

Grapevine Chamber of Commerce

# Social Media Plan

Current as of July 21, 2015

# Overview

The Grapevine Chamber of Commerce is positioned uniquely as a respected source for local business news, as well as visitor information. This perception can be leveraged to share a variety of information through Social Media that benefits the Chamber and its members.



# Grapevine Chamber Blog

## Weekly

### Objectives

- Increase engagement on Chamber homepage
  - Post every Wednesday
- Create awareness of Chamber and Community events
  - One post a month dedicated to each
- Promote selected Chamber members
  - Member profile of Chamber members in leadership positions on committees
- Share Economic Development information
  - Recap of Economic Development Partnership meeting

### Metrics

- Number of posts
- Views
- Shares on Social Media
- Comments



# Social Networks

## *Daily*

### Facebook



#### Objectives

- Like Chamber members' pages
- Drive traffic to Chamber website
  - Share Committees & Programs pages
  - Share Events page
  - Share specific events when relevant
  - ChamberMaster automated updates
    - Events
    - New Members
    - Hot Deals
    - News
    - Job Postings
- Drive traffic to Chamber member Social Media and websites
  - Share relevant updates from Chamber members
  - Post photos from Ribbon Cuttings, Business After Hours Mixers and other events with links back to event location's website or page
- Encourage Likes and Comments
- Interact with other company pages
- Share relevant business tips and information
  - Small business tips
  - Management tips
  - Economic development news
- Respond to comments and messages in a timely manner

## Google+

### Objectives



- Add Chamber members to Circles
- Drive traffic to Chamber website
  - Share Committees & Programs pages
  - Share Events page
  - Share specific events when relevant
- Drive traffic to Chamber member Social Media and websites
  - Share relevant updates from Chamber members
  - Post photos from Ribbon Cuttings, Business After Hours Mixers and other events with links back to event location's website or page
- Encourage +1's and Comments
- Interact with other company pages
- Share relevant business tips and information
  - Small business tips
  - Management tips
  - Economic development news
- Respond to comments in timely manner

## LinkedIn



### Objectives

- Drive traffic to Chamber website
  - Share Committees & Programs pages
  - Share Events page
  - Share specific events when relevant
- Encourage Likes and shares

## Metrics

- Social Network followers (Likes, +1's, Followers)
- Shares of posts
- Impressions on posts
- Influence – Klout score

# Micro Blogging (Twitter)

## *Daily*

### Objectives

- Follow Chamber members and add them to “Chamber Members” list
- Drive traffic to Chamber website
  - Share Committees & Programs pages
  - Share Events page
  - Share specific events when relevant
  - ChamberMaster automated updates
    - Events
    - New Members
    - Hot Deals
    - News
    - Job Postings
- Drive traffic to Chamber member Social Media and websites
  - Retweet or mention news from Chamber members that has broad appeal
  - Share photos from Ribbon Cuttings, Business After Hours Mixers and other events with links back to event location’s website or Twitter account
- Create relevant Twitter lists
  - Chamber members
  - News/Social Media
  - DFW Chambers
- Use hashtag #GrapevineTX to promote interest in relevant events for visitors and other Social Media users
- Use relevant hashtags to build impressions
- Share relevant business tips and information
  - Small business tips
  - Management tips
  - Economic development news
- Respond to ReTweets and mentions
- In a timely manner, follow up with mentions that bring up questions or concerns



## Metrics

- Followers
- Mentions
- ReTweets
- List Followers
- Influence – Klout score
- Impressions – Measured by Crowdbooster

# Presentation Sharing

*Monthly or as necessary*

## Objectives

- List relevant presentations on SlideShare
  - Social Media Seminars
  - Luncheons
- Drive traffic to Chamber website
- Drive traffic to Chamber Social Media

## Metrics

- Views on SlideShare





# Overall Objectives

- The Grapevine Chamber will be an information hub for small businesses and visitors to the City of Grapevine, as well as a thought leader for innovation in business, marketing and Social Media
- Drive traffic to Chamber website
- Drive traffic to Chamber member Social Media and websites