



2024 Winter Social Media Plan

Goal: To increase engagement & visibility of IOM through attendee & volunteer social networks.

Volunteer (Board of Regents and Class Advisors) Responsibilities

- 1) Upload photos to a [shared photo album](#). Social Media committee members are responsible to monitor, encourage, and ensure photos are being uploaded.

Photos or videos of the following are requested:

- Registration
 - Homeroom
 - Kickoff
 - Breaks – throughout the week
 - Lunch / Table Topics
 - Industry Consultations (where appropriate)
 - Silent Auction
 - Bonus Session (when applicable)
 - Graduation
 - Faculty: Class advisors taking attendance in core classes are asked to also take a picture of faculty teaching. Volunteers taking attendance during electives are asked to take a picture of faculty teaching. Social Media committee members are responsible to ensure each faculty member is featured in at least one uploaded photo.
- 2) Promote and encourage attendees. Lead by example and encourage attendees to post, tag Institute, and use site-specific hashtags, including the main two:
 - a. #IOMeducates
 - b. #WinterInstitute
 - 3) Re-share content. As volunteers, be active in resharing content to your networks and highlighting attendees from your classes featured. Encourage attendees to re-share content of interest.
 - 4) Video testimonials. Class Advisors are encouraged to capture informal video testimonials of attendees throughout the week, such as after classes or at breaks. Testimonials recorded on-site will be used throughout the year on Institute social media. Videos can be uploaded to the [shared photo album](#).



2024 Winter Social Media Plan

Staff Responsibilities

- 1) Social media content features. The following campaigns will be featured on the Institute social media channels:
 - a. Pre-Site Testimonials: These pre-site testimonials shared prior to site are intended drive anticipation.
 - b. **"Faces to Know"**: The Board of Regents, Class Advisors, and Staff will be introduced.
 - c. Faculty: Faculty teaching at Winter will be featured, highlighting new faculty.
 - d. Scholarship Recipient: Scholarship recipients will be featured with a testimonial of what receiving a scholarship meant to them.
 - e. Silent Auction: The relationship of scholarships and the Silent Auction will feature the Silent Auction and remind attendees how to participate.
 - f. Graduate Testimonial: Graduates will be featured including a testimonial of what they learned over the duration of their Institute journey.

- 2) The following will be featured on Institute social media channels:
 - a. Re-posting volunteer and attendee posts that tag Institute.
 - b. Sharing photos from the week from the [shared photo album](#).