



**WHERE TO  
BEGIN**



**CAPTIONS,  
HASHTAGS,  
& SPOTLIGHTS**

# **MARKETING FCS & FCCLA PROGRAMS**

GACTE Summer Conference



**STRATEGIC  
PLANNING**



**WELCOME**

07.16.2019



# WELCOME

- Kristen Hankins
- Former GA FCCLA VP of Public Relations, Historian, and Board of Directors Member
- FACS ED Major at UGA



**Where to  
Begin**






**Where  
to  
Start?**

**What  
Now?**

**There's  
More?**

# Where to Start?

## 1) Download the Apps

- Go to your appstore and type in the name of each app.
  - Facebook 
    - Uses an unlimited amount of photos and characters to provide descriptions and depictions of activities - MOST USED
  - Instagram 
    - Uses photos primarily and includes captions
  - Twitter 
    - Uses limited characters to convey a precise message - photos can be added.

# What Now?



- 1) Go to your app store and download *Hootsuite*.
- 2) Set it up with your Chapter or Program's social media outlets.
- 3) Link up to three accounts on the app (Facebook, Instagram, and Twitter)
- 4) You can schedule posts in advance for all three accounts.

## **ANALYZE YOURSELF**

Facebook, Instagram, and Twitter all have free analytic tools so you can see just how much of an impact your social media accounts have and be able to tell others of your social influence during meetings with Admin. or possible supporters!

\*\*\*must be in business profile\*\*\*

# CAPTIONS, HASHTAGS, AND SPOTLIGHTS

- Pertinent to marketing and successful planning
- Helps reach goals in advertising and fundraising
- Helps build your following and reach

CAPTIONS

HASHTAGS

SPOTLIGHTS

# CAPTIONS

- comes with every post
- brief blurb
- should not exceed four sentences
- only reflect positive things

TIPS

EXAMPLES



# TIPS

- create captions with intention that spark conversation
- include a call to action
- use social media to tell a story
- post a question
- keep it brief
- start your captions with your most important details
- when referencing a person, company, or brand use the @ sign to tag them in your caption
- encourage encouragement
- use hashtags and emojis wisely

# EXAMPLES



georgiafccla • Following ...

georgiafccla Our 2018 Fall Rally has been cancelled due the impending hurricane. We're working to provide you with more information as it becomes available to us. Please stay safe during Hurricane Michael!

georgiafccla • Following ...

georgiafccla FCCLA Week starts next Monday!! If you have any pictures of you or your chapter participating in any of next weeks daily themes, email them to [gafclavppublicrelations@gmail.com](mailto:gafclavppublicrelations@gmail.com) for a chance to be featured on the Georgia FCCLA social media accounts next week!! #gafccla



**EXTRA ! EXTRA!**



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**FCCLA**  
Family, Career and Community  
Leaders of America

**GEORGIA**  
STATE ASSOCIATION

**THE BEST WEEK OF THE YEAR**  
*FCCLA Week 2019*  
**IS ALMOST HERE!**

FEBRUARY 11 - #BESPIRITED  
FEBRUARY 12 - #BECONFIDENT  
FEBRUARY 13 - #BEPREPARED  
FEBRUARY 14 - #BEAFRIEND  
FEBRUARY 15 - #BE4YOUINRED

*Believe in yourself*

\*send in your submissions to [gafcclavppublicrelations@gmail.com](mailto:gafcclavppublicrelations@gmail.com)



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# #HASHTAGS

- hashtags increase brand reach
- easy for students and members to boost knowledge of your program




TIPS

EXAMPLES


- create a hashtag for your chapter to use
- use the state hashtag (#gafccla) and national hashtag (#fccla)
- use emojis in your hashtags
- post hashtags in the comment section
- use hashtags relevant to your niche
- follow your hashtags
- use hashtags that are unique and memorable

# #TIPS



 georgiafccla Georgia FCCLA is so proud to announce that we are now #1 in the NATION with over 26,700 members! Thank you all for joining the Ultimate Leadership Experience! We couldn't do this without each and every single one of you young, strong, and empowering leaders! #gafccla #2019NLC #ganlc2019



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**FCCLA**  
We are Spirited

 georgiafccla Happy FCCLA Week, Georgia! We are kicking off this week by being spirited! Encourage your classmates to go for the red by continuing your recruitment methods! Promote FCCLA throughout your school and community showing why joining FCCLA is such a good idea! Remember to tag @georgiafccla in your posts so we can share them on our accounts! #fcclaweek2019#fcllabespirited#gafccla

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[la](#)

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[#gafcccla](#)

# #EXAMPLES

- clear photo of activity or student
- have member's submit spotlight ideas
- link to chapter/program website
- send in to Georgia FCCLA as a chapter spotlight submission
- keep the caption concise
- community service, meeting with officials, competing, receiving an award

# TIPS



georgiafccla Happy Tuesday FCCLA! Yesterday Georgia FCCLA members were recognized at the CTSO Superintendent's Recognition Ceremony at the Department of Education! Congratulations! Thank you for representing Georgia FCCLA so well!

41w

apalachee\_fccla



heritagefccla



southfccla  
South Forsyth High School




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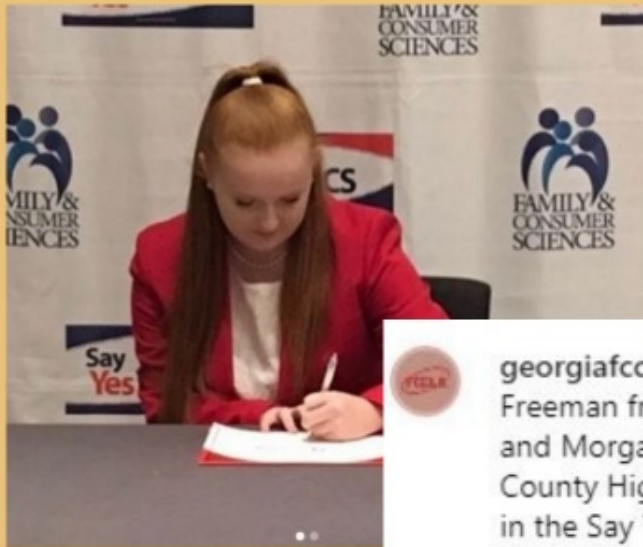
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# #EXAMPLES



## STRATEGIC PLANNING

- use S.M.A.R.T. (specific, measurable, achievable, relevant, and time-bound).
- determine your target audience
- plan content ahead of time
- have a mix of content (funny, insightful, visual, and inspiring)
- plan ways to engage with your audience
- create content through design software

KEEP  
IN  
MIND

WRAP - UP



# KEEP IN MIND

01. use websites such as Canva for designing announcements
02. make S.M.A.R.T. and reasonable goals
03. have a digital calendar shared among your program and chapter team or one in a location everyone can easily see (classroom, group message, e-mail)

GACTE 2 | През Home - Canva

https://www.canva.com

KH Kristen Hankins  
Kristen Hankins's team

Try "Gift Certificate"

Create a design

Create a design >

Custom dimensions

Home

- All your designs
- Photos
- Brand Kit
- Design School

Kristen Hankins's team

Folders

- Shared with you
- birthday posts
- get to know you posts
- Trash

Canva Print >

Poster

Wanted Poster

Instagram Post

Instagram Story

Social Media

Presentation

Facebook Cover

Flyer

Facebook Post

Your designs

Copy of Georgia FCC...

Copy of Kristen Hankins' Birth...

Copy of 7 Days

Copy of FCS TEACHE...

Copy of FC...

Copy of SLC Cou...

Copy of 8 Days Countdown

Copy of By Law Announcement

Upgrade

Help ?

## SMART Goals - Example

### Purpose

- Setting goals gives you long-term vision and short-term motivation
- helps you to organize your time and your resources so that you can make the most of your resources
- You will be able to track your progress as an officer through the year

### What is it?

#### Specific

- Provide a CLEAR and DETAIL explanation of what you hope to achieve

#### Measurable

- How are you going to measure/track your process
- Provide an explanation regarding the process and method which can be used to measure your progress

#### Achievable/Action Oriented

- What steps are you going to take to make sure that your are successful?
- Is this goal possible to Achieve? Is it too easy too challenging?
- Make sure you are not over-stretching yourself

#### Relevant

- Is this goal relevant to your position/responsibility as a state/region officer
- How will this impact FCCLA at a Local, state, and/or national level

#### Time Bound

- When do you hope to achieve this goal by?
- Be specific
- Try to set target dates as well as dates to check your progress

Example:

S - Specific	I want to raise \$500 by selling homemade lemonade to pay for NLC
M - Measurable	My goal is measurable as I will try to raise the \$500 in 4 weeks, therefore I will try to raise about \$125 each week. At the end of first week, if I am not able to make \$125 then I will still have 3 weeks to reevaluate my strategy and figure out the flaws in my process.
A - Achievable/Action Oriented	I will buy all my ingredients (Lemon, sugar, water and ice) and make the lemonade in my Kitchen. I will set up a table and chair on my front yard and sell there. I will also make flyers and pass it around the neighbourhood to let people know to come to my yard to buy fresh lemonade. Raising \$500 in 4 weeks is attainable because it is summer and so people will want a fresh refreshment. I also live in a large neighbourhood therefore I will be able to reach a lot of people.
R - Relevant	My goal is relevant because attending NLC will give me a chance to network with officers and members from other states and share/gain ideas to make our state association better.
T - Time Bound	I will start selling on June 1st I will try to raise \$125 by June 8th I will try to raise \$250 by June 15th I will try to raise \$375 by June 22nd I have to have all of my money collected by June 29th

[INSERT MONTH + YEAR]

KEY:

- Holiday
- Campaign
- Member Recognition
- Community Service
- Blog Post
- Reminder
- Comp. Events
- Experiment
- Other

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Comp. Event Planning		Holiday Party Reminder Holiday Blog Post		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Member Birthday Post Social Media Blog Post				
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				Holiday		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Facebook Experiment	Facebook Experiment	Facebook Experiment		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Can Food Drive				

- hootsuite is helpful in managing three social media accounts
- use the free analytic tools provided by the social media platforms to monitor growth and engagements
- keep captions, comments, and hashtags clear and concise
- use hashtags throughout the whole chapter
- tag National FCCLA and Georgia FCCLA, etc.
- use spotlights to highlight member achievements
- have S.M.A.R.T. goals
- use design websites (Canva) for reminders and graphics

## WRAP - UP

**QUESTIONS?? :)**  
**kristenhankins09@gmail.com**