



# 2024 Midwest 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. **#MidwestInstitute**
- 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](#).



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## 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](#).