



# On-Site Social Media Plan

Goal: To increase engagement & visibility of IOM through attendee & volunteer social networks.

## Volunteer (Board of Regents and Class Advisors) Responsibilities

**1) Upload photos to a shared photo album.** Social Media committee members are responsible to monitor, encourage, and ensure photos are being uploaded.

a. **2026 Winter Institute**

**Photos or videos of the following are requested:**

- **Registration** (Posted Sunday or Monday)
- **Homeroom** (Posted Sunday or Monday)
- **Kickoff** (Posted Sunday or Monday)
- **Breaks – throughout the week** (Posted daily Monday-Thursday)
- **Lunch / Table Topics** (Posted daily Monday-Wednesday)
- **Industry Consultations (where appropriate)** (Posted daily Monday-Thursday)
- **Silent Auction** (Posted daily Monday-Thursday)
- **Bonus Session (when applicable)**
- **Graduation** (Posted Thursday morning)
- **Faculty** (Posted daily Monday-Thursday)
  - Class advisors taking attendance in core classes are asked to also take a picture of faculty teaching. Volunteers taking attendance during electives are asked to take a picture of faculty teaching. Social Media committee members are responsible to ensure each faculty member is featured in at least one uploaded photo.

**2) Promote and encourage attendees.** Lead by example and encourage attendees to post, tag Institute, and use site-specific hashtags, including:

- a. #IOMeducates
- b. #MidwestInstitute #SoutheastInstitute #NortheastInstitute
- c. #IOMfirstyear #IOMsecondyear #IOMthirdyear #IOMfourthyear #IOMgraduate
- d. #MyIOMJourney
- e. #IOMfaculty #IOMvolunteer #IOMfaculty

**3) Re-share content.** As volunteers, be active in resharing content to your networks and highlighting attendees from your classes featured. Encourage attendees to re-share content of interest.



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- 4) Video testimonials.** Class Advisors are encouraged to capture informal video testimonials of attendees throughout the week, such as after classes or at breaks. Testimonials recorded on-site will be used throughout the year on Institute social media. Videos can be uploaded to the shared photo album.

### Social Media Committee Responsibilities

- 1) Post to social media Institute candid photos from shared photo album in one of two ways:**
- a. Post directly from Institute Facebook and Instagram accounts:
    - i. Institute Staff will provide a device with access to Institute Facebook and Instagram.
    - ii. Select photos to be posted and receive Institute staff approval.
    - iii. Post to Institute Facebook and Instagram accounts with provided verbiage.
      1. Re-post and encourage volunteers to re-post in their networks!
  - b. If it is preferred to create content (ie: videos, pictures) and post on individual accounts, it is encouraged to post on your individual organization or individual account and tag Institute.
    - i. Institute will re-post the tagged post.

**Posts from the following are requested:**

- **Registration & Homeroom**
- **Kickoff**
- **Classes / Faculty - *daily***
- **Breaks - *daily***
- **Lunch / Table Topics** (when applicable)
- **Industry Consultations** (where appropriate)
- **Silent Auction - *daily***
- **Bonus Session (when applicable)**
- **Graduation**



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## Staff Responsibilities

- 1) **Social media content features.** The following campaigns will be featured on the Institute social media channels:
  - a. **“Faces to Know”:** The Board of Regents, Class Advisors, and Staff will be introduced.
    - i. “My IOM Journey” will feature individual experiences of volunteers.
  - b. **Faculty:** Faculty teaching will be featured, highlighting new faculty.
    - i. “My IOM Journey” will feature individual experiences of faculty.
  - c. **Scholarship Recipient:** Scholarship recipients will be featured with a testimonial of what receiving a scholarship meant to them.
  - d. **Silent Auction:** The relationship of scholarships and the Silent Auction will feature the Silent Auction and remind attendees how to participate.
  - e. **Graduates:** Graduates will be featured.
  
- 2) **The following will be featured on Institute social media channels:**
  - a. Re-posting volunteer and attendee posts that tag Institute.
  - b. Sharing photos from the week from the shared photo album.

## “My IOM Journey” Campaign

**There is no wrong way to Institute. We look forward to hearing about your unique IOM journey.**

### Purpose

The **My IOM Journey** campaign invites the Institute community (attendees, volunteers, faculty, alumni) to share their unique experiences with the program. This campaign highlights the different journeys of those in the Institute community. By sharing the personal experiences of participants, the message is reiterated: “There is no wrong way to Institute.”

### Goals of the campaign include:

- Highlight the personal impact of IOM on professional development and leadership.
- Strengthen engagement within the IOM community.
- Serve as a shareable marketing tool for potential participants by showcasing diverse paths to IOM.



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## Strategic Approach

“My IOM Journey” will include two coordinated approaches:

1. Institute-Produced Content
2. Individual-Created Content

## Institute-Produced Content

Institute will create content in video and graphic formats to feature various IOM journeys of multiple IOM community groups during the summer sites:

- 1) Attendees
- 2) Board of Regents
- 3) Class Advisors
- 4) Faculty

## Individual-Created Content

Participants are encouraged to share their journey on social media using the official campaign hashtag: **#MyIOMJourney** and tag IOM's accounts. Posts can include photos, personal reflections, and videos.

Every IOM experience is unique and valuable. Participants are invited to share their personal stories while maintaining a professional tone.

## Registration-Specific

A social media toolkit will be provided for attendees, volunteers, and faculty upon registration with suggested prompts, verbiage, graphics, and a reminder to tag Institute on the respective platform posted on. The verbiage for Volunteers will include a call to action, intended to direct toward registration.