BMW CAR CLUB OF AMERICA

UTILIZING SOCIAL MEDIA

ITEMS DISCUSSED

1. FACEBOOK

2. INSTAGRAM

3. TWITTER

4. COORDINATING ACROSS PLATFORMS

SOCIAL MEDIA PLATFORMS

- **FACEBOOK** (GROUPS)
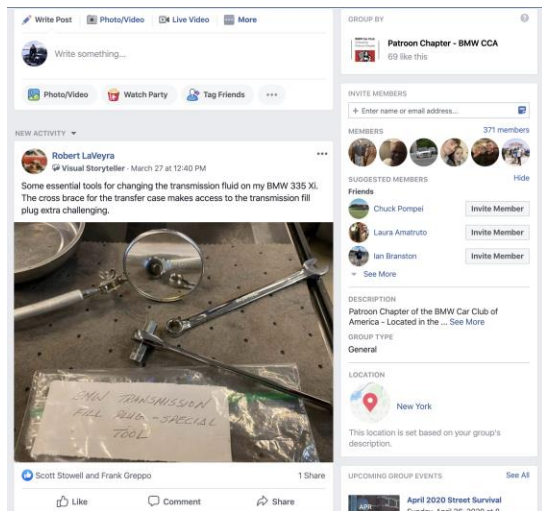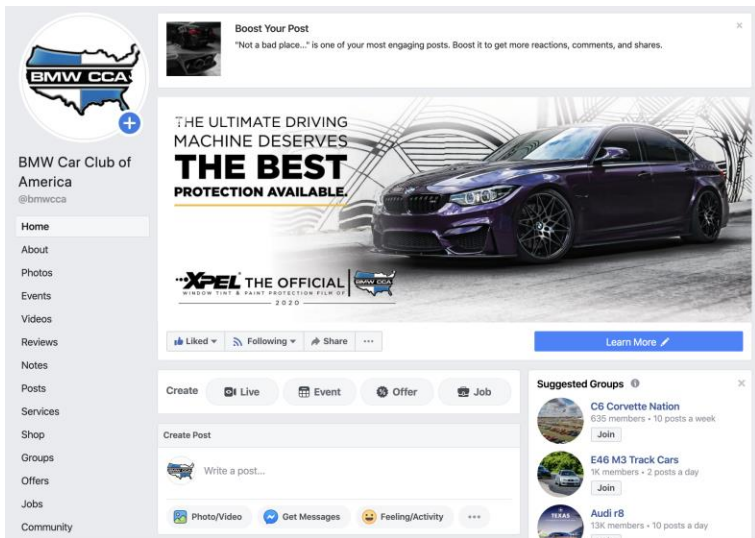
- **INSTAGRAM** (REMINDERS)

- **TWITTER** (REMINDERS)

OBJECTIVES

- Utilize **natural online gathering spaces** to keep members informed

- Nurture **grassroots ideas**

- Respond to **member feedback**

- Send out **continuous updates**

- Unify **BMW CCA and BimmerLife presence**

- Engage with **non-member enthusiasts**

PLATFORM: FACEBOOK

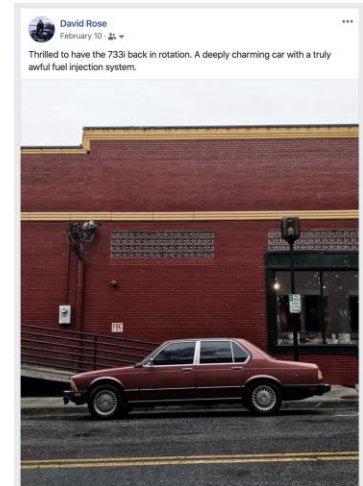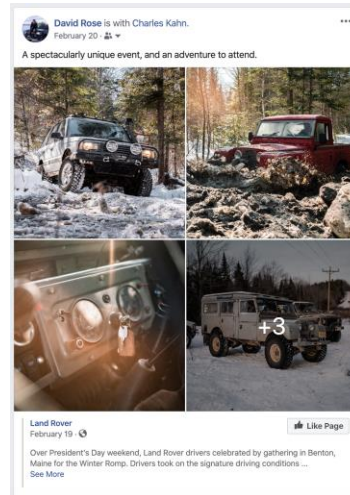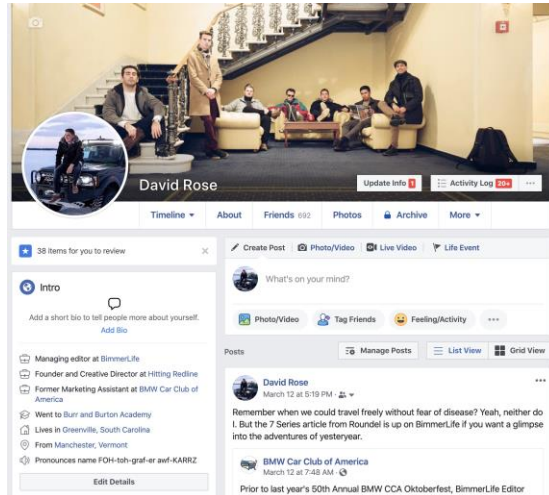Facebook uses **profiles**, **pages**, and **groups**.

PLATFORM: FACEBOOK

Facebook uses **profiles**, **pages**, and **groups**.

PROFILES: Facebook profiles are how YOU interact on Facebook. For best results, use your name—Facebook is not an anonymous forum, and people want authenticity.
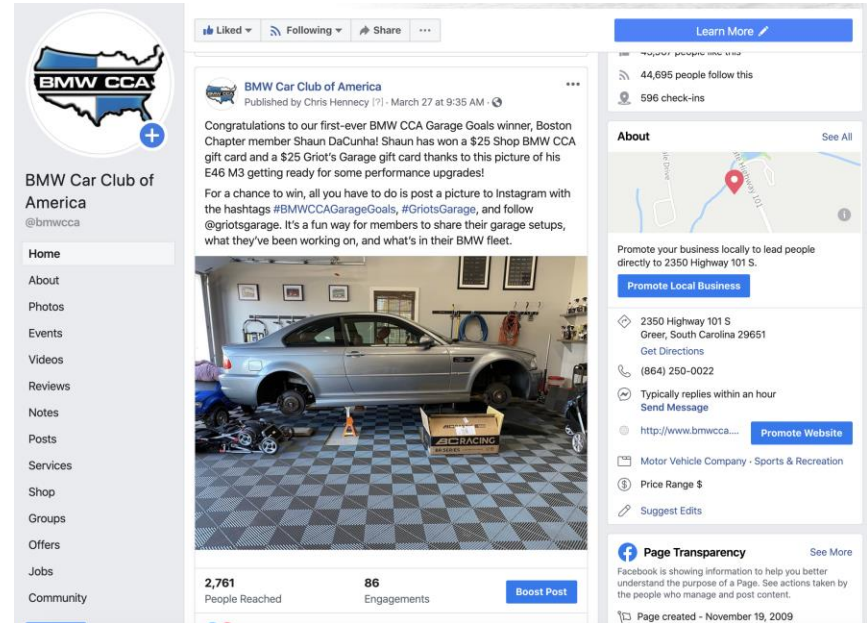
PLATFORM: FACEBOOK

Facebook uses **profiles**, **pages**, and **groups**.

PAGES: Facebook pages are for businesses, brands, and static updates. Pages are useful for paid promotion, but limit engagement and show up in-feed less often than groups.

PLATFORM: FACEBOOK

Facebook uses **profiles**, **pages**, and **groups**.

GROUPS: Facebook groups are spaces where members can gather and communicate. Effective for starting discussions and reaching new members.
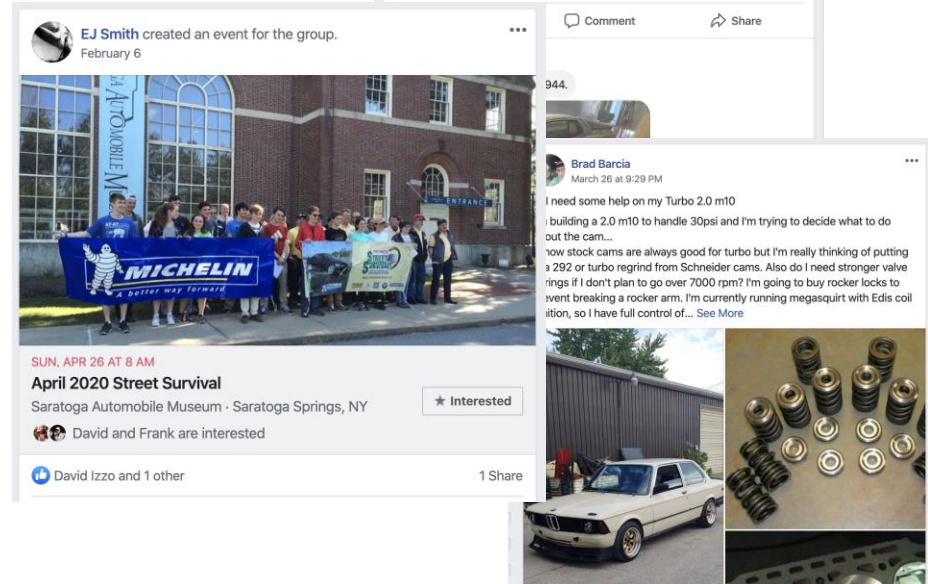
P L A T F O R M :   F A C E B O O K

<u>ITEMS TO AVOID:</u>

AVOID naming personal profiles after your chapter. **INSTEAD, add multiple admins to the Chapter group or page.**

AVOID political discussion on BMW CCA-affiliated platforms. **INSTEAD, keep communication consistent, professional, and on-topic.**

AVOID off-putting grammar, confusing sentences, and overuse of capitalization. INSTEAD, keep communication professional and consistent. **Remember: you represent the whole BMW CCA Chapter—and the BMW CCA**.
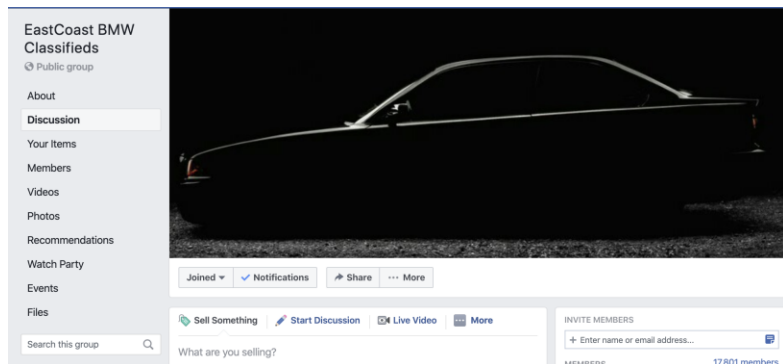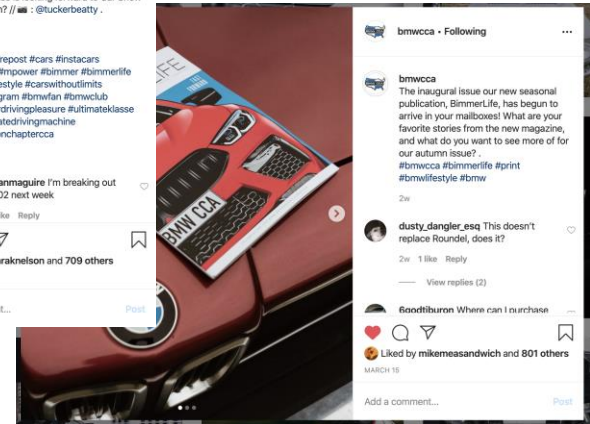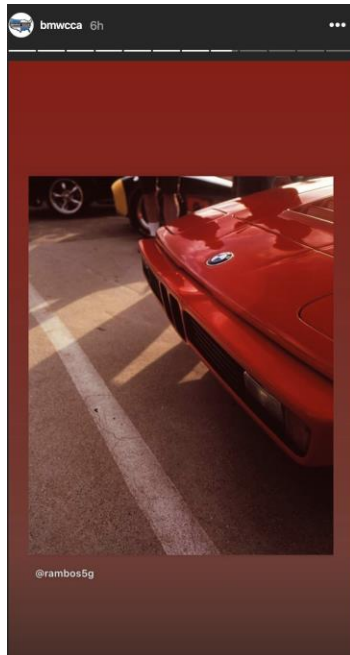
FACEBOOK GROUPS

Examples:

- The Vintage

- BMW CCA Patroon Chapter

- East Coast BMW Classifieds

Instagram uses **timeline posts** and **stories.**

PLATFORM: INSTAGRAM

Instagram uses **timeline posts** and **stories**.

TIMELINE POSTS: Images posted to the main feed. All Instagram posts should be in 4:4 aspect ratio or taller (no widescreen images).

STORIES: Temporary posts that disappear after 24 hours (with exceptions). Users tap through, and images fill the entire phone.

BOSTON CCA DAY 33w

INSTAGRAM TIMELINE POSTS

When posting to the timeline:

- Use Instagram to keep the BMW CCA in members' minds

- Fill the screen when you can

- Share cars from your Chapter—with permission

- Tag @bmwcca and #bmwcca—keep us in the loop!

At physical events:

- Include chapter IG handles (eg., @bmwcca) in materials

  so people can tag

- Encourage people to share using #bmwcca

INSTAGRAM STORIES

Stories help to:

- Promote/market events

- Share posts

- Film videos during events

- Receive member feedback

- Utilize Instagram Live

Posting:

- IGS Ratio: 9x16

- Include imagery whenever possible, even if it's behind text

- Use bold fonts

- Separate headings/subheadings using font size/capitalization

- Legibility is key

INSTAGRAM STORIES

Story tools:

- Tag the event

- Show the

- Tag members

- Tag @bmwcca

- Remind members to tag us in their photos!

PLATFORM: TWITTER

Twitter uses a single posting structure: **tweets**.

Tweets: 140- or 280-character messages, with or without images. Twitter should be used to support promotion on other platforms or to engage with members.

Twitter is useful when you need to:

- Promote events

- Announce chapter news

- Seek member recommendations

BMW CCA @BMWCCA · Mar 16

With respect to the current health advisories, the Board has announced the cancellation of the upcoming April 4 Cars and Coffee, Board Meeting, and Annual Meeting in Greer, SC. The safety and security of our guests, members, staff, and leaders remains our highest priority.

Social media works better when used in COORDINATION.
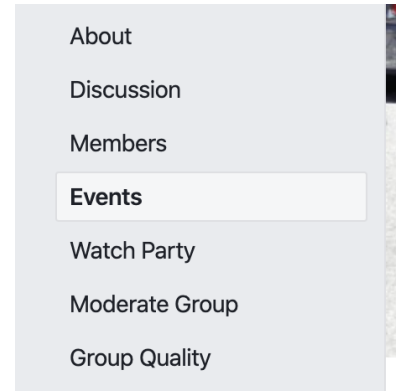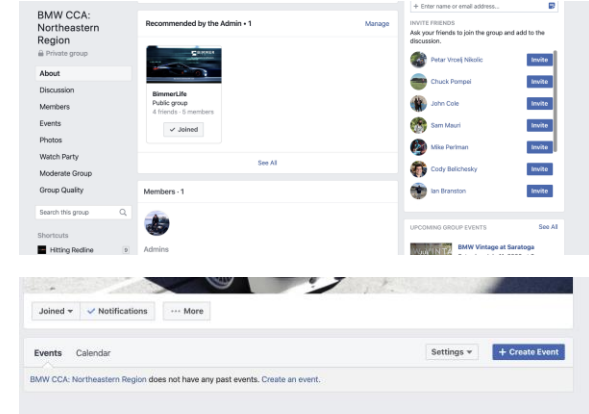
Here's an example of several campaigns in which we:

1. Create an event

2. Promote the event

3. Capture the event

4. Share and publicize the event

5. Generate content

INTEGRATING PLATFORMS

- Create an event in the Facebook group

- Add clear, relevant information. Wait to post until all

  information is present.

- Share the event to your BMW CCA Chapter page, as well as

  geographically relevant automotive pages.

  - *Avoid oversharing to BMW groups that aren't relevant. To share is to walk into a room and making an announcement—if you wouldn't interrupt a conversation with it, don't post.*
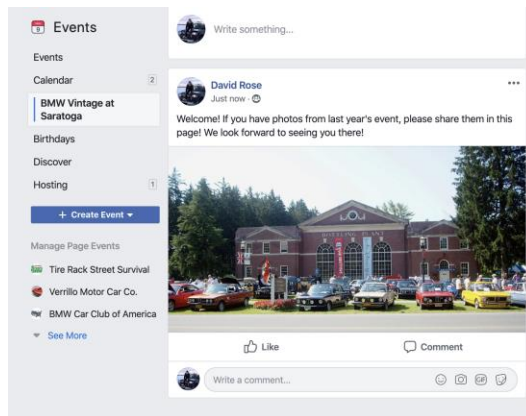
Section 1: CREATING THE EVENT

- Create an event in the Facebook group

- Add relevant information. Wait to post until all information is present.

Section 2: PROMOTING THE EVENT

- CONTINUE to post in the Facebook group

- Publish an announcement post on Instagram with info

- Publish an announcement post on Twitter with photo+info

- CONTINUE posting several (3+) times per week on Instagram

- CONTINUE posting several times per week on Twitter (audience dependent)

- Use different, relevant photos to promote events

Section 3: CAPTURING THE EVENT

- Create a relevant event hashtag and include on brand materials
  - If possible, include a field in event registration for member's Instagram
- Post photos from the event on your **Instagram** using hashtag
- When you notice members taking photos, reach out and communicate
- Post updates throughout the day to Instagram stories
- Tag @bmwcca
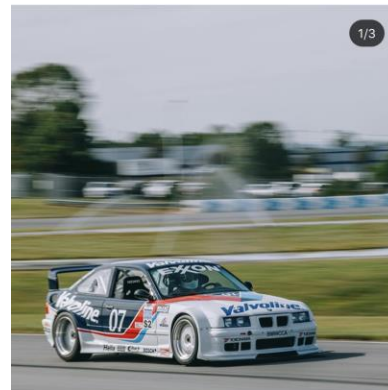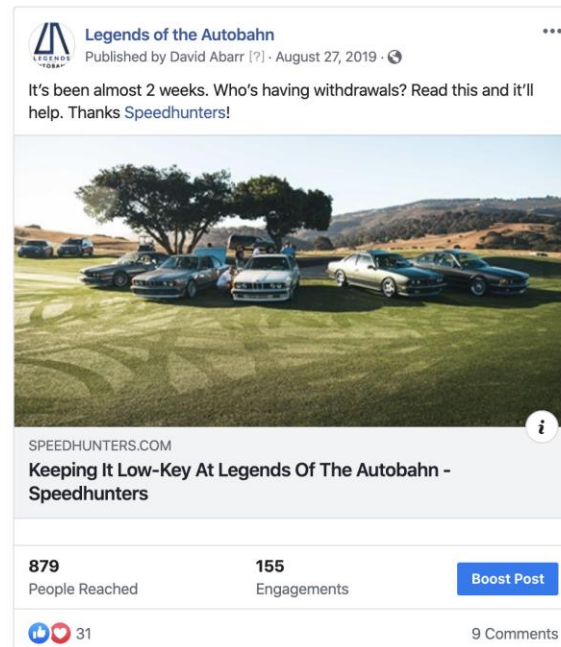
Section 4: PUBLICIZING THE EVENT

- People miss events all the time—show them what they're missing by promoting the event for several weeks after it wraps up.

- Post new photos every few days to remind members of how fun the event was.

- **SHARE MEMBER PHOTOS** on Instagram, Facebook, and Twitter

- **SUBMIT TO BIMMERLIFE**—we love sharing your content!

Section 5: GENERATE CONTENT

- Events are full of unexpected experiences—take notes for the next event to plan to capture content in new ways.

- If you know of hobbyist photographers who attended, encourage them to share photos.

- Consider using event budget to hire a photographer—professional photos add a ton of value to events, and can drum up attendance over the next year.

  - See and add to our list of recommended regional photographers