

Sharing Our Success (SOS) Submission Form

Chapter Name:	Detroit
Chapter Membership Size:	Medium (101-299)
Chapter Contact Person:	Dianna Robinson
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Phone Number:	
Chapter Board Position:	VP Marketing
Chapter Website URL:	https://www.detroitatd.org/
Submission Title:	Evolving Social Media Efficiency: Building on Later.com to Maximize Impact
What did you do? (a 2-3 sentence summary of your effort):	Our chapter initially adopted Later.com over a year ago to streamline social media management, but its use was limited. Since December 2023, we've optimized and expanded its usage, developing a robust process that significantly improved operational efficiency. These improvements saved the marketing team time, allowed for the creation of a chapter newsletter, and provided better support for board initiatives, while also growing our LinkedIn presence.
Who benefitted from this effort (Target Audience) Check all that apply:	<input type="checkbox"/> Chapter Members <input type="checkbox"/> Board Members <input type="checkbox"/> Chapter Volunteers <input type="checkbox"/> Potential Chapter Members <input type="checkbox"/> Non-Chapter Members <input type="checkbox"/> Consultants
Why did you do it? What chapter needs were addressed?	Our chapter needed to improve the efficiency of its social media operations and maximize the impact of limited resources. Prior to fully leveraging Later.com, managing social media was time-intensive and inconsistent, leaving little capacity for other important tasks. By gradually refining our use of Later.com, we addressed the need for more consistent engagement, better support for board initiatives, and enhanced member communication through a newly created chapter newsletter.

What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)	<ul style="list-style-type: none"> - 40% reduction in time spent on social media management tasks. - 19% increase in LinkedIn followers over the past year (124 new followers), bringing the total to 764 followers. - Creation of a new chapter newsletter to improve member communication and awareness. - Enhanced support for board members by reallocating saved time to strategic initiatives.
What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)	<ul style="list-style-type: none"> - Initial Adoption: Later.com was initially purchased and used for social media scheduling. - Assessment: In late 2023, we evaluated how the tool was being used and identified areas for improvement. - Process Optimization: Expanded the use of Later.com features, such as advanced scheduling and analytics. - Team Training: Provided team members with updated training on Later.com to ensure consistent and effective use of the tool. - Enhanced Outputs: Redirected saved time toward creating a chapter newsletter and providing operational support for board members.
Is there anything you would do differently?	While Later.com met our needs effectively, we could have integrated analytics earlier to track engagement trends and adjust our content strategy more proactively. Additionally, soliciting member input on preferred content themes might have improved engagement further.
When did you start working on this effort?	Jan 01, 2022
When did this effort go live?	Dec 01, 2023
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	60
What resources did you use? Check all that apply:	<input checked="" type="checkbox"/> Chapter funds <input checked="" type="checkbox"/> Volunteers <input checked="" type="checkbox"/> Board Members
How much money was spent?	\$108.00 Annually
How many volunteers were you able to recruit?	Two (2)

Which board positions were involved in the effort? VP Marketing and Dir Social Media

Do you have any additional insights to share with other chapters implementing this effort?

- Start with clear goals and a phased approach to adopting tools like Later.com to ensure the team can adjust and scale effectively.
- Encourage collaboration and cross-training among team members to avoid over-reliance on a single person.
- Use analytics to understand your audience and refine your content strategy over time.

Please attach any documents that help support this submission. It is highly encouraged to submit editable files (ex. Word, Excel, etc): (additional documents and documents over 2MB should be sent to sos@td.org)

<https://www.formstack.com/admin/download/file/17368819113>

How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:

Chapter Leader
NAC Area Call

Would you be willing to apply to present on this submission at the ATD Chapter Leaders Conference (ALC)? *Request for Proposals (RFPs) open in May of each year at td.org/alc. Selected session facilitators receive complimentary registration.

Yes
