Webinar Video: https://vimeo.com/406072774/03182ee3f4

Here are some programs chapters can use to manage social more easily, without it becoming a full-time task for the volunteers.

Keep in mind, these tools are less useful for Facebook groups, but if your chapter uses a Facebook page, you can take advantage of these.

Tweetdeck
This publicly-available utility from Twitter is useful for scheduling on that platform, although as discussed, Twitter is less of a focus unless you have a lot of news and updates.

Hootsuite
Control every platform from one web app, schedule photo posts from the same place, and monitor hashtags like #bmwcca, #bmwccoktoberfest, etc. Hootsuite has a monthly fee, with a free trial available, so you can determine if it's the right fit for you. Tutorial on setup.

Hopper HQ
Alternative to Hootsuite for all three major platforms, albeit for a lower monthly price (with 14-day trial). Test the program that's the best fit for you—price doesn't necessarily mean a premium, but make sure that your scheduling app is secure and appropriate for your needs, if you choose to use one.