

Social Media & Social Networking: A Chamber Guide to Connecting with Members

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Social Media

- "Electronic and Internet tools for the purpose of sharing and discussing information and experiences with other human beings"

Social Networking

- [Online communities](#) of people who share interests and activities, or who are interested in exploring the interests and activities of others

Reasons for your Chamber to use Social Media and Social Networking:

- Increased visibility to prospective members = Leads and Recruiting
- Increased interactions with existing members = Retention
- Enhanced reputation as a resource in the community = Relevance
- Increased visibility to the community as a whole = Credibility
- Improves your search engine results = Web Traffic
- Recruiting new members = Sales
- Retention of members = Retained \$
- Find more home-based businesses = Harder-to-reach businesses
- Promote member, non-member, and community events = Value
- Gen X & Y are there (and not too many other places) = Outreach

Social Media

Video

- Search for "Clovis Chamber" on www.youtube.com to see video samples of festivals, networking events, and member testimonials
- Embed these video's into your website.
- Tape your staff & board giving reasons to join

Events

- Pictures of events: www.flickr.com

Blogging

- Sense of conversation, participation with members
- Recruiting tool
- Who controls it?
- Our brand new blog: <http://chambermatters.blogspot.com/>

Social Networking

- www.MySpace.com
- www.Facebook.com
- www.Linkedin.com
 - <http://www.linkedin.com/in/bethbridges> - Chamber logo links to our group

HOW MUCH TIME IS THIS GOING TO TAKE AND WHAT DOES IT COST??

- How much time do you want to spend? Budget your time and staff time.
- Cost: Most of these are free, therefore ROI on \$\$ is excellent.