



2026 Midwest Institute On-Site Social Media Plan

Role-Specific Responsibilities

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| <p>Board of Regents & Class Advisors <i>Capture moments, model engagement, and encourage attendees.</i></p> <p><u>Daily Checklist</u></p> <ul style="list-style-type: none"> • Take photos/videos and upload to the <u>2026 Midwest Institute Google Photos album</u>. (The album is also shared with attendees afterward and is a great way for them to share their on-site experience with their organizations.) • Post on your personal/organization accounts; tag Institute and use site hashtags. • Encourage attendees in your class to post and tag Institute. • Capture informal video testimonials from attendees (e.g., after class or at breaks); upload to the shared album and notify the Social Media Committee. • Ensure to capture photos of all faculty teaching. | <p>Social Media Committee <i>Post to IOM Facebook, Instagram, & LinkedIn on-site with consistent, timely posting.</i></p> <p><u>Daily Checklist</u></p> <ul style="list-style-type: none"> • Board of Regents & Class Advisors roles, plus: • Monitor the shared Google Photos album; follow up with volunteers to ensure full coverage. • Post photos from the week to Facebook & Instagram (through Meta). • Edit and post video testimonials to Facebook, Instagram, AND LinkedIn. • Ensure each faculty member appears in at least one uploaded photo. |
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Hashtags to Use & Promote

#IOMeducates · #MidwestInstitute · #IOMfirstyear · #IOMsecondyear · #IOMthirdyear · #IOMfourthyear · #IOMgraduate · #MyIOMJourney · #IOMfaculty · #IOMvolunteer

IOM Staff Campaigns to Amplify

- "Faces to Know": Board of Regents, Class Advisors, and Staff introductions.
- Faculty Spotlights: Highlights faculty teaching, especially new faces.
- Silent Auction: Highlights the scholarship connection; reminds attendees to participate.
- Graduates: Features graduates.

IOM Staff to Provide Social Media Committee Access to:

Please let staff know how they can support. We appreciate your dedication to promote the program!

- Mini Mic
- Attendee Roster
- Suggested Captions Document
- Laptop with access to IOM accounts:
 - Canva
 - Meta (Facebook/Instagram)
 - LinkedIn
 - Google Photos Album



Content Calendar – What to Capture & Post By Day

- Volunteers capture and upload to the shared album.
- Social Media Committee posts photos from the week to IOM accounts.
- IOM Staff schedules/posts other programmed content.

| Day | All Volunteers – Capture | Social Media Committee - Post | Staff - Schedule |
|------------------------------|---|--|--|
| Sunday, May 31 | Registration Homeroom Kickoff Testimonials | Registration Homerooms Kickoff photos Testimonials | Hollow Square Board of Regents Class Advisors BOR/CA board meeting photo <i>Engage attendee/volunteer posts who tagged IOM</i> |
| Monday, June 1 | Breaks Lunch/Table Topics Industry Consultations Silent Auction Faculty Testimonials | *Sunday content not posted Breaks Lunch/Table Topics Industry Consultations Silent Auction Faculty Testimonials | Faculty Scholarship/Fundraising Connection Silent Auction open <i>Engage attendee/volunteer posts who tagged IOM</i> |
| Tuesday, June 2 | Breaks Lunch/Table Topics Industry Consultations Silent Auction Faculty Testimonials | Breaks Lunch/Table Topics Industry Consultations Silent Auction Faculty Testimonials | Silent Auction reminder <i>Engage attendee/volunteer posts who tagged IOM</i> |
| Wednesday, June 3 | Breaks Lunch/Table Topics Industry Consultations Silent Auction Graduation Faculty Testimonials | Breaks Lunch/Table Topics Industry Consultations Silent Auction Graduation Faculty Testimonials | Silent Auction reminder <i>Engage attendee/volunteer posts who tagged IOM</i> |
| Thursday, June 4 | Testimonials | Graduation Testimonials | "Thank you for a great week!" Graduates <i>Engage attendee/volunteer posts who tagged IOM</i> |



Video Testimonials – Detailed

Platform: Facebook, Instagram, AND LinkedIn

The process involves both volunteers and the Social Media Committee.

All Volunteers (Board of Regents & Class Advisors)

- 1) Approach attendees during breaks or after class and ask if they'd be willing to share a quick video. Use the suggested prompts in the next section as a guide — feel free to adapt them. Record the video on your phone. A mini mic is provided by IOM Staff; use it for better audio quality! Request testimonials from all attendees as well as specifically graduates and scholarship recipients. Ask all attendees to state their name and section at the start of the testimonial for editing purposes.
- 2) Upload the recording directly to the shared 2026 Midwest Institute Google Photos album as soon as possible after recording.
- 3) Notify the Social Media Committee that a new testimonial has been uploaded and is ready to review.

Social Media Committee

- 1) Encourage all volunteers to record and upload testimonials, and remind them to notify you when uploaded so you know it's ready to edit. You may also choose to record and upload testimonial videos yourself.
- 2) Download the testimonial video from the shared album and upload it to the IOM Canva account.
- 3) Select either the landscape or portrait Canva template based on the orientation the video was recorded in.
- 4) Using the attendee roster, import the required fields (e.g., name, title, organization) into the Canva template.
- 5) Draft the post in Meta (Facebook/Instagram) and LinkedIn.
- 6) Show the draft to IOM Staff for final review and approval before publishing.
- 7) Post!

Suggested Video Testimonial Prompts

Feel free to tailor and make your own! Remember, ask all attendees to state their name and section at the start of the testimonial for editing purposes.

| Audience / Timing | Prompts |
|------------------------|---|
| Sunday, May 31 | "What are you looking forward to at Institute?" "What do you hope to learn at Institute?" |
| Monday – Thursday | "What did you learn in class today?" "What's been your favorite Institute moment so far?" "What has been your biggest takeaway?" "What has been an 'Aha!' moment?" "What's the first thing you're going to implement in your organization?" |
| Graduates | "What lesson did you learn? (Start with 'In just 4 weeks...' and end with 'I am an IOM.')" "Tell us about your IOM Journey." |
| Scholarship Recipients | "What did receiving an Institute scholarship mean to you?" |



Posting Photos from the Week – Detailed (Social Media Committee)

Platform: Facebook & Instagram only

Follow these steps each time you post photos through Meta to Institute's Facebook & Instagram accounts.

- 1) **Select & Download Photos from the Shared Album.** Choose the best photos showing variety in the people featured. Aim for up to 10 photos per post (Meta's maximum). Note: some photos may download as .heic files — search "convert heic to jpg" online for free conversion tools.
- 2) **Draft the Post in Meta.** Use the suggested captions document provided by IOM Staff as your starting point, tailoring as you see fit. Draft the post directly in Meta (Facebook/Instagram).
- 3) **Get Staff Approval.** Show the drafted post to IOM Staff for final review and approval before publishing.
- 4) **Post!**

**Between posts: Continue to monitor the shared album and remind volunteers to take photos and upload regularly.*