SOCIAL MEDIA SURVIVAL QUICK & CLEVER SOCIAL MEDIA POSTS 30 Ideas for Chambers of Commerce

Stumped for what to pack into your social media strategy? Here's a great way to get unstuck. There's one rule: Post things that are interesting, informative, and relevant to your audience.



Recommend a digital tool or useful app

4.0% INFO-TAINMENT

- The local weather forecast 3 Trivia Tuesday about the community
- Adoptable pets available from local shelter
- 6 'Caption this' photo post Real Estate market report

Traffic report

5

10

14

16

- 8 Road construction detour map Post a random fact and let fans guess if it's true
- 11 Historic community photos

Pending legislation and how to take action

- #DontCookThursday restaurant spotlight 13 Recognize membership renewals
- **15** Link to your Member Business Directory to promote local shopping
- **17** Welcome new members

Trivia question about a Hot Deal from a member business

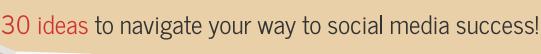
18 Highlight member-to-member Hot Deals 19 Spotlight members who volunteer/make charitable contributions

Reminder about members with seasonal businesses

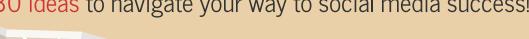
20 Job postings from member businesses

20% EVENT PROMOTION

- Top 10 countdown prior to a Chamber event 22 Event sponsorship thank-yous Thank y
- 23 Exciting summary of day one of a multi-day event 24 Photos of invitation, program, or door prizes
- **25** Short video of emcee or guest speaker 26 Social media contest with event tickets as the prize
- CHAMBER SELF PROMOTION
 - Regularly change the cover photo on your pages 28 Chamber event promo or event reminder
 - 29 Share when your Chamber reaches a goal
 - "What I love most about the Chamber is..."



Leverage the Power of Social Media





Caption this



Event Promotion

ADOPT ME will hunt for food







www.chambermaster.com

sales@micronetonline.com