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| **Chapter Name** | ATD Nebraska (Omaha) |
| **Chapter Number (ex. CH0000)** | Ch6064 |
| **Chapter Location (City, State)** | Omaha, Nebraska |
| **Chapter Membership Size** | Medium (101 - 349) |
| **Contact Person for this Submission:** | Veronica Ploetz |
| **Email Address:** | [vploetz@up.com](mailto:vploetz@up.com) |
| **Phone Number:** | (402) - 210 - 3300 |
| **Chapter Board Position:** | Director of Social Media |
| **Chapter Website URL:** | [http://atdnebraska.org](http://enotification.td.org/track/click/30530608/atdnebraska.org?p=eyJzIjoiMFVFcUdhYzloaE1OSGRsNWpFOXRqNG83Q3ZJIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvYXRkbmVicmFza2Eub3JnXCIsXCJpZFwiOlwiZmJkM2M3ZWE4ZGYxNGQ2NjkwNzRhYzFhZjM0MzJlODBcIixcInVybF9pZHNcIjpbXCI3ODljYjJjNGViMThiMWJmMThmZWZlOTUxZWEyMjNkNjg0MDAyZDE2XCJdfSJ9) |
| **Submission Title:** | Sharing Best Practices for Membership Engagement - Social Media |
| **Submission Description:** | The President of the ATD LA Chapter, Ben Sieke, reached out to the Social Media Director of the ATD Nebraska (Omaha) chapter, Veronica Ploetz for strategy and best practices related to LinkedIn presence and wanting to understand how the Nebraska (Omaha) chapter has achieved the number of followers on the LinkedIn platform. Veronica responded with details of their LinkedIn strategy and best practices for growing number of followers on each of the three areas of the LinkedIn presence. |
| **Need(s) Addressed? Please be specific.** | ATD Los Angeles was looking to extend their reach on LinkedIn and noticed the work that ATD Nebraska (Omaha) had experience in the space, building a following. |
| **What is your chapter's mission?** | The ATD Nebraska (Omaha) mission is to enhance members’ abilities, to develop talent and support clients and organizations in our local and global communities. Our chapter vision is to be the preferred leader in workplace learning and performance. Our main focus is to optimize the value of membership experience. |
| **How does this effort align with your chapter's mission (Please provide specific examples)?** | This effort aligns with our mission by supporting organizations in our global community to attract and develop talent. |
| **National ATD's mission is to "empower professionals to develop talent in the workplace". How does this submission align with ATD's mission? Please provide specific examples.** | By sharing ATD Nebraska (Omaha's) LinkedIn best practices with other ATD chapters, the mission of empowering professionals to develop talent in the workplace is supported. As we provide our local chapters with effective strategy to grow their presence on a professional development platform, they are able to reach more individuals, and deliver relevant content to their news feed. |
| **Target Audience: (Who will benefit/has benefited from this effort?)** | ATD LA membership will ultimately benefit from this effort as the LA chapter is likely to increase their reach of messaging and potentially membership by expanding their LinkedIn platform. |
| **Costs/Resources Used: (include any details regarding use of resources including monetary, donations, contributions, volunteer hours, people resources, etc. and how you went about getting these resources)** | There are no hard costs associated with maintaining a LinkedIn profile, or to deploy the strategies recommended. Volunteer hours, Internet connection and a PC/mobile device are needed to implement the strategies suggested. |
| **How did you implement: (please give a brief description)** | The ATD Nebraska (Omaha) chapter contacted their local LinkedIn office to understand the most effective ways to use their three areas of influence on LinkedIn. |
| **What were the Outcomes: (Please include hard data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)** | The ATD Nebraska (Omaha) chapter continues to experience gains in membership, LinkedIn connections, and social media engagement and is happy to share best practices with other chapters in the network. |
| **Lessons Learned: (hints and tips for other chapters who may be considering a similar effort)** | The overall lessons related to social media is that each channel is unique and requires their own, unique strategy to maximize engagement. Related to LinkedIn specifically, there are three spaces that a chapter can occupy on the platform, and each of those has a unique communication and engagement niche.   The ATD Nebraska (Omaha) found that LinkedIn and Facebook to be the main drivers of visitors to the ATDNebraska.org website over Instagram, Twitter, and Pinterest.  While we have other social media channels secured for our chapter, we are only actively developing our presence on the Facebook and Linkedin platforms.   There are currently three spaces on LinkedIn that our chapter manages.  The most interaction and engagement from the Company Page and the Personal Account described below.  The Group Page is a nice spot for members to have conversation, but it is hit or miss from an engagement perspective. Additionally, the conversations are not shareable posts.  Company Page Link: <https://www.linkedin.com/company/729644/>  Main strategy for this page: share press releases, job opportunities, events, celebrate member achievements and link to blog posts.  LinkedIn Group Page ATD Nebraska (Omaha) Link: <https://www.linkedin.com/groups/1810887>  Main strategy for this page: build community, discussion forum, a place for three way conversation about discovery, trends, and best practices.  This is where members can go to crowd source advice from one another, share articles, and ask questions. Of note: The posts in the group page are for members of the group to comment and converse back and forth. The posts are not shareable, which we are kind of bummed about, because there have been a couple good conversations going in the group.   LinkedIn Personal Account <https://www.linkedin.com/in/atd-nebraska-32627962/>  Strategy for this page: add new chapter members as connections, provide recommendations for our connections who have served the chapter in some capacity like presenting at a program, conference, or serving as a board position and volunteering.  Our board intends to update the profile photo in this space to replace the logo currently displayed. |
| **Please list the specific ATD chapter resources that helped guide you in the process of completing this best practice (e.g. people, documents, policies, by-laws, etc.):** | There are several resources related to social media training hosted on the national website that were helpful in learning more about the social media space. |
| **How did you become familiar with the Sharing Our Success (SOS) program?** | Saw or heard of SOS from another Chapter Leader |
| **Would you be willing 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**](http://enotification.td.org/track/click/30530608/td.org?p=eyJzIjoiOGUwbkZFRlNnUnNVYUFCQlRsMEhuX3JWb0lBIiwidiI6MSwicCI6IntcInVcIjozMDUzMDYwOCxcInZcIjoxLFwidXJsXCI6XCJodHRwOlxcXC9cXFwvdGQub3JnXFxcL2FsY1wiLFwiaWRcIjpcImZiZDNjN2VhOGRmMTRkNjY5MDc0YWMxYWYzNDMyZTgwXCIsXCJ1cmxfaWRzXCI6W1wiNTYzOWQ5MmYyNjI4ZmQ3YjQ3YmRjNDRhNzYxY2IwMDliZWVkYzA3ZVwiXX0ifQ)**. Selected session facilitators receive complimentary registration.** | Yes |