

2020



COI Marketing Toolkit

COMMUNITIES OF INTEREST MARKETING TOOLKIT
SOCIETY OF AMERICAN MILITARY ENGINEERS (SAME)

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Social Media Best Practices

Community leaders can use social media outlets to communicate with their current members and recruit new members by posting updates regularly. It's also a great option to use in addition to the e-mails and newsletters to keep your community top of mind. Community leaders are encouraged to post about webinars, events, member accomplishments, updates in their field, and so on.

Communities are not required to use social media platforms outside of the Facebook Group SAME has created. If your COI is thinking about setting up more social media outlets, consider using LinkedIn or Twitter. LinkedIn is a great place for COI leaders/members to promote their COI to other professionals and Twitter is a quick and simple way to get your message out.

If you choose to set up another social platform, please follow these guidelines:

- Use the SAME-provided COI logo as your profile image
- Tag @SAME in posts you would like us to share on the national level
- Share the National Office posts about upcoming events

When creating a social media handle include SAME and the title of your community:

- ex: @SAMEJECO or @SAMECredentialing or @SAMEMembership

Best Practices:

- Send out a post at least once a week at minimum. Members will engage more with more relevant, new information that's regularly provided.
- Respond to all the messages you receive in a timely manner.
- Make it fun! Share an image, gif, or use an emoji instead of just plain text. Information containing a visual component is retained 65 percent more than just text.
- Create your own images to share on social media. Use free platforms like [Canva](#) or [Spark](#) to create your graphics!
 - *Learn more about Canva and Spark in the Free Platforms section.*
 - *Learn more about Graphics in the Graphics for Social & Email section.*
- Always tag the people and companies represented in the image or video when posting to social.
 - People are always more likely to share a post if it contains someone they recognize.
 - Tag them in the text of the post on Facebook, Twitter & LinkedIn by typing @ the person's name or the company's name and clicking on the correct profile.
 - You can also tag members in images on Facebook, Twitter, and LinkedIn.
 - When you tag someone or a company their name will turn blue.
 - See example below:

Society of American Military Engineers (SAME)
Published by Hootsuite [?] · July 1 ·

This month's featured LDP participant is Ben Nichols, a third generation Marine Corps Officer! 🇺🇸 #SAMELDP19



SAME Meet the PARTICIPANTS

LEADER DEVELOPMENT PROGRAM

Benjamin Nichols,
North Atlantic Region
Project Executive, Harkins Builders Inc.

SAME member since 2017

- I am an avid boater and fisherman, and caught a striped bass on the Chesapeake Bay during every month of the calendar year in 2018.
- I am a third-generation U.S. Marine Corps Officer, born at Camp Lejeune, N.C., and my two brothers-in-law are also Marine Corps officers!

SAME Society of American Military Engineers • Leader Development Program • Supporting the USMC Association

- Find holidays that correlate with your COI, funny social holidays, and National Holidays to have a well-rounded social stream that promotes things other than your events.
 - Use popular hashtags for those holidays that will add your tweets/posts to hashtag streams. (#NationalDonutDay, #ThankATeacher, #WorldEmojiDay)
 - When using a hashtag, try to incorporate it into the copy of the post instead of simply adding it at the end after your sentence.
 - National uses the #SAMECelebrates hashtag for each holiday so followers can click on the hashtag and find a stream of all our holiday posts. Use this hashtag as well to show the world how SAME celebrates holidays!
 - A list of official U.S. holidays: <https://www.timeanddate.com/holidays/us/>
 - Two lists of fun holidays: <https://www.timeanddate.com/holidays/fun/>
<http://www.holidayinsights.com/moreholidays/>
 - Military Calendar: <https://militarybenefits.info/military-calendar-holidays-events-observances/>
 - Example of a holiday post from SAME:
 - We chose to post about Licensed P.E. Day, which is a holiday relevant to our members.
 - We used an image of a group of happy members, with legible text, and added the SAME logo in the bottom right hand corner.
 - For the text of the post, we used the popular hashtag for the day, #LicensedPEDay, a Statue of Liberty emoji, and the #SAMECelebrates hashtag.
 - This post reached 1,196 people because of the use of hashtags, its relevancy to the people it was shown to, and because the followers recognized people in the image.



- Creating awareness about your upcoming event is key to its success. Start posting across your social accounts to let your followers know what type of event it is (webinar, golf tournament, etc.), if it's online or in-person, why they should attend, and where and when it is being held.
 - Create a hashtag that correlates with your event so your members can easily follow along even if they could not attend. (#SAMESBC19, #SAMEJETC19)
 - If you have a link to another website that includes more information about your event, add the link to the text of your post. If the link is long, use [Bitly](#) to shorten it.
 - *Find more about using [Bitly](#) in the Free Platforms section.*
 - Always start posting about your event at least a month ahead to create excitement and give people time to make room in their schedule to attend. Posting early can help create word of mouth within your community as well.
 - Take photos and videos while the event is happening to share or use in future marketing. This is also an opportunity to capture testimonials from members who are actively participating in your COI.
 - Create a sense of FOMO (fear of missing out) by posting during and after the event. Show your followers who didn't attend the event the value and fun that you are/were having so they'll never want to miss an event again!
 - If someone who attended your event has made a positive post about attending that event, share or comment on that post.
 - Share the best testimonials, photos, and videos you captured during the event on social media.
 - Make sure the photos/videos are not blurry.
 - If you are sharing a video where someone is speaking, make sure that the speaker can be easily heard/audio is clear.
 - If you decide to share a testimonial, make sure you have permission from the person to use it online. Always attribute the quote to the person who said it.

- Add their first/last name and company they work for. If they provide their job title, add that as well. See example below:

“I check off multiple meetings with industry partners at SBC, saving time and money traveling around the country to meet with people. Everyone I need to talk to is in one place!”



- Video is a great asset to use across your social platforms. According to Hubspot, 54 percent of digital consumers say video is the type of content they want to see!
 - Share clips of your events, video testimonials, videos of your COI attending national events together, tips and tricks relevant to your field, fun recruitment videos—the options are endless!
 - Edit your videos quickly and easily with Adobe Spark. Create a story by adding text, icons, music, or any stylized preset that Spark houses.
 - *Learn more about Spark in the Free Platforms Section.*
 - Most users abandon videos within the first 5 seconds, so make sure to highlight what the video is about or add a hook to the beginning.
 - Always tag whoever is in your video in the post whether by tagging them in the text or use the “tag people” feature when posting.

Social Profiles

You can find SAME National on Facebook, LinkedIn, and Twitter. Below are the links to National’s profiles along with the site’s help centers, the character count, and image size for each specific platform.

Facebook:

- **SAME National Handle** – @SAMENational
- **Link** - <https://www.facebook.com/SAMENational/>
- **Facebook Help** - <https://www.facebook.com/help/>
- **Character Count** – There is no character limit on Facebook
- **Image Size for Post** – 1200 x 630 px

LinkedIn:

- **SAME National Handle** – Society of American Military Engineers
- **Link** - <https://www.linkedin.com/company/same-national/>
- **LinkedIn Help** - <https://www.linkedin.com/help/linkedin?>
- **Character Count** – 210 characters before the see more button appears. The body of the post can contain 1,300 characters.

- **Image Size for Post** – 1200 x 628 px
- **Link to SAME Group** - <https://www.linkedin.com/groups/2633/>

Twitter:

- **SAME National Handle** - @SAME_National
- **Link** - https://twitter.com/SAME_National
- **Twitter Help** - <https://help.twitter.com/en>
- **Character Count** – 280 Characters
- **Image Sizes** – 440 x 220 px

If you decide that starting a Twitter account is the right step for your COI, consider using [Tweetdeck!](#) Use it to schedule out your tweets for the week/month, see streams of notifications, messages, and trending topics.

Tweetdeck: <https://tweetdeck.twitter.com/>

Graphics for Social Media & E-mail:

The National Staff has created graphics for the COIs to use across social media. The files will be hosted on the SAME website in the SAME Document Exchange Center. We have created two graphic series: one is an editable graphic where you can add your own photo, and the other is a static graphic with your logo already included. There are various sizes for each social media platform, so please use the corresponding size for each platform. Each graphic title includes which platform it should be used on!

Editable Graphics:

Here is an example of one of the editable graphics created for every COI. You can add your photo in the blank square to the left to share across social media platforms to show what COI you are a member of and promote it to other professionals. Share with the COI members to add their own photo. (All versions will be on the document exchange.)

“I am a member of” series



“Join Our Community” series

- Share across your social media platforms. (All versions will be on the document exchange.)



Best Practices:

- Use the correct image size for each social platform you are posting on.
- Use the correct image size for your email banner.
- Choose images where you can clearly see what is happening in the photo. (No blurry photos.)
- If you add text to an image, make sure the font is legible and easy to read.
- Always add your COI logo to your images in the lower right-hand corner of the graphic.



- Add your brand kit to Canva or Spark to easily have your colors and logo be consistent. Click the links below to learn how to upload your brand kit on both platforms.
<https://support.canva.com/canva-pro/brand-kit-pro/upload-logos/>
<https://adobespark.zendesk.com/hc/en-us/articles/115002135413-How-do-I-use-Spark-brand-management->
- When creating your graphics, choose images with recognizable people in them. (Community Members, SAME Members, SAME leaders, Event Attendees.)
 - Tag the people in the photo whether by tagging their name in the text or using the “tag people” features on Facebook, Twitter, and LinkedIn.
 - On National’s social channels, the posts that perform the best feature members, specifically active members, compared to an image with a stock photo or event graphic.
 - Need photos with members? Download them from SAME’s Flickr account:
<https://www.flickr.com/photos/militaryengineers/sets/>
- If you need stock photos for your social post, search through these free sites to download royalty-free images.
 - Pixabay: <https://pixabay.com/>
 - Unsplash: <https://unsplash.com/>
 - Reshot: <https://www.reshot.com/>

Just like you’ve seen for JETC and SBC, we created editable graphics for COI members to add their own image to share across socials or emails. Share these graphics with your COI members so they can add their own photo and help spread the word about your COI from its participants. SAME has created an image for each COI to use for the non-editable graphic.

Free Platforms for Managing Social Media and Content Creation:

Register for the free version of Hootsuite

- [Hootsuite](https://hootsuite.com/) is a one -stop shop for your social profile needs. Once you connect your Facebook group and other social platforms, you can schedule posts in advance and engage with your followers all in one convenient location.

Hootsuite: <https://hootsuite.com/>

Learn more about using Hootsuite here: <https://education.hootsuite.com/collections>

How-to Video: <https://www.youtube.com/watch?v=8LEtIQFv1bE>

Register for the free version of Canva

- [Canva](https://canva.com/) is an editing tool that gives you everything you need to create your own graphics. It has pre-set sizes for social graphics, free stock photos, fonts, templates, and the ability to upload your own images. You can add your brand colors and logos in the Brand Kit section to always have your logo on hand.

Canva: <https://www.canva.com/>

Learn more about using Canva here: <https://designschool.canva.com/>

How-to video for images: <https://www.youtube.com/watch?v=hiBAn1exlmc>

Register for the free version of Spark

- Create an Adobe login to use [Spark's](#) desktop and app versions. Spark (similar to Canva) is an easy editing tool with templates, fonts, icons, pre-set sizes, and stock photos. The platform allows you to upload your brand kit and your own images, like Canva but there is one difference: you can also edit VIDEO! Upload your clips, still images, use pre-set video styles, add voiceovers, text, and royalty-free stock music.

Spark: <https://spark.adobe.com/>

Learn more about Spark here: <https://blog.adobespark.com/2016/05/19/welcome-to-adobe-spark/>

How-to video for images: <https://www.youtube.com/watch?v=5gKqa0VU5S0>

How-to video for videos:

https://www.youtube.com/watch?v=vk_ZohCWMAM&list=PLzCByONcYiCwwjyZl0-_CNxphEZvFF-1f

Register for the free version of Bitly

- When adding a link to the text of your post, use [bitly](#) to shorten the length of your link. Shortening the link will allow you to create more concise posts, meet the platform's character count, and track the click-through rate for each link.

Bitly: bitly.com

Just copy and paste your link into bitly and it is automatically shortened.

Example:

Long link:

https://www.youtube.com/watch?v=vk_ZohCWMAM&list=PLzCByONcYiCwwjyZl0-_CNxphEZvFF-1f

Shortened: <http://bit.ly/2MWyIKR>

Logos for the COIs:

We have developed a single logo to encompass all the COIs and logos for each individual Community that you can add to your images for social media, e-mails, or your newsletters!



Hashtags:

Use these hashtags when referencing the corresponding event. The number at the end will change with the corresponding year.

Event/SAME Hashtags:

Post Leaders Workshop	#SAMEPLW20
Small Business Conference	#SAMESBC20
Facilities Management Workshop	#SAMEFMW20
Transition Workshop	#SAMETW20
Capital Week / DOD	#SAMECAP20
Joint Engineer Training Conference	#SAMEJETC20
Holidays	#SAMECelebrates
Members	#IamSAME

COI Hashtags:

SAME Communities of Interest	#SAMECOI
Architectural Practice	#APCCOI
Awards & Recognition	#AwardsCOI
College Outreach	#CollegeCOI
Credentialing	#CredentialingCOI
Energy & Sustainability	#EnergyCOI
Engineering & Construction Camps	#CampsCOI

Enlisted	#EnlistedCOI
Environmental	#EnvironmentalCOI
Facility Asset Management	#FAMCOI
International	#InternationalCOI
Investment	#InvestmentCOI
Joint Engineer Contingency Operations	#JECOCOI
Membership	#MembershipCOI
Resilience	#ResilienceCOI
K-12 STEM Outreach	#STEMCOI
Small Business	#SmallBizCOI
Leader Development	#LeaderDevCOI
Young Professionals	#YPCOI

COI Newsletter:

Communities of Interest are required to send out a newsletter at least once a year, with a goal of sending it quarterly. This allows for members to be aware of upcoming events at the COI and National level, be in the know about industry advancements, and learn from leaders in their community.

National conducted a survey of COI members to find out what they expected as members of a COI, specifically about the newsletter. SAME has created a list of best practices according to what the members responded with.

Best Practices:

- The two most valuable things to put in your Newsletter is an Event Calendar and Industry Insights.
- Overall members expect newsletters to contain Industry Insights, Event Calendar, Event Highlights, News about SAME, Information from the COI Chair, and Career and Mentoring Opportunities.
- According to the survey, most COI members read their email Monday – Friday between 5:00 am and 11:59 am. Send your newsletter out during this time period.
- Follow the information below on how to lay out your newsletter. If you feel you have more to add to your newsletter, just add more pages!

Table of Contents

1. Letter from your Community Chair
2. Calendar of Events
3. Industry Updates
4. Highlight of Previous Events
5. Highlight Upcoming Events for the Next Quarter

6. Open Information
7. Catch Up with SAME
8. Contact Information

1st Page – Letter from Community Chair

- Include photo of Community Chair
- Add community mission statement here

2nd Page – Calendar of Events

- **Must include a Calendar of Events with:** National Events, Webinar Dates, Monthly Phone Call Dates, Post-Level Events
- **Add links to National webpage, Community page, and Social Media Channels underneath calendar**
- <https://www.same.org/>
- <https://www.same.org/Communities-of-Interest>
- Follow SAME on Facebook & LinkedIn (search Society of American Military Engineers or SAME National) and @SAME_National on Twitter
- Join the SAME_____ COI Group on Facebook
- Add hashtag #SAMECOI
- Links to the COI editable graphics

3rd Page – Industry Updates

- This is where you add information on new technological and business developments in your community
- Education advancements
- Provide how the military, government, public, & private sectors are working together to reach a common goal
- Add anything relevant to your COI advancements here

4th Page – Highlight your previous events

- Use this page to highlight your most successful event of the previous quarter
- Feature a piece written by a member who attended
- Show what members gained from attending this event

5th Page – Highlight upcoming events for the next quarter

- Give more information on your upcoming events
- Include a short description, time, place, and why someone should attend

6th Page – Open Information

- Use this page to add any information not previously covered or that needs more emphasis
- Use this page to feature a member who is providing a significant impact on your COI and to the A/E/C community to help prove the value in being a member of your specific community. Request a headshot of them for the newsletter.

7th Page – Catch up with SAME

- Updates on the National Office
- Link to same.org
- Announce new employees
- Announce any changes made that affect Communities
- New TME & RealTiME
- Reminder of strategic plan

8th Page – Contact Information Page of All COI Leaders

- Title
- Name
- Phone
- E-mail
- Photo

E-mail

E-mail is a great way to spread the word about your Community of Interest. SAME has taken what they've learned from the COI Member Survey and Insights from sending out our own communications and created a list of e-mail best practices.

Best Practices:

- According to the COI Survey, members read SAME e-mails throughout the work week (Monday-Friday, 8 a.m. – 5 p.m.), with the highest open rate occurring between 5 a.m. – 11:59 a.m. You should aim to send your emails out during this time; however, also feel free to experiment with timing to see what works best with your group!
- Use updated lists of your COI members when sending out every e-mail.
- Make sure the images you are using in your e-mails are the correct size for the platform.
- Create a catchy subject line that conveys what the e-mail is about!
 - Check out [164 subject lines](#) that will help boost your open rates!
 - <https://optinmonster.com/101-email-subject-lines-your-subscribers-cant-resist/>

Letterhead:

The National Office has created letterheads for each COI! You can use these for your e-mails, newsletter, notices, official letters, or any other use you see fit! You will be able to find these in the document exchange center as well.

