

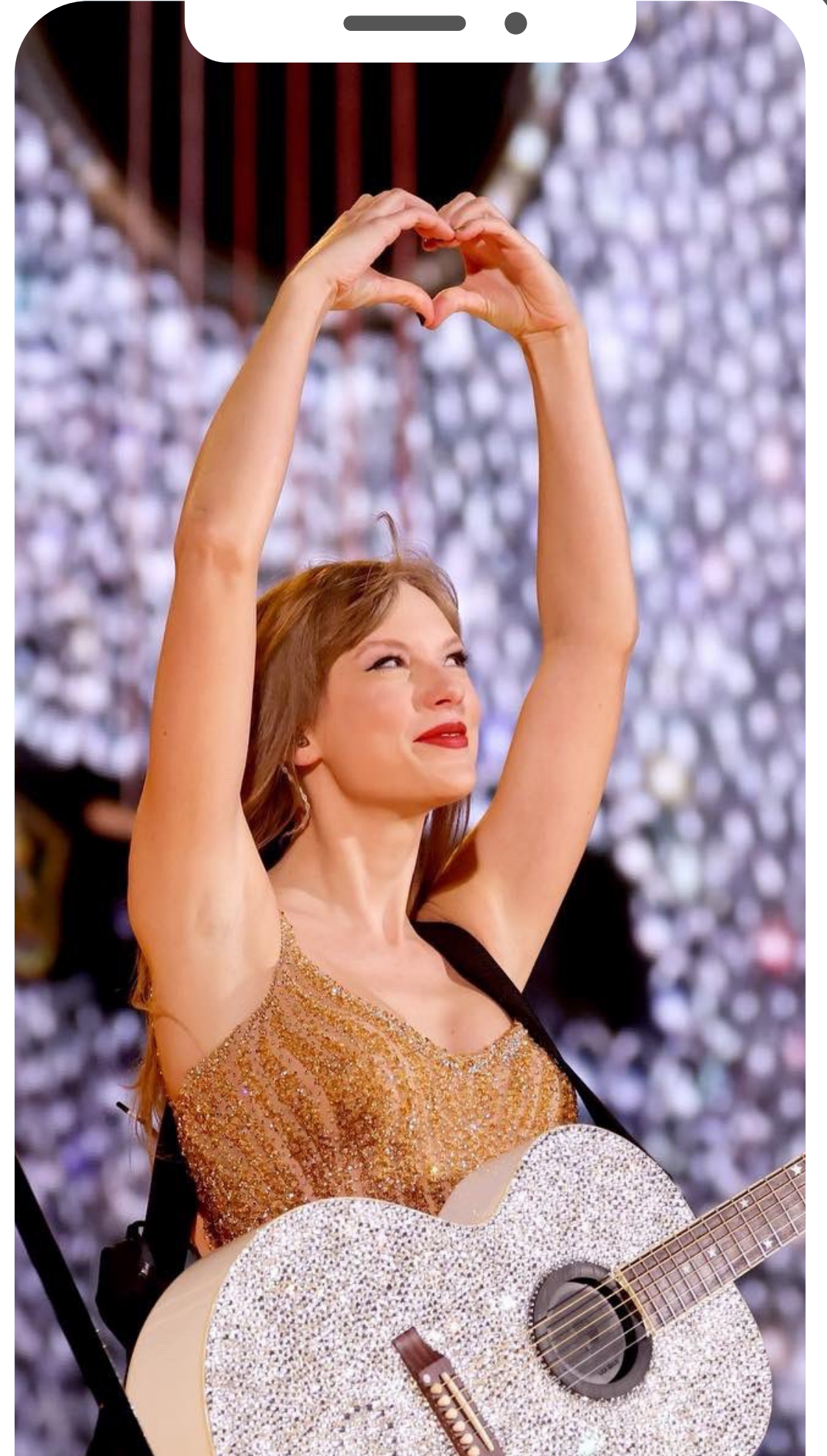


WASHINGTON FBLA

SOCIAL MEDIA (WA FBLA'S VERSION)

**HOW TO PROMOTE YOUR CHAPTER LIKE
TAYLOR SWIFT PROMOTES HER MUSIC**

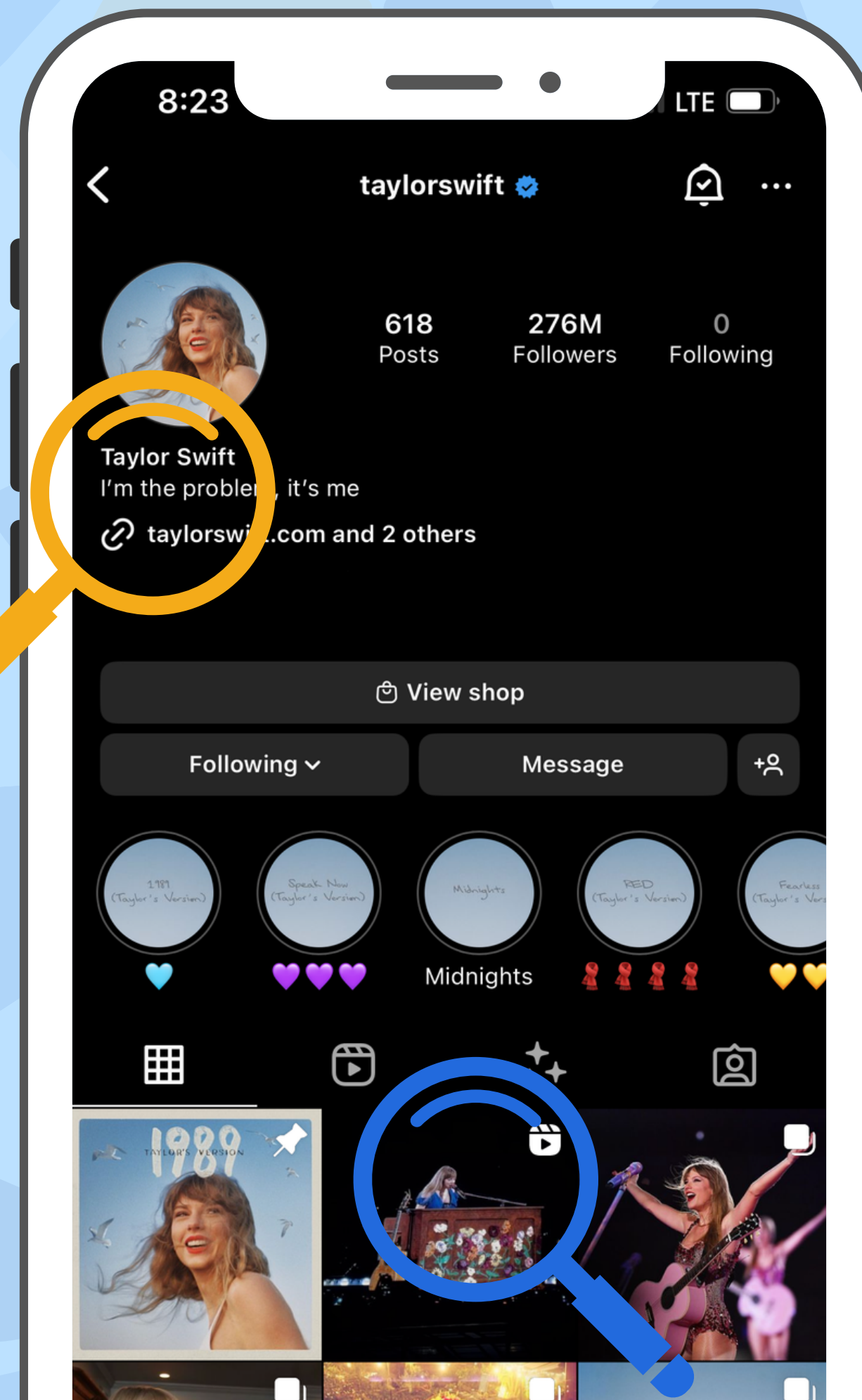
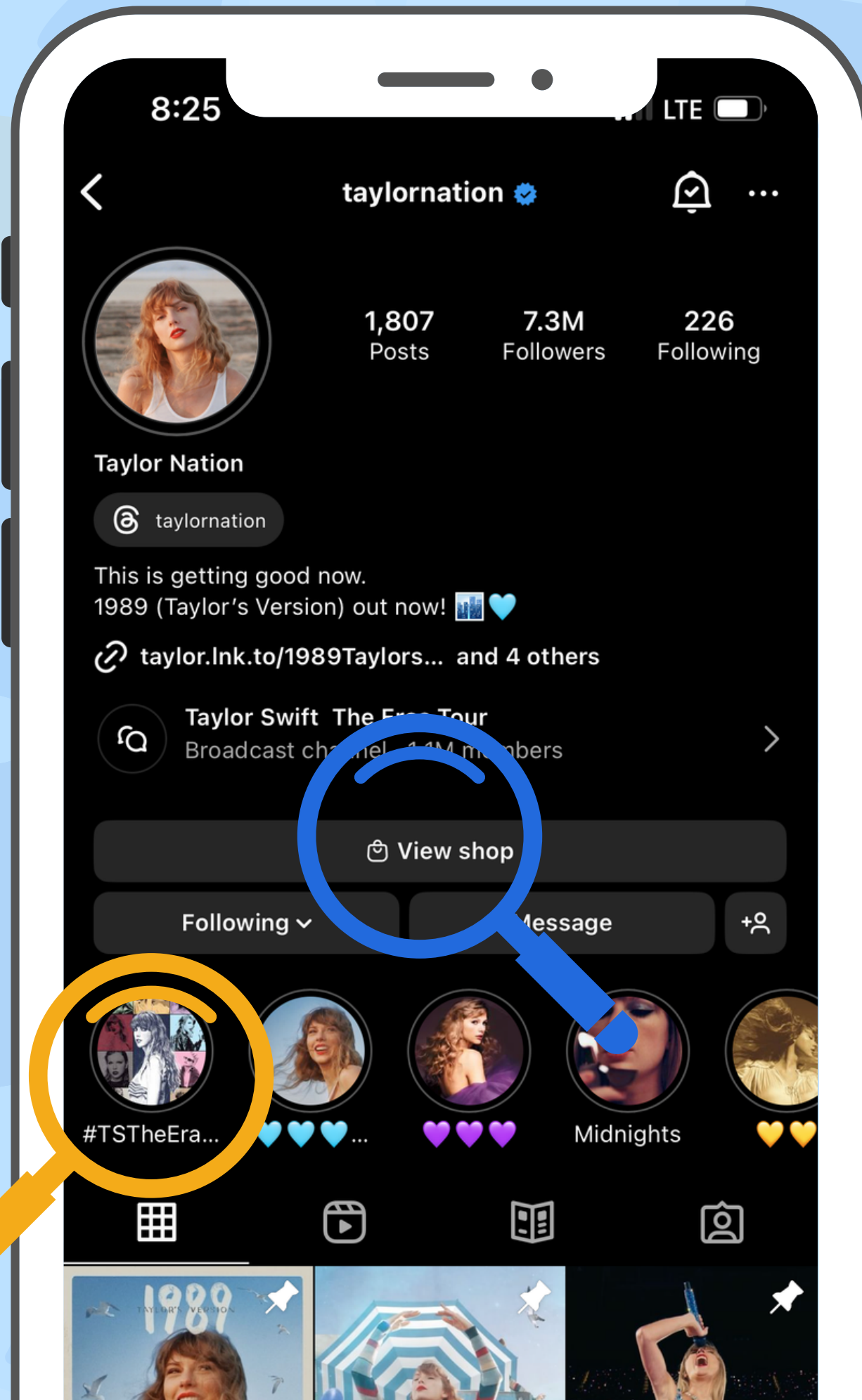
*With this workshop you will never let
your chapter go out of style!*



INTRODUCTION

In today's modern business era, one woman runs the marketing show! Singer-songwriter and self-made billionaire Taylor Swift has been captivating the eyes of viewers around the world this year with her famous Eras Tour and her social media presence. In this workshop lets learn how to market your chapter like marketing genius T-Swift markets her business, and how to captivate your target audience through the ERAS strategy.





OUR GOALS

EDUCATE

E

We want to expand our social media to grasp different target demographics from within our school/community

REACH

R

We want to gain a reach past just FBLA members to the community and local businesses

ACHIEVE

A

We want to achieve goals by increasing membership numbers, meeting attendance and competitive performance

SPOTLIGHT

S

We want to spotlight members and show off the chapters pride, talent and community.





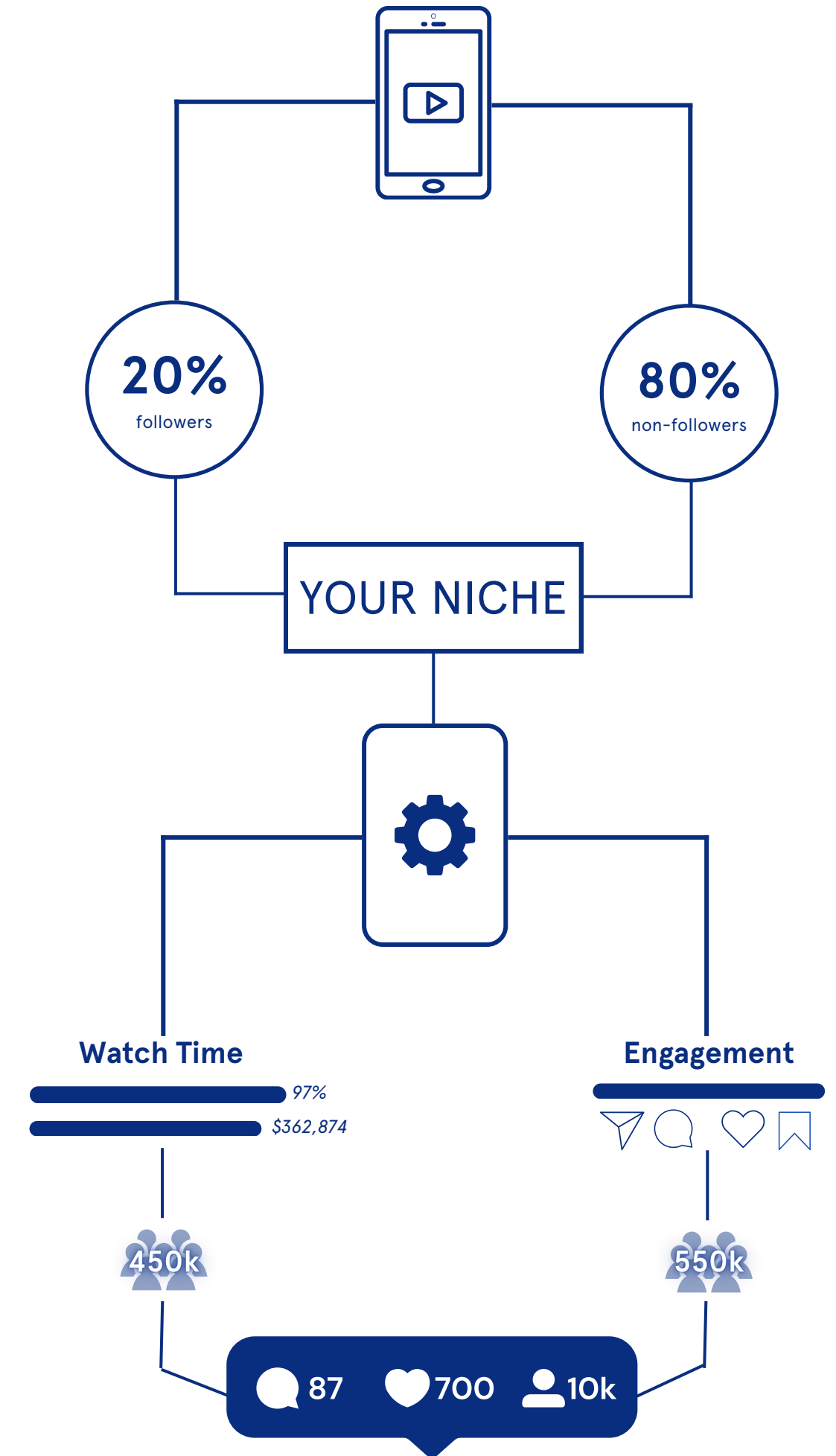
TARGET AUDIENCE

Our target audience will consist of teenagers 13-18 competing in FBLA. While our secondary audiences will be advisers, parents and community members.

HOW TO GET TO THE ENDGAME



Just like how Taylor and Travis are endgame, social media functions like a one large chiefs game. To win the game you have to learn the algorithms and the patterns to formulate your strategy.



HOW TO EDUCATE?



1

COMPETITIVE EVENT TIPS

Educate members on all things competitive events such as creating a Tips and Tricks segment or a segment like competitive corner on the WA FBLA Instagram.

2

FUN FACT SEGMENTS

Create a space where members can find fun quick facts about FBLA to maybe give them a laugh or just a practical tip!

3

MEMBER REVIEWS

Give a space for members to leave a review or a suggestion such as an Anonymous Suggestion Box or Feedback space.



HOW TO REACH?

BUSINESS PARTNERSHIPS

Start a media partnership with a local business or another CTSO to help reach different audiences and encourage them to join/support FBLA. Create content that will bring traffic to both your pages.

MINI COMPETITONS

Create a small competition as an incentive for members to find your page such as a give away through online engagement or a bracket contest with a sport or school related event.

REELS/TIKTOKS

Combining regular posts with the popular reels/TikToks will help bring more traffic to your page and also allow for you to possibly create the scrolling abyss for watchers to stay on your page longer.

MEETING PROMOTIONS

Promote your chapter meeting prior to the meetings. Instead of a basic announcement post you could add a special flare and make fun reels, silly graphics or give the meeting a theme.

CHAPTER WORKSHOPS

Host a virtual or in-person workshop and promote using social media. These promotions could be countdown posts, speaker announcements, FAQ sheets and more.



HOW TO ACHIEVE?

COMPETITIVE EVENT DEMOS

Have successful members in different competitive events demo their winning presentations on social media. They can give tips and tricks on how to present to judges, making the presentation and more!

COMPETITIVE EVENT TIPS

Educate members on all things competitive events such as creating a Tips and Tricks segment or a segment like competitive corner on the WA FBLA Instagram.



MEMBER OF THE MONTH

Create a member of the month program to recognize chapter members who are going above and beyond!

EVENT RECAPS

After your chapter host's or attends an event, post an event recap to recognize the chapters achievements and fun they had.

TAKEOVERS

Have a different officer or member once to twice each month take over the instagram stories to answer questions, do a day in the life or just have fun promoting FBLA.

COMPETITIVE EVENT SHOWCASE

Twice a month or so showcase different competitive events to educate members of all the different events available to them.

THE BIG

B

Sorry, it's not Betty, James or Augustine this time





CROSS-PLATFORM ADVERTISING

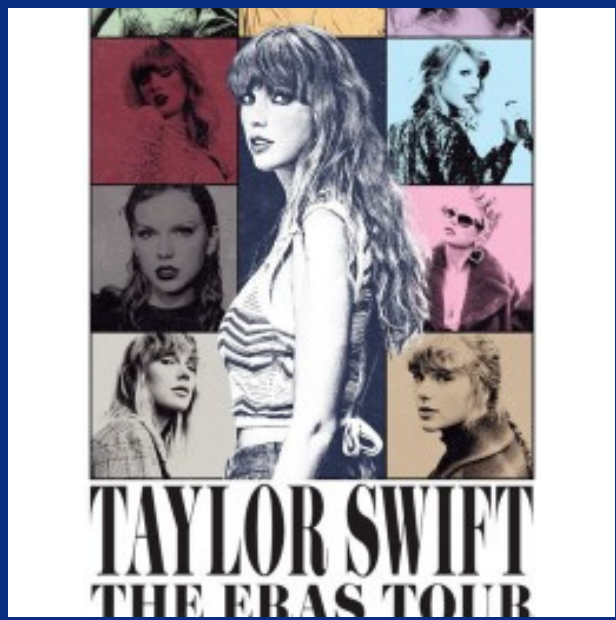
This form of advertising involves the use of other platforms/tools to grow your audience bigger than the whole sky! We want to spotlight a few platforms that work extremely well for this:

- LinkTree
- LinkedIn
- TikTok
- Youtube



EXAMPLE POST SCHEDULE

<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>
<ul style="list-style-type: none">• 11:00 AM PST Seattle Concert Recap• 12:00 PM PST LA 'Your Next' Post• 1:00 PM PST LA Merch drop	<ul style="list-style-type: none">• 7:00 AM PST Jack Antonoff B-Day Post• 10:00 AM PST New Midnights Vinyl Color Drop• 8:00 PM PST Instagram Live - Prep for LA	<ul style="list-style-type: none">• 9:00 AM PST Random Lyric - Story Easteregg• 12:00 PM PST Jack Antonoff B- Day Party Story• 5:00 PM PST Holiday Merch Drop	<ul style="list-style-type: none">• 11:00 AM PST Surprise Easter- egg Post• 1:00 PM PST Random Rep Picture w/ a reference to getaway car lyrics	<ul style="list-style-type: none">• 6:00 PM PST LA Eras Tour - Merch Line Open• 7:00 PM PST LA Eras Tour - Story• 8:00 PM PST Rep TV Announcement Live



INCENTIVE THEORY

The incentive theory played a mastermind role in putting the finishing touches on this strategy. This theory states that some external factors such as prizes and rewards will encourage good behavior.

BABY LET THE GAMES BEGIN!

TAYLOR SWIFT 101

For our first activity of the evening we will be playing a Taylor themed Kahoot! It's time to show off your knowledge and find out who will be crowned as the ultimate Washington FBLA Swiftie. Good Luck!



DESIGN

Throughout the next portion of the workshop, we are going to discuss the design side of social media marketing. This will help you make your social's shine as bright as a mirrorball and captivate the eyes of viewers!





ESSENTIAL DESIGN PLATFORMS

Now your probably wondering, where can I make these awesome graphics such as this presentation? Let us highlight our two top picks in the graphic design world that make your page timeless!

- Canva
- Adobe Illustrator

The 'screaming colors' of FBLA

COLORS

Here are the 'screaming colors of FBLA! It is important to follow FBLA brand standards for colors. Here are the brand colors specific hex codes:

- #0a2e7f
- #1d52bc
- #226add
- #f4ab19
- #ffffff
- #2d2b2b



TYPOGRAPHY

TITLE

Subheading

Accents

Body Text

Typography With

Taylor Swift

TIPS & TRICKS

SUBMISSION FORM OPEN!

<https://wafbla.org/tips-tricks/>

WA FBLA - Helpful Tips & Tricks For A Successful Year

What do you wish you knew before joining FBLA? Or what helps you be the best FBLA member you could be? Leave your best tips and tricks below and we'll share it on our socials!

Name (First, Last Initial) *Optional

School *

What social should we tag? *Optional

Your Best Tips and Tricks *

Submit

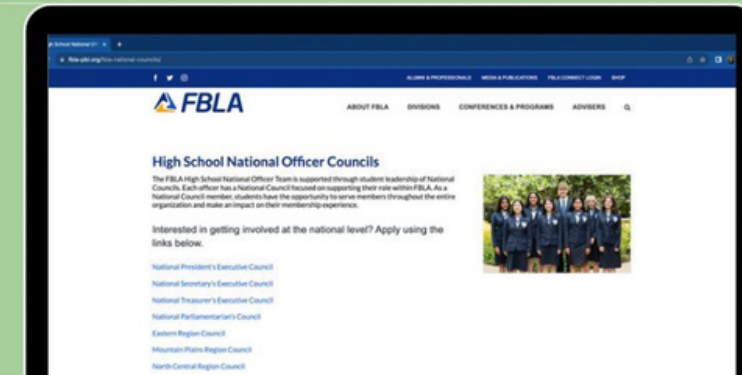
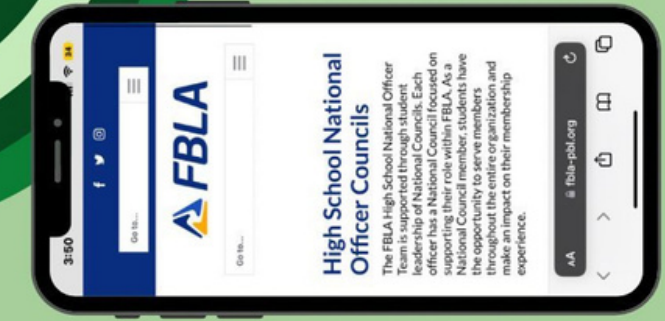
SOCIAL MEDIA

Workshop (WA FBLA's Version)

November 20th | 7 PM | Via Zoom

WANT TO

APPLY FOR A NATIONAL COUNCIL?



Lynden High School



CHAPTER OF THE MONTH

TODAY'S THE DAY!

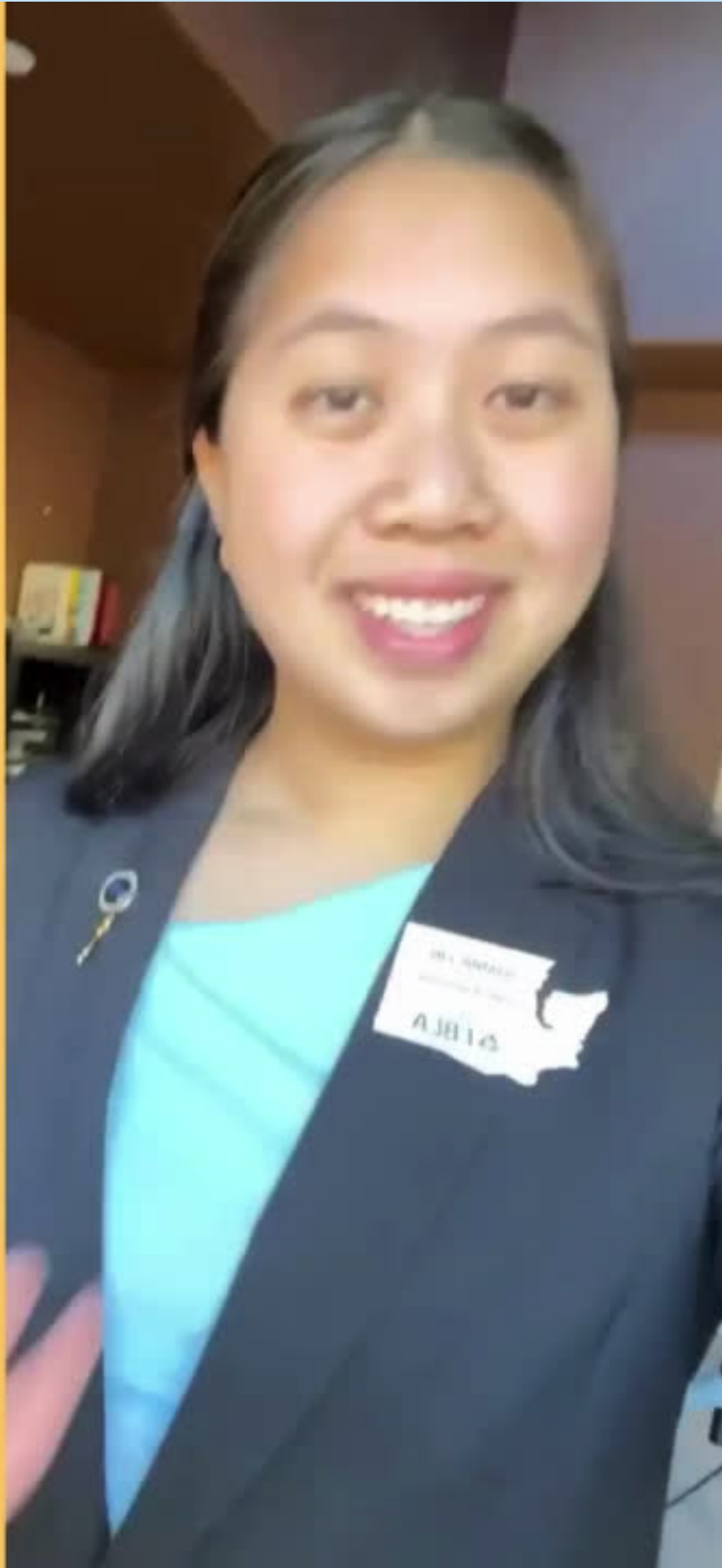


SAFE SEE YOU IN GEORGIA TRAVELS!

ARE YOU INTERESTED IN PRESENTING A WORKSHOP at SBLC?

APRIL 25 -26

SPOKANE, WA



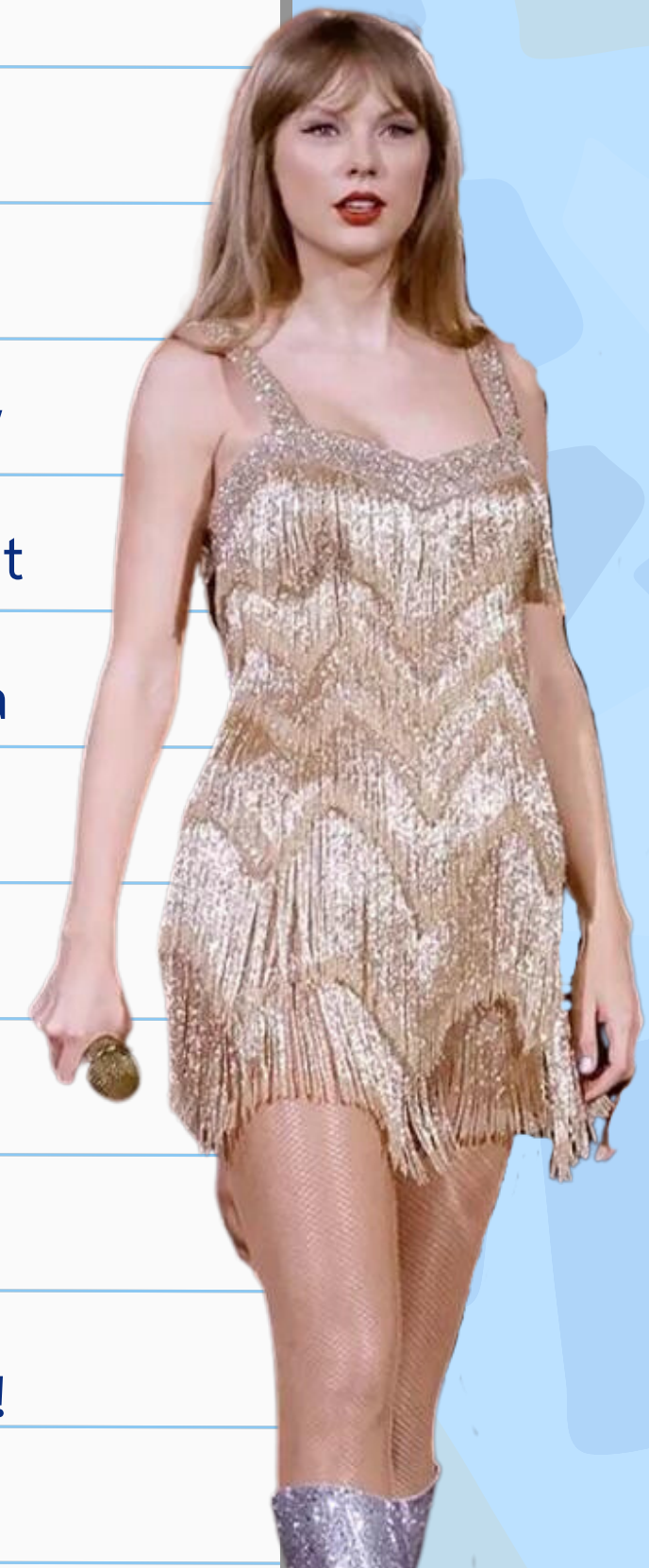


5

MINUTE Design Challenge

You have been hired by Taylor Swift to design a new merchandise graphic for her sweatshirts to debut at the show in 1 hour. The graphic can be from any era but must consist of the title, Taylor Swift: The Eras Tour.

You can do designs on a piece of paper or Canva! If done on Canva, share the design with northwestvp@wafbla.org. Good Luck and Have Fun!





Future Business Leaders of America

CHAPTER RESOURCE GUIDE

RECRUITING MEMBERS

Social Media

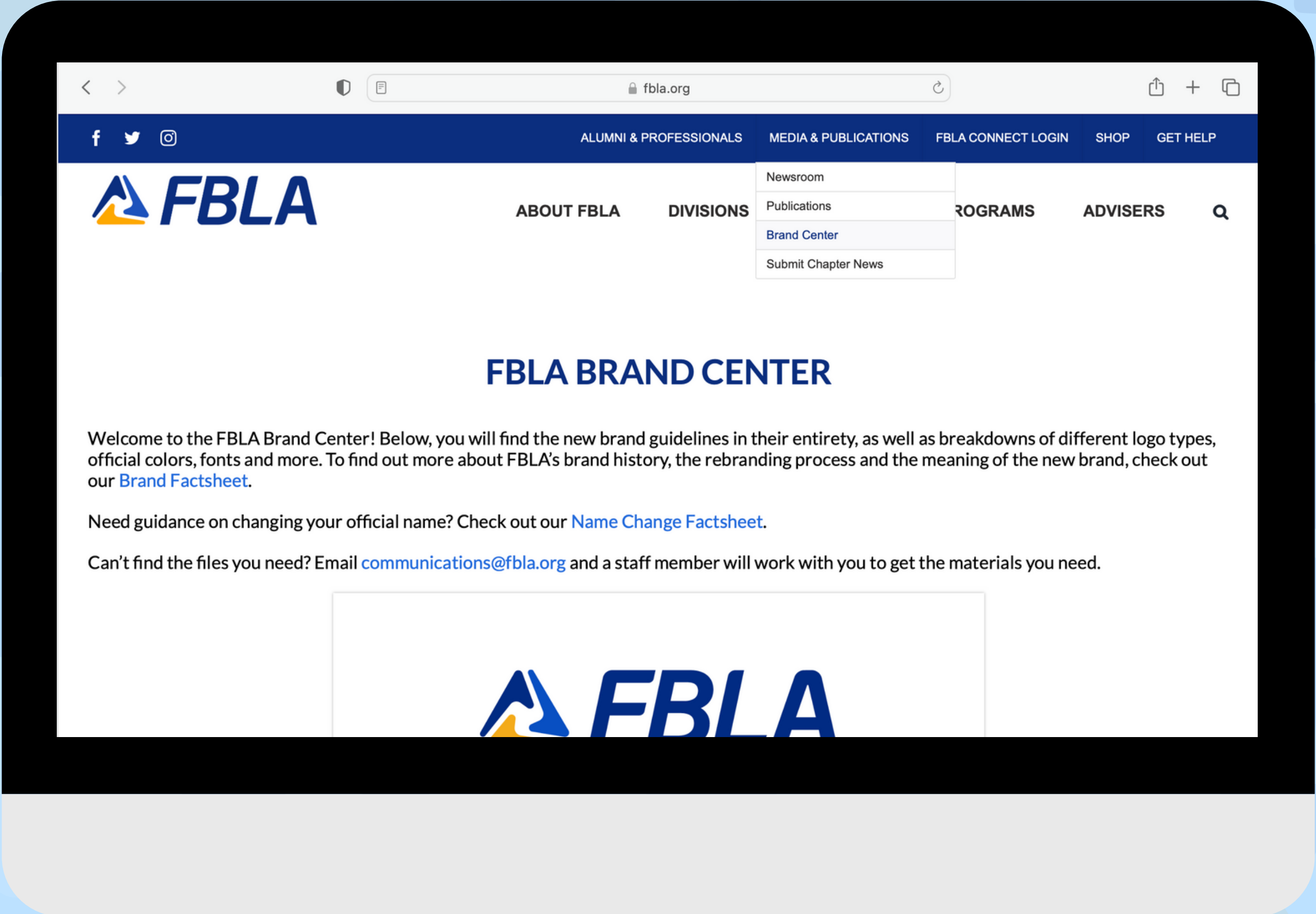
Social media is arguably one of the most important factors in recruitment. In our day and age, almost every single person uses social media in one way or another. Therefore, it is critical that we fully utilize our resources to our advantage.

Here are some ways to do so:

1. Set up a school FBLA Account/Page
2. Designate a Public Relations Officer or Social Media Manager to run/manage the account
3. Post constant updates for your FBLA chapter
4. Use your platform to send meeting reminders, recognition messages, etc.
5. Ask your friends to share your posts, and share the social media handle with students in your school!



Copy these templates! 



ABOUT FBLA

DIVISIONS

- Newsroom
- Publications
- Brand Center
- Submit Chapter News

PROGRAMS

ADVISERS



FBLA BRAND CENTER

Welcome to the FBLA Brand Center! Below, you will find the new brand guidelines in their entirety, as well as breakdowns of different logo types, official colors, fonts and more. To find out more about FBLA's brand history, the rebranding process and the meaning of the new brand, check out our [Brand Factsheet](#).

Need guidance on changing your official name? Check out our [Name Change Factsheet](#).

Can't find the files you need? Email communications@fbla.org and a staff member will work with you to get the materials you need.





HUNTER SPARROW

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@northwest.wafbla | @hunter_fbla



TAYLOR SWIFT

@taylorswift | @taylornation

THANK YOU!



KATIE DUONG

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WASHINGTON FBLA

hello@wafbla.org
@wafbla | @katiehduong



TAYLOR SWIFT
THE FBLA TOUR

