

Learning Pod Notes



Dipping a Toe into Social Media

Interests in session are mostly in the desire to look for younger members.

Baltimore EPC already concluded that their efforts with social media have failed. They have a LinkedIn account, but nothing is happening. What should go on it? Who is monitoring it? That was a big issue. What is the time commitment that monitoring, maintaining and updating will take?

One council said they followed what NAEPC had said / guidelines, but mostly jumped in. Faltered and there's no activity.

Palm Beach County EPC – Key is that you have to set aside a committee to work on communications. Our communications committee works on social media. Board members and/or members of the organization that have social media experience.

Palm Beach County EPC – His communications committee has already asked that they take pics from the conference, for Facebook and LinkedIn. Facebook has more viewers / clicks. A member of their committee who has some experience is helping them. Demographics of council are generally older. They are starting to see the next generation joining in.

Facebook has an older demographic.

Some councils post pics on Facebook, LinkedIn is a place they place articles of members, which also ties into sponsorship.

One council reported using social media to promote meetings. Not sure of the impact it has though. No tracking as to level of success.

Berkshire County EPC – We're a new EPC with a Facebook page (events, calendar, member applications), and it's very under-utilized. They'd like more engagement with members. Concerned about posting articles – they don't want to post more from one member than another. They've never thought about LinkedIn. They were asked how it was being promoted, and said that it's not – they don't know how.

Nassau County EPC – Our council average age is 65+ and members are not computer savvy. They have eliminated the 5-year experience rule in order to get younger members. They have eliminated the 5-year experience rule in order to get younger members.

One council said that paralegals are part of EPC as well, which is getting younger folks.

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Central Arizona EPC has a Young EP group, which has been successful. Some members are in their lower 30's.

LinkedIn page – It's a passive site that isn't that interactive – Twitter is more active with the retweeting, which is a lot more movement. Not many in the group use Twitter.

A lot of the social media platforms link into one another. If you post to both, it casts a wider net. This is one way to market.

To some extent, you have to have a base that you're casting out to before starting with social media. A conversation has to be had around "how do I get people to view what I'm putting out there and then what message do I want out there in the first place?"

Membership is key. We're all struggling to increase our membership.

Strangely, we've captured a large portion of the estate planning community. We're looking for more engagement from members – they attend some events, but they're not engaged in sharing information, newsletters, articles, etc.

You could link all the estate planning councils through Twitter, which is a huge sharing of information.

People can't post at will. Whoever is in charge of the account pushes out the information.

If someone's not allowed to use Twitter, then they're at a disadvantage. In response, someone said that those who don't use it, will never see it. We can only do what we can do to monitor this stuff.

It is firm dependent on what you can have re: social media.

Southern AZ EPC – some people operate virtually rather than in person now.

Within sponsorship levels (their revenue) – what they try to do is to add pieces as the levels increase. Could ask for more money if they're going to advertise on Facebook or something. The need is for a distinct committee who is exclusively working on social media.

Baltimore EPC – Who is monitoring this? Who is posting? How much time does it take? She's admin. She doesn't have the time/knowledge.

Someone reported using Hootsuite. Social media management platform. For free you can schedule up to 30 posts in advance. Every two weeks she posts to Facebook and Twitter (LinkedIn doesn't post to groups, only to her personal page, so she doesn't use it for LinkedIn). She randomly picks different articles, promotes NAEPC. Committee could have access to Hootsuite password.

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It all depends on what you're trying to get out of your efforts. Goal is not necessarily the content, but it's to stay relevant. His goal is to stay top of mind. If your goal is recruitment, tailor social media for that. He doesn't spend more than 10 minutes a week on it.

Only concern is the comments. What if people write negative comments?
No one reported that they had seen any negative comments.

Define goals, figure out methodology to accomplish the goals, stick with it and find measurable results.

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Questioning the goal of social media

- to stay relevant
- a place to display value
- at the very least, communicate meeting dates/information
- include the NAEPC website capabilities on individual Council websites

Wondering who will be in charge of the social media aspect