

Club Social Media

Ideas To Use Social Media For Your FPS Team

NYFPS is naturally a social organization built upon thousands of weekly interactions between students and their advisors. An important side of these interactions are increasingly becoming virtual, so it is essential for teams or clubs to develop an online presence. Social media has changed the way people consume and share information. Every club that hopes to have an influence and make an impact in its community needs to navigate the social media landscape. Teams or clubs that master social media gain influence, build their reputation, establish trust, and become leaders in their communities.

When selecting the appropriate social media channels for your team or club, you don't have to tackle every platform out there. Be sure to leverage the experience of your members: find out which social media platforms they are most active on. If a member is especially active on a particular social media, encourage them to help you set up the channel and manage it. Ensure that you have established appropriate guidelines and procedures to manage your social media presence to avoid issues.

Facebook – This platform is effective for organizing members into a group and offers a centralized area to provide important information regarding activities, programs, or events. You can also share photos, discuss milestones (in long form), and generate interest for your club.

Twitter / Instagram – These platforms are effective for highlighting events or milestones. You can share photos, short status or stories updates, and direct viewers to your website or other social media platforms. Many teams use this platform to generate enthusiasm ahead of competitions or fundraising events.

YouTube – This platform is effective for sharing videos (both long and short). Teams can share informational videos for training or education as well as celebrate achievements at competitions. Many teams use this platform to show their Presentation of Action Plan (Skits) or inform others about their CmPS projects.



Remaining Professional

As you navigate the world of social media, it's important to understand when and how to respond to posts on your club's channels. Always be thoughtful and remain professional on social media.

Here are some helpful tips:

- Respond in a tone that reflects highly on FPS, yourself, and your school. Responses should be kind, respectful, and helpful.
- Consider the impact of the post you are responding to. How many people will see the response? Prioritize your responses based upon the audience and reach of the comments.
- Craft good responses. Always take time to be thoughtfully when responding. Consult fellow members or your advisor for an alternative perspective if necessary.