



#### WELCOME

Find out more about Junior Achievement USA's new social media e-newsletter!

#### BEST PRACTICES

Stay up-to-date on today's social media best practices. Do you know why visuals are so important?

#### AREA OF THE MONTH

Which JA Area is excelling in its use of social media?

# Welcome to the New Junior Achievement USA® Social Media E-Newsletter!

Dear JA Area Offices,

Thank you for your support with JA USA's new social media initiative. By now you should have received March's Sprout Social content. There are numerous updates that we are very excited about and hopefully, you will come to love them too. The future content is now structured around best practices that will aid in driving higher traffic to JA USA, the JA Areas, and will ultimately result in more support and volunteers for the JA Areas.

In this newsletter, you will find relevant and current information regarding the latest trends in social media marketing, blog posts and articles related to mobile and social media best practices, as well as specified advice for the JA Areas. This will be your go-to guide on how to stay up-to-date with current processes and methods for sharing and producing excellent content! We want you to feel at ease and comfortable with this



movement forward into the digital age and understand that not everyone has the same amount of experience working with social media. If there are any questions along the way or topics you feel should be explored, don't hesitate to let us know. We look forward to working on this together.

# Content Advice:

Below are suggested practices for producing social media content.

To keep the social media interactive and interesting, **JA Areas** should:

- Post content provided through Sprout Social and the JA intranet.
- Encourage their local schools to provide additional support.
- Cover and comment on JA community events.

Every other month, JA USA will share one area that is excelling in creating content for all of their social media platforms.

This month, JA USA has chosen **Junior Achievement of Wisconsin** as one of the top JA Areas working hard to generate content and engage with their community.

Ranking high in page views and activity, *JA of Wisconsin* has taken the initiative to share a great deal of additional content such as event photographs, local articles featuring JA, and promoting programs and events to support students each week. They have proven their efforts do not go unnoticed.

Keep up the great work!

## Want to know what types of information to share?

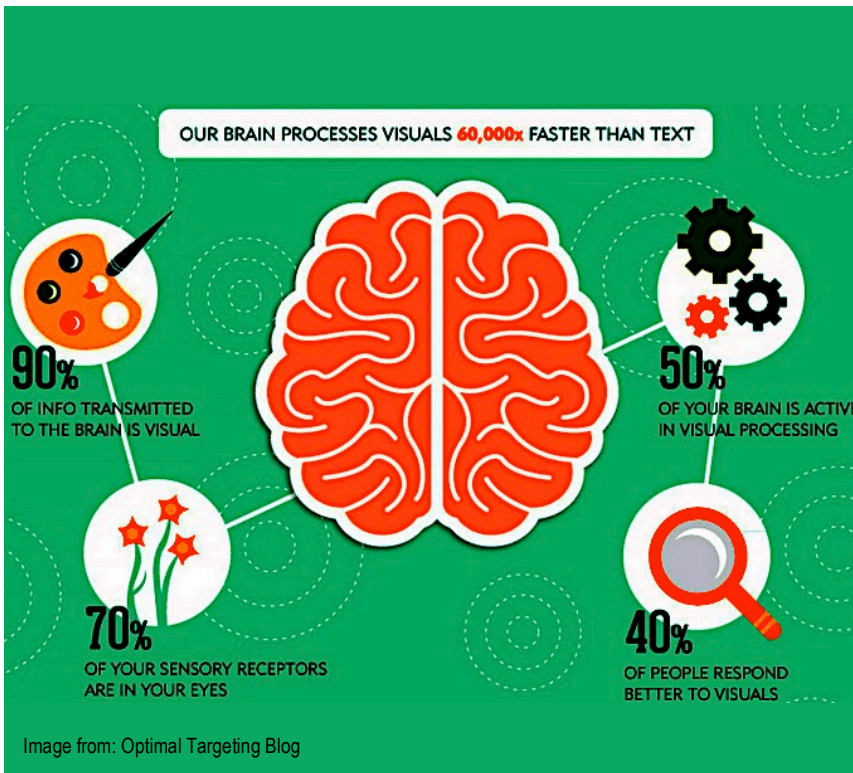
- An individual who benefited from donor's support (client/student)
- Talk about donors and volunteers...not just JA
- Posts that shows results and successes of volunteers and donors
- Use infographics and visuals
- Share Q & A's
- Share organizational changes in progress
- Audience curated photos and submissions



## JA AREA OF THE MONTH!

Junior Achievement of Wisconsin

Want to be featured in the JA Social Media E-Newsletter? Show us you've been working hard to engage, promote, and communicate digitally in your area!



# A PICTURE IS WORTH A THOUSAND WORDS...

Do you ever wonder why they say, “A picture is worth a thousand words?” In the realm of social media, visuals are critical in competing with other organizations to gain users’ attention...

According to a study completed by PR Newswire, content with relevant images are 92% more likely to receive views than content without. Providing relevant information alongside visuals is highly important when producing digital content for various social media platforms including Facebook, Instagram, and Twitter.

Think about the number of times you are browsing a social media page and you see something that catches your eye... It’s not just words on a screen. There is something that attracts you to the post and makes you want to dive deeper to find out what it’s all about.

Keep in mind, there are numerous ways to catch someone’s eye and, in turn, gain supporters, however, don’t just throw any old image up. We get that not everyone is a “professional” photographer or has the eye of an artist, but we know you’ve got “selfie” skills, so why not try that to start?

You don’t want your visuals to become an afterthought. When you are at an event - take pictures, planning a new campaign - produce simple graphics, finished a fundraiser - share numbers. Junior Achievement is important, so show it off!

Want more info on creating visual content for your social media platforms?

Send us an email. We are here to help!