



INDIANA TSA

Promoting Your Chapter Through Social Media

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Presentation Overview

THINGS WE'LL COVER

- Social media facts
- How TSA uses social media
- Types of platforms
- Management stages
- Project
- Contact us



How much do you know about social media?

KAHOOT!

WINNER GETS A PRIZE!





How is social media used in TSA?



Main Goal

LET OTHER STUDENTS AT
YOUR SCHOOL KNOW WHAT
TSA IS AND CONNECT
WITH OTHER CHAPTERS

Social media accounts are a great way for chapters to network with other chapters across the state and even the country to meet new people and get ideas for chapter events.





POPULAR PLATFORMS



Instagram

Nearly every established chapter has an account on Instagram.



Twitter

Easily send out reminders and other short messages.



Facebook

Perfect for parents to know what's going on in their child's TSA chapter.



Snapchat

Easy to post reminders and contact chapter members.



Gmail

A common method to formally contact chapter members, especially far in advance of a meeting.



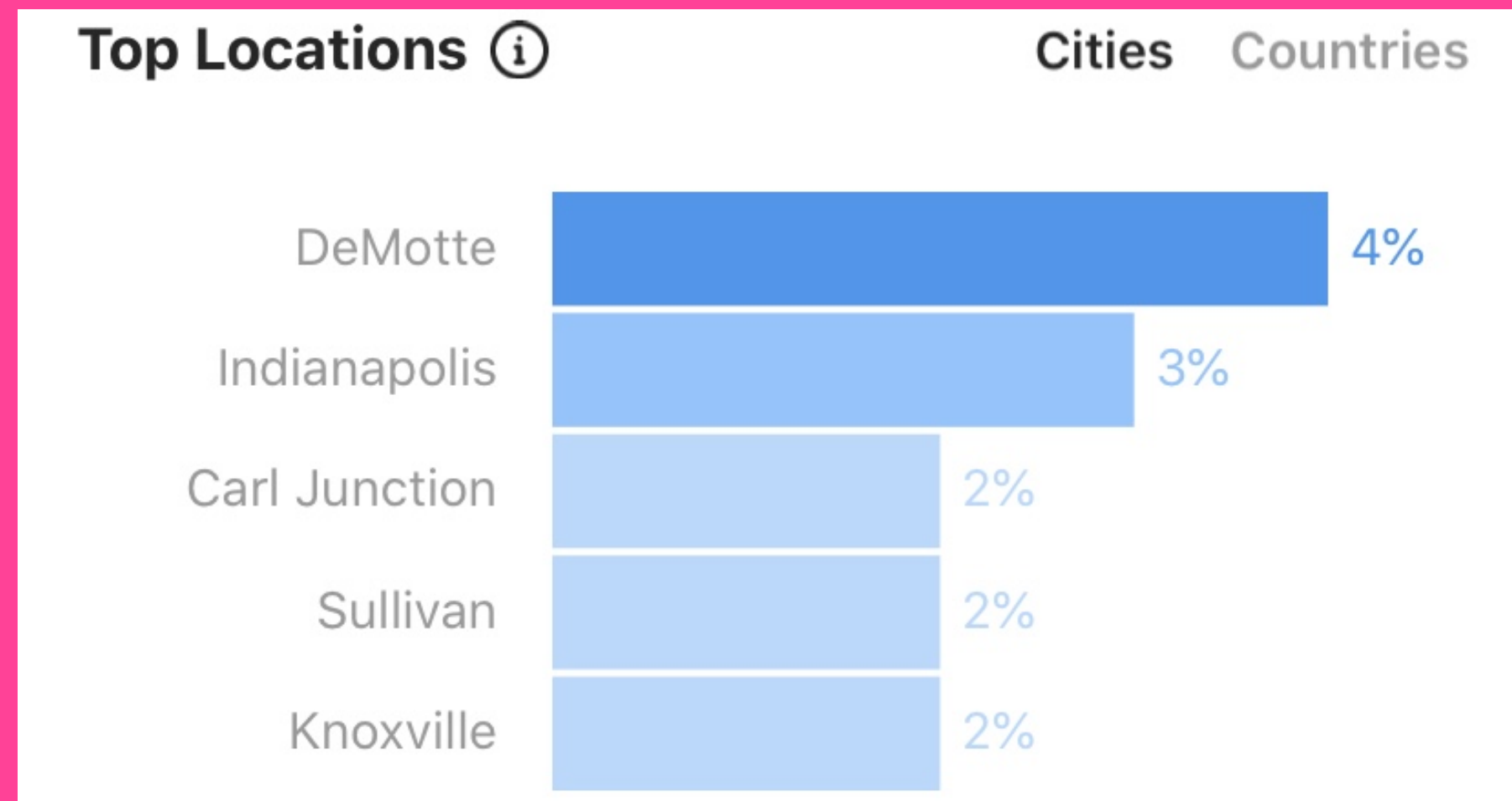
Remind

Let chapter members know when events are due and meetings are scheduled.



YouTube

Makes sharing event submissions easier and creating promotional material.

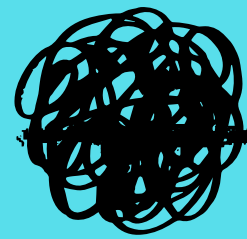


Our Outreach Statistics

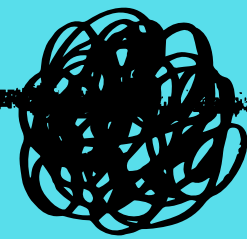
REACHING OUT TO CHAPTERS ACROSS THE STATE AND COUNTRY

At the National TSA Conference, we were able to meet with other state delegations through social media, enabling us to gain new perspectives on how to manage our accounts.

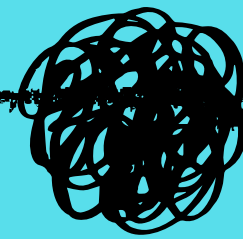
Management Stages



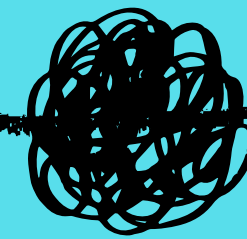
**Open chapter
account(s)**



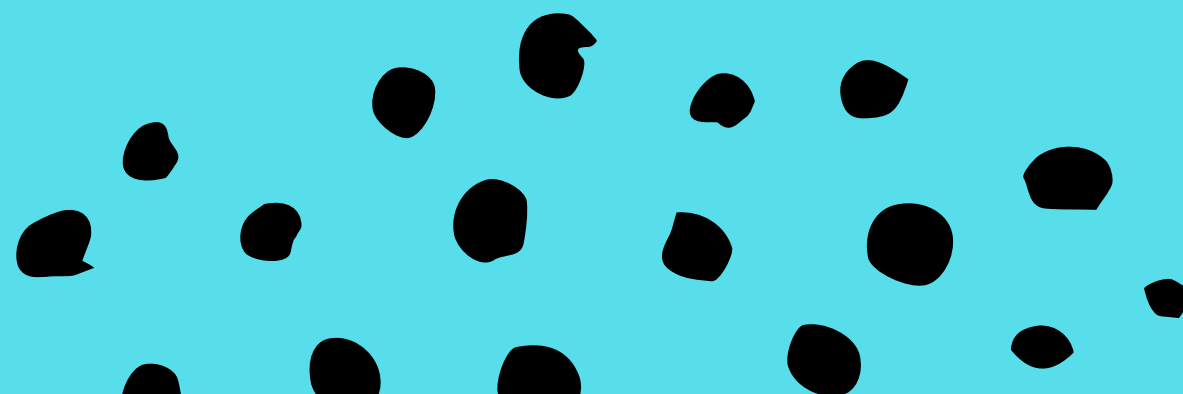
**Formulate a
posting
schedule**



**Follow
chapter
members and
classmates**



**Reach out to
other chapters**





**Make sure your group
has a sheet!**

**Can you make an
intriguing social
media post for
your TSA chapter?**



FIND US ON SOCIAL MEDIA



Facebook

Indiana TSA



Twitter

@Indiana_TSA



Instagram

@Indiana_TSA