/C2wEtbZW51> is the premier portal to find online government auctions of surplus goods. Bidding open to the public.  
[View profile](#) [View followers dashboard](#)

**Analytics** Home Tweets Audiences Events More ▾

**Tweet activity**

Your Tweets earned **2.7K impressions** over this 28 day period



**Tweets** **Top Tweets** Tweets and replies Promoted Impressions Engagements Engagement rate

 **CFC NIGP** @CFCNIGP · Sep 27  
We are honored to welcome Tammy Rimes, who will be kicking off our Fall Workshop this morning. [pic.twitter.com/GhF0zASBB9](https://pic.twitter.com/GhF0zASBB9)  
[View Tweet activity](#)

457	14	3.1%
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Promote

 **CFC NIGP** @CFCNIGP · Sep 10  
Thank you chapter members, you made this possible! [pic.twitter.com/Uu1EJpJUom](https://pic.twitter.com/Uu1EJpJUom)  
[View Tweet activity](#)

266	13	4.9%
-----	----	------

Promote

 **CFC NIGP** @CFCNIGP · Sep 28  
Congratulations to our new elected Board Members  
President: Damaris Nazario, Osceola County  
Vice President: Tabatha Freedman, County of Volusia  
Treasurer: Ramandeep Singh, Greater Orlando Aviation Authority

176	6	3.4%
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# External Analytic Tools



**sprout**social

YOUR LEARNING JOURNEY

ASPIRE



**CoSchedule**

# Questions