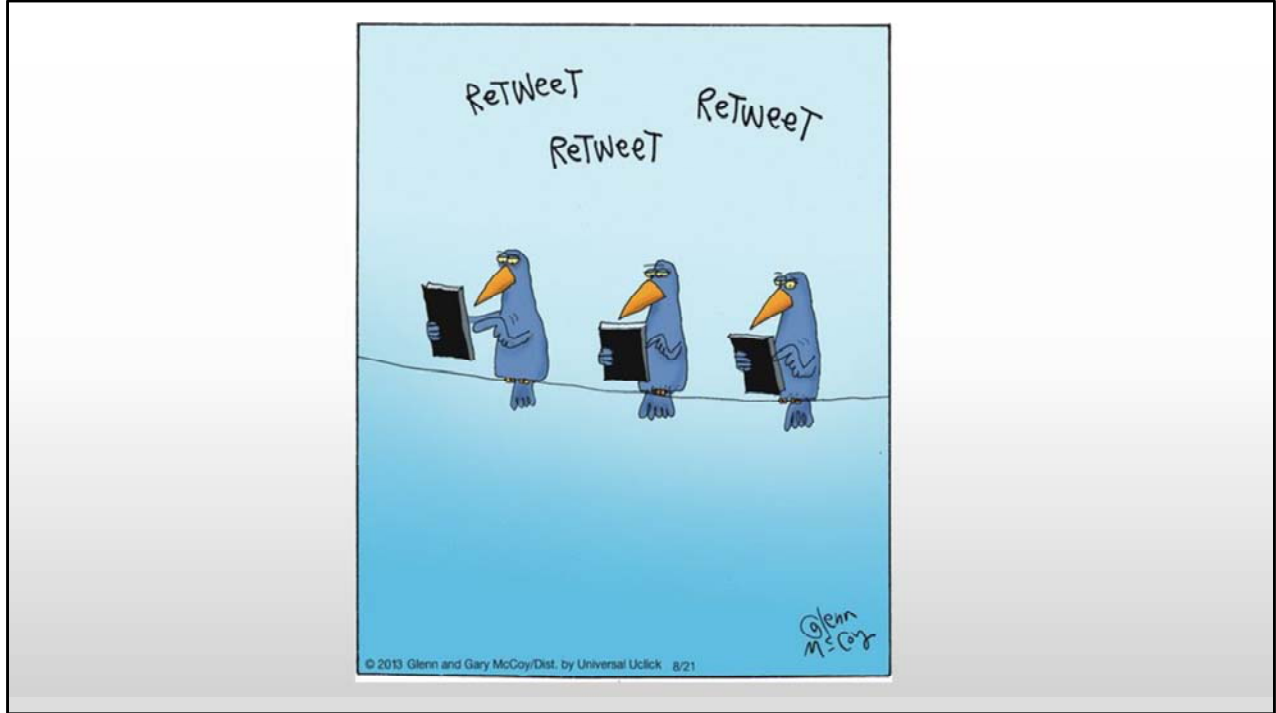


PLEASE LIKE ME!



BY BETHANY NOELLE MELOCHE



Don't worry. Today, you don't have to Like anything you don't want to. I'm not going to force you to tweet, or chirp, or anything you aren't excited to do. What I do want you to do, is show you how to make your current social media outreach more effective.

[reference previous talks...given you a lot of calls to action...to spread the word, to find people, to fundraise]

Social media is going to help you do all those things.



1.59 BILLION

The number of active users on Facebook worldwide.
And if we believe 1 in 2500 people have CMT.... of those 1.59 billion people, of those 1.59 billion people on Facebook then 636,000 of them on Facebook have CMT. They are liking things. Why not Like the CMTA!



24,000

Currently, 24,000 people have connected to us and follow us on Facebook alone.

The average Facebook user has about **338 friends**.

That means that we can literally reach hundreds of thousands when people share our post.

This is important, because there are still 600,000 people with CMT to reach.

CHARCOT-MARIE-TOOTH DISEASE

Facebook itself lets us find people who are interested in CMT. We run ads to reach them.

People say... I don't click on ads...I say.... yes you do... all the time. Ads have gotten better, and we are able to target them to the people we really want our ads in front of.

Reaching the right people

- I want to advertise to....
- People interested in Charcot-Marie-Tooth disease
- Who live within 50 miles of Los Angeles

I can say....

In fact, I just did that!



171 people saw it
40 clicked on it

Because we are reaching the right people!!!

We are going to talk about how I can do this for you too.

The image shows the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font on a blue background. Below the logo, the tagline "WASTING PEOPLES LIVES SINCE 2004" is written in a smaller, white, uppercase, sans-serif font.

facebook
WASTING PEOPLES LIVES SINCE 2004

People don't come to Facebook to think, they come to Facebook to stop thinking. To connect. To be social without having to get out of their pajamas. So some truth to this. But This is where the people are. I will show you how to find them, how to engage them, how to get them to come to your events, and my favorite, how to get them to give you money.

My Commitment to You



I am going to go at a steady clip and cover a lot. DON'T PANIC. Don't worry about every last button.

I am going to have materials for you.

I am going to host calls.

I will be around to help this weekend, and after we all go back to our homes.

Promoting Your Event



Let's dive into how to promote your events, and consequently your Branch on Facebook. For those of you who aren't leaders, these tips will apply to any fundraiser you do and want to promote.

If you don't have FB, give responsibility of FB outreach to someone in your Branch. Specifically, to someone in your branch who does use Facebook. Also, these concepts will apply to other social media sites and other outreach you do.



When I was diagnosed with CMT over a decade ago I scoured the internet looking for people with CMT. There wasn't a lot out there...

Now no fewer than 100 groups on FB alone...

CMT groups are one great place to post and find people.

Facebook Page vs. Group

- Like a Page
- One Official CMTA Page



- Join a Group
- Infinite number of CMT & CMTA groups
- Place for Conversations
- CMTA Branch Leaders Group



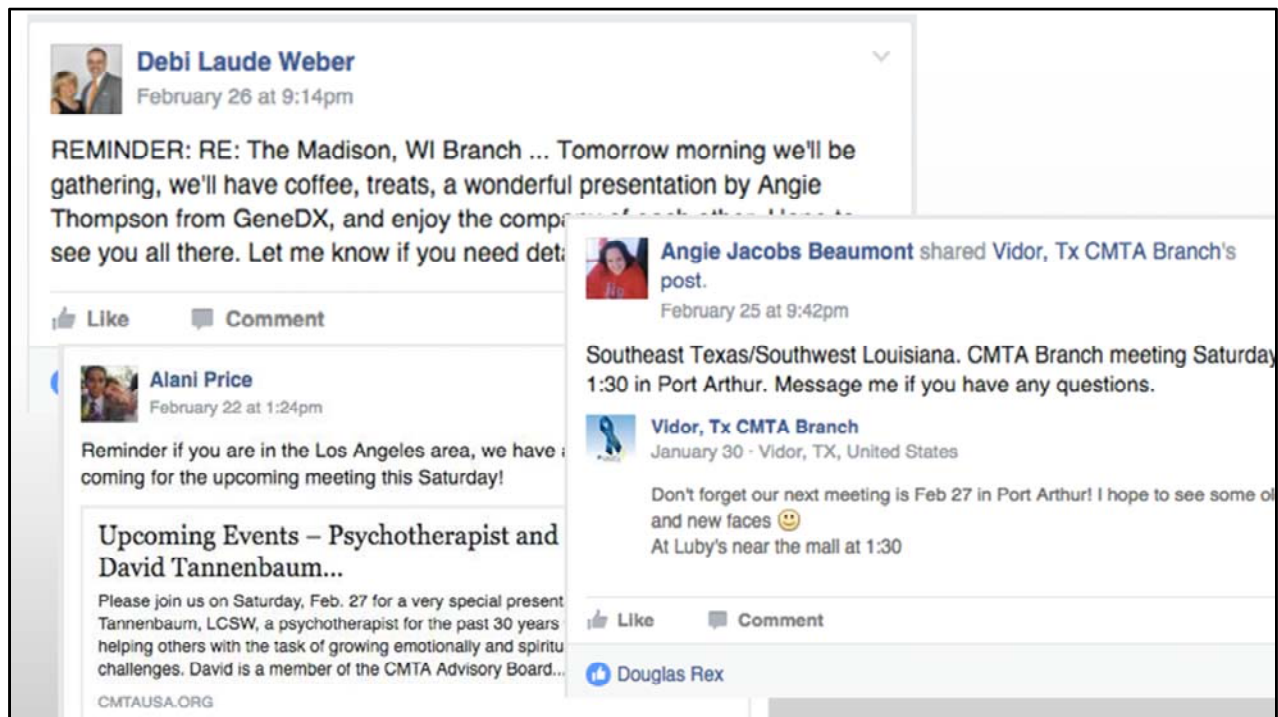
First we need to understand the difference between the group and the page. This is genuinely confusing. I'm sorry.

Page

Don't post on the Page. It is a post graveyard, where posts go to die.

Group

CMT group is a great place to post and find people.



You may not realize it... but I watch you all on Facebook! Some of you guys are ahead of the curve! You already are using Facebook to outreach for your branch.

You already recognize this resource to find people for your events.

I encourage everyone to use this resource... and... I want to encourage everyone to do what I do, which is always look for ways to increase engagement with your posts.

More engagement = more visibility =
Reaching more of the people you need to reach

The more people engage with a post.... and by engage I mean Liking, Commenting on, or Sharing it.... the more people Facebook will show it to.

So you want as many people who see the post to enjoy it and to Like it.

How do we do this? Well, I want to show you a post from one of you in this room...

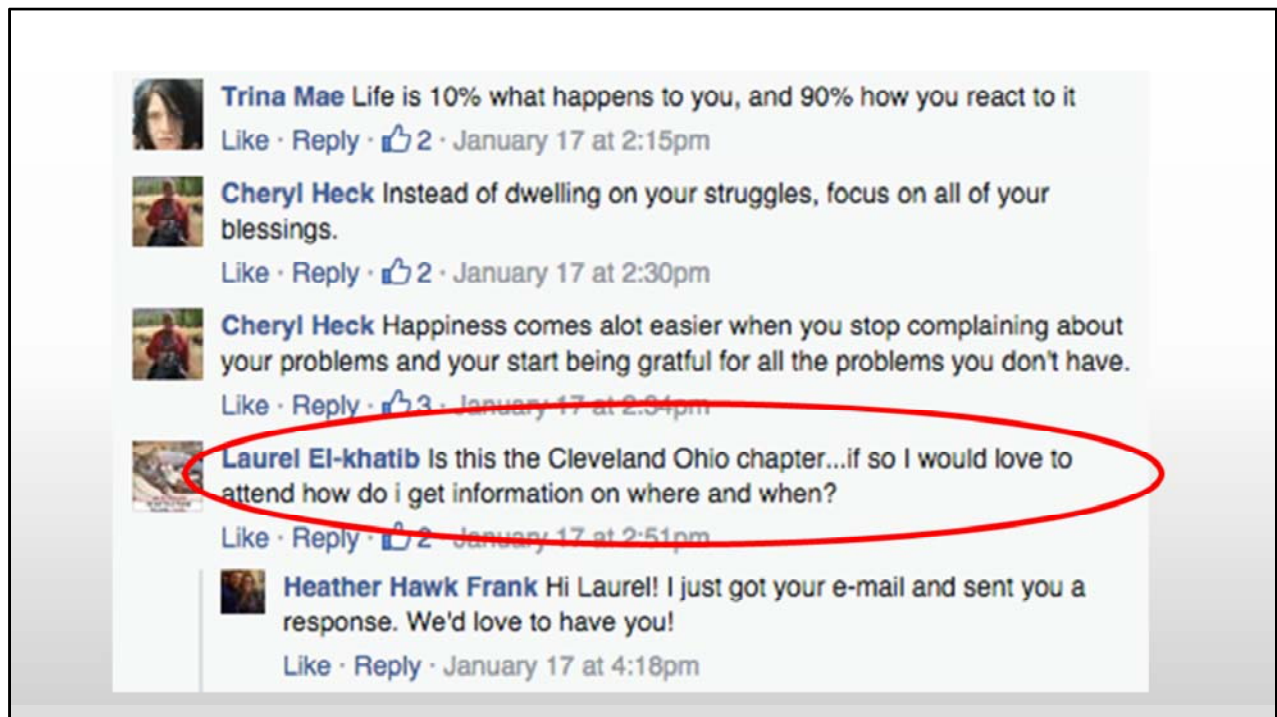


Branch Leader Heather posted in one of the CMT groups and said...

Asking a question. Encourages engagement. BUT Also, note that she dropped that there is a CMT Branch in Cleveland.

45 Comments...!!

All of those comments mean more people are going to see her post.



Lovely comments with people sharing their favorite quotes. And, half-way down is a comment from someone saying Hey, there's a Cleveland chapter? I'd love to attend! When and where?

Heather follows up via Facebook and email.

That simple post found a new prospect for Heather's Branch. And that particular post didn't even give any real information about the event, but she had Cleveland in there and she generated engagement and views.

3 Principles of Promoting Your Event

- Make it sound and look interesting and exciting: *photo*
- Seek engagement: *ask for comments, create emotion.*
- Respond to comments: *like and reply*

= MAXIMIZE ENGAGEMENT!!!! = MAXIMIZE VISIBILITY!!!!

1. Make it sound and look interesting and exciting. Have a first sentence that makes you want to read the next sentence. Include a photo.
2. Seek engagement, even from people who may not go to the event. Ask for comments. Create emotion.
3. Engage back! Respond to comments and Like the comments.

This is all in order to maximize engagement on your posts, so that more people will see them... including people in your area.

I want to go over a couple more examples of what types of posts you can make. And to do that, I have made some example posts promoting my hypothetical Branch in London England.

Promotion Example #1

 **Bethany Noëlle Meloche**
Just now

One of our members at the CMTA London Branch brought these cookies to our last meeting... are they not the cutest?!! Thank you Chery!! 😊

(P.S. Anyone here who lives in England, join our Branch's FB group to find out about upcoming meetings! <http://bit.ly/1MpNRdG> There may be cookies.)



👍 Like 💬 Comment

Promotion Example #2



So.... What's working in these posts?

Cute Photo. Lead with something fun, positive, exciting. Something to Like. Make it personal.

Namedrop your Branch. You may also put in a link to your Branch's website, Facebook group, or even post your CMTA email address.

Where to Post?

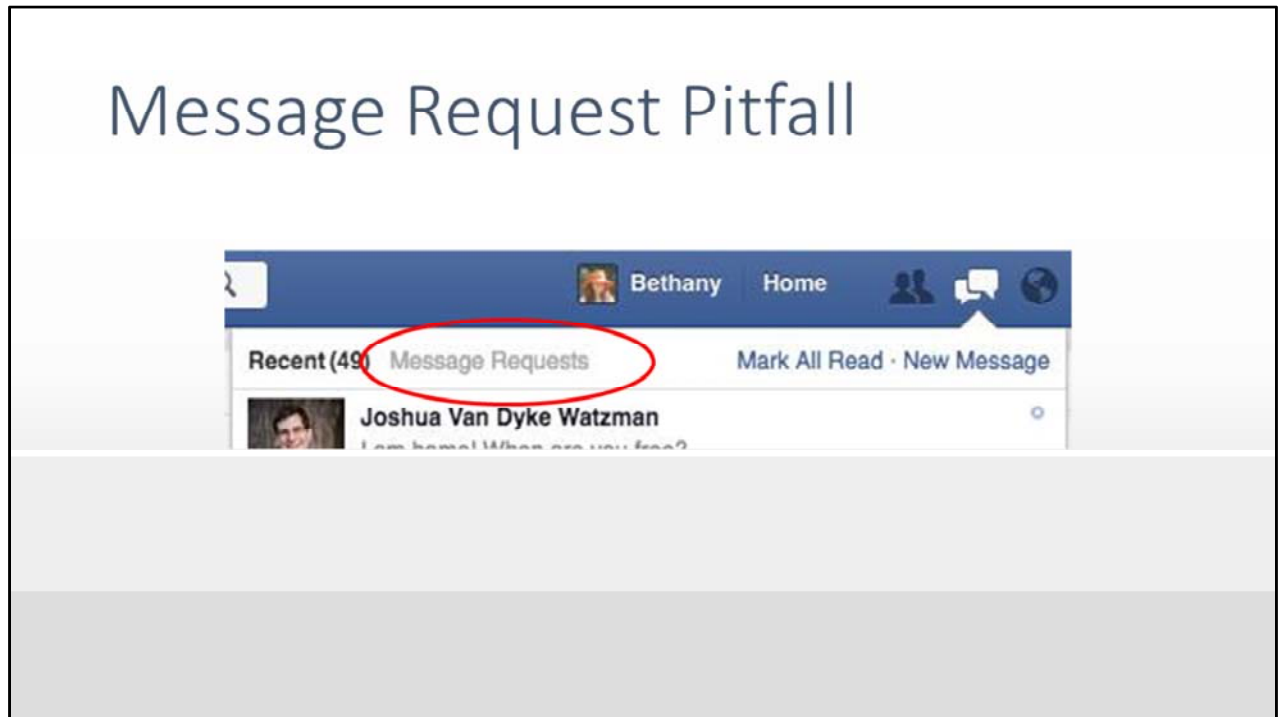
- Which Facebook Groups?
- How Many Facebook Groups?
- How Often to Post?

So now you have entered my mind space and you're thinking like a social media director. Where do you post these?

My suggestion: Experiment. Search for CMT on Facebook and Join between 2 and 5 groups that most appeal to you. Don't post to all of them at the same time, but rotate. Every couple months or when an event is coming up.

-Make sure to follow-up because you need to respond to questions.

Message Request Pitfall



If someone sends you a message on Facebook and you are not Facebook friends it is easy to miss. Click on your inbox and you will see Message Requests. In that folder are messages from people who aren't your friends. Facebook doesn't do a good job of telling you you have messages there, so you have to actively look for them.

Privacy Setting Pitfall



Another pitfall. Your post may accidentally be set so that nobody can see your posting. Which makes it hard to find new people. Every post you make on Facebook has a privacy setting attached to it. When you post on your Facebook profile, your settings are probably set so that only your Friends can see your post. On the left, you see a post I made about a fundraiser. There is this tiiny little icon of a person. If you see that, it means only your Friends can see your post.

If you are posting and want people to be able to see it when it is shared, then make your post public. This is especially important if you ever want to share a post to a group. To change the setting, just click that little person icon as you see on the right.

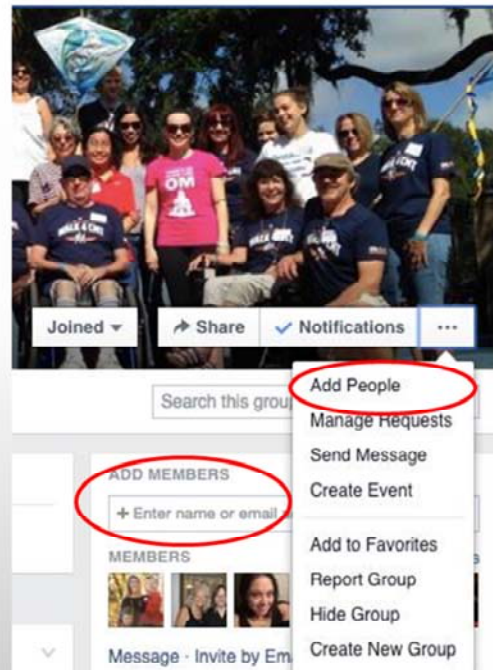
Your Facebook Branch Group



- How many of you...
- Encourage you to do it!
- A simple way to invite and remind everyone in the group of the upcoming meeting and event.
- Facebook group is also a way to find new people and get them into the fold.

Add People

- Add friends who are likely to attend your branch meetings.
- Don't invite all CMT contacts 😊
- Have people join the group during branch meetings.

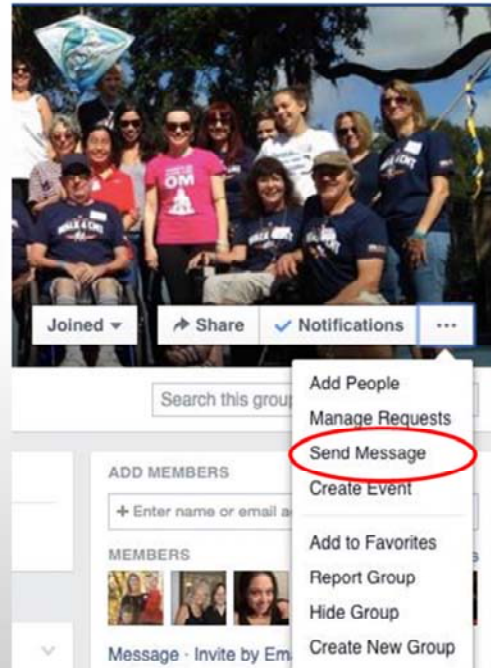


Once you create a group – and don't worry, we will be sending you instructions how -- You can automatically add friends to your Facebook branch group. But just add friends who are likely to attend your meetings, and not all of your CMT friends.

- If they are a Facebook user, you need to insist they join because of how powerful it is to remind them of events.
- How to get people to join (have them join the group at your meetings, email your group, link to the group in your email signature)

Sending Messages

- Messages are sent to all group members.
- A great way to communicate to FB users in your branch.



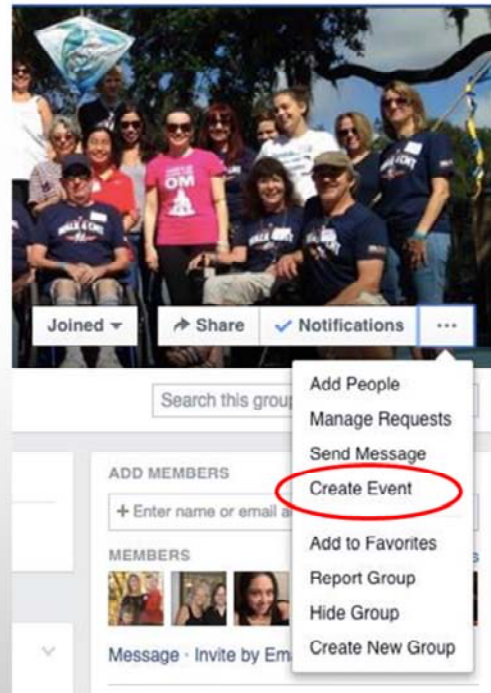
This is where the magic starts.

You can easily send a message to all of the members in your Facebook group. It goes to their inbox, the single best way to communicate to people on Facebook.

Use this to tell them about upcoming meetings!

Creating Events

- Simple way to remind people in the branch who use FB of an event.
- Events send automatic reminders.



Slightly more advanced, if you want to take it to the next level... you can also create an event within your group. When you do, you can automatically invite all of the members of your Facebook group to join the event. If they say they are attending on the fb event, fb will actually send them automatic reminds about the event.

Facebook Events



I am also going to be putting your events on our CMTA Facebook Page. And the reason why, is FB added a really cool SUBSCRIBE button to company pages where you can subscribe to their events. This is a picture of Taylor Swift's page. If I subscribe to Taylor's events, whenever a new one is posted in my area FB will let me know. Powerful stuff. And Taylor has 150,000 subscribers to her FB events.

Now Featuring Your Event



We are going to do an experiment and try this for the CMTA. And get our 24,000 connections to subscribe to your events.

Describe Your Event on the CMTA Website!

- I use your event descriptions in Facebook promotions
- Make Great Titles and Exciting Descriptions
- Be very clear
 - What kind of event is this?
 - Is there a special speaker?
 - Is there a theme or topic?
 - What am I going to get out of it?
 - What might I bring to it? (a great tip, cookies, a friend)
 - Will there be food? Bring something to pass?

To create these Facebook events, I am going to be pulling the information from the events you are already posting on the CMTA website. Which means I need really strong descriptions and titles that are going to entice strangers – new blood – to attend one of your events for the first time.

Tell me...

Exercise: Improve This Title

- A title for a hypothetical branch meeting is:

“London, England April Branch Meeting; Allard Presentation”

- If I know nothing, why is this interesting?
- What will I learn?
- How will I benefit?



So, let's do a quick exercise together!

I want you to write me a great title for my upcoming Branch meeting. My London Branch is having a representative from Allard come and talk about AFOs, which I'm really excited about but the title I wrote is a little.... Drab. I want it to be more compelling! So many notifications. I want something people are going to click on and want to attend. The title I have is....

I'm going to give you 2 minutes, and I want you to break off in pairs or groups of 3 and together come up with a better title for my event. If you come up with something amazing right away, start discussing what would make a compelling event description.

And ask yourselves...

Bethany's Attempts

- Learn about braces for CMT (London, England)
- What You Should Know Before Getting Braces
- Ask The Bracing Expert
- The Life-Changing Magic of Leg Braces

You never quite know what to ask a bracing expert when you meet with them alone. Instead, ask with a whole group and learn from the experiences of others. One of our most popular events. Limited seating so make your reservations today. "I finally got a brace that worked thanks to this event last year. It changed my life." – Mabel Hayes

Clear what the event is about. Don't assume people know what words mean – even AFO can throw people for a loop. Demonstrate value and make them feel like they are seriously missing out if they don't attend.



WE WILL ADVERTISE FOR YOU!

Okay, remember that ad I showed you for LA?

We are also going to pay for one Facebook ad for all of you, for one of your events this year. When you have a compelling event that you think will draw people and you want to use that one for an ad, let your Regional Manager know and they will work with me to set it up.

Raising Money On Social Media



It's money time!

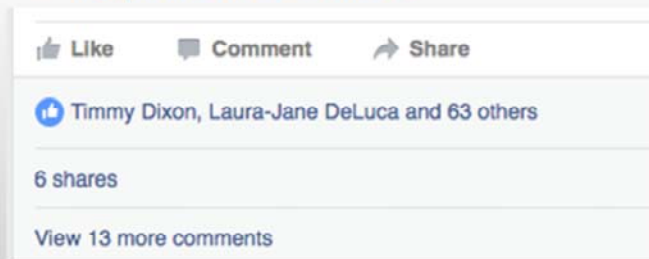
How many of you are holding a fundraiser this year? Social media is a great way to invite people and ask for donations even if you are terminally shy.

WHO IS YOUR BEST AUDIENCE?

Sponsor. Walk. Friends and family.

Remember the Rules for Engaging Posts.

- **Make it sound and look interesting and exciting**
- **Seek engagement**
- **Respond to comments**



I do a walk every year. Story. How to share on Facebook. Remember the rules!

- Don't Lead in With PLEASE SPONSOR ME because if they don't they will not Like.
- Lead in with something they can like.
- Tailor to your audience
- Always photos – don't forget the link

Tag, Tag, Tag....
You're It!

@Joyce Steinkamp

 **Joyce Steinkamp** with Clark Semmes and 2 others.
March 9 at 12:31pm · 🌐

Okay...here it is! My Silly Dance for CMTA! ...and Molly's wondering when I'm gonna STOP?! LOL
So I'm calling out Joe Steinkamp, Brianna McCay, Heather Hawk Frank, ReaganandShane Mcgee, and Virginia Cañengüez-Mamone, to do a silly dance for the CMTA, post it here on FB, and donate \$10 to the CMTA!
Here's the link
<http://www.cmtausa.org/donate/cmta-dance-challenge/>



Tagging is addressing another Facebook user by name. This causes your post to be dramatically more likely to be seen by that person.

To tag someone who is a Friend, @ and then their name. This is a post by Joyce, you can tell she tagged people because their names turned blue.

Tag was not really a CMT friendly game in the past. NOW IT IS!

Speaking of dangers...

While training for my first walk.... Days before... crossing...tripped.
I'm like ... wait, I can use this!!!

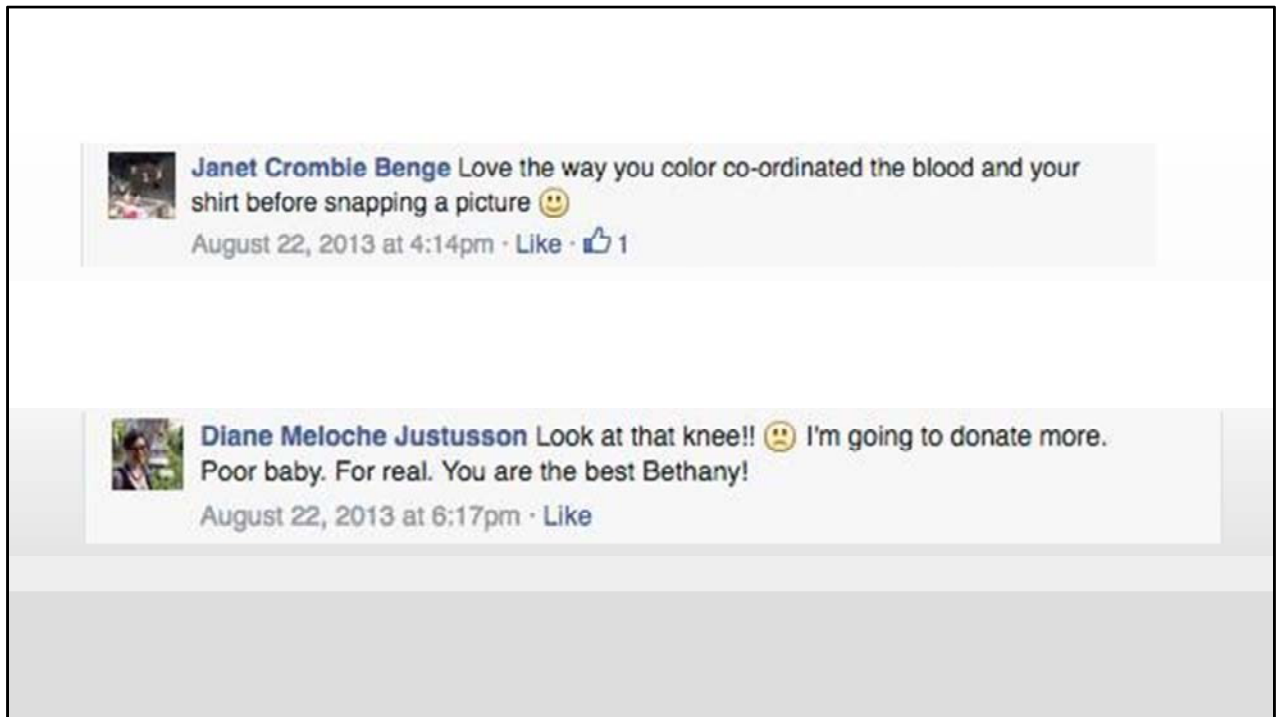
Make it funny,
keep it real



Try to use this to bring in some more cash! Pity donations accepted.

Told the story again. People haven't necessarily seen your past posts. Each post needs to stand alone. Ask for donation with link.

Importance of story. Being you. Authentic. And sometimes, funny!



Two of my favorite comments.

Brought in \$300 more.

Recruit Others to Post

- Ask family to tag people
- Ask family to post
- Make it personal
- Write the message for them if need be!



Ask family to post about your fundraiser and tag their friends to join you or support you.

Give your family the words.

I want it personal. Tailored to their audience.

I will write it for you. I will post it for you.

Thank People Publicly



I saw Jeana doing this... genius....

Put the thank you on the donor's Facebook page. It makes them look good and inspires their friends. Add the link. If Jeana wanted to really take this to the next level, have a picture of a child holding up a hand written note thanking them by name.

Keep Posting During and After Events

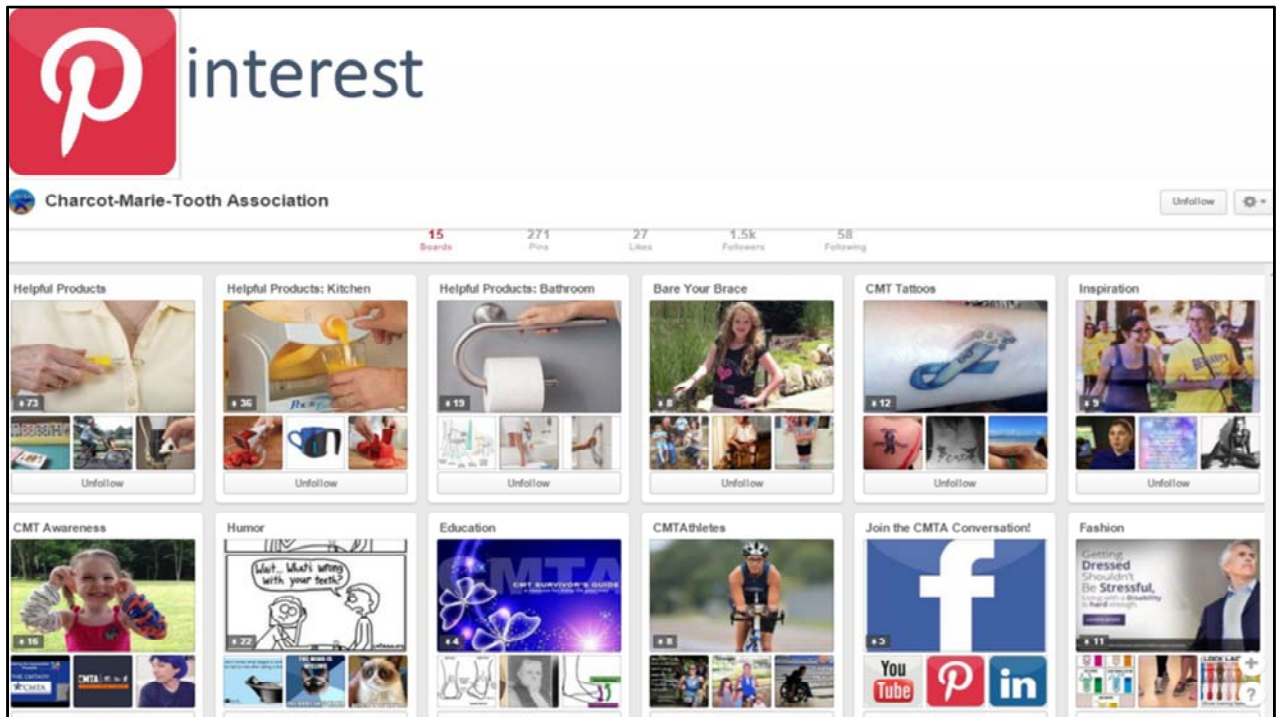


I ask people to post live during my walks. Final reminder! Always get more during. Fun for donors who can't attend.

Post Your Success Stories



Also post your success! Makes your supporters feel good. Thank and tag people. If you didn't reach your goal, say how close you are. I always have donations trickle in after.



I'm going to wrap up in a moment, but first I want to quickly mention three other social media resources.

Pinterest!



Instagram! Started by one of our summer interns. Tell the young people in your group.

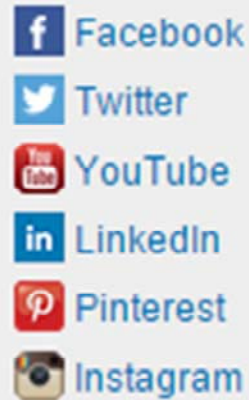
The image shows a LinkedIn sponsored update. At the top left is the LinkedIn logo. The main heading is "Recent Updates". The update is from the "Charcot-Marie-Tooth Association" and features a photo of a young girl with a nasal cannula. The text of the update reads: "Julianna's story about choosing heaven over hospital (featured in People magazine and CNN) made the world aware of CMT. Now she is asking for your help. <https://lnkd.in/bZPTGAu>". Below the photo is a call to action: "Heaven over Hospital | You heard her story. Now she needs your help." and a link to "crowdrise.com". The update is categorized as "Organic" and "Targeted to: All Followers". It shows performance metrics: 464 impressions, 9 clicks, 8 interactions, and 3.66% engagement. There is a "Sponsor update" button. Below the update, it says "Like (7) · Comment · Pin to top · 8 days ago" and lists "Jessica Pritchett, Jill Selby +5" as users who interacted. A comment box is visible at the bottom with the placeholder text "Add a comment...".

Connect with us on LinkedIn. Some of you may have 100s of connections on LinkedIn.... Don't forget this valuable connection which good prove incredibly useful for future fundraising events. You can message them and send them emails. You can follow the CMTA so it shows up on your LinkedIn profile.

Social Media

- Find at the bottom of every page at CMTAUSA.ORG.
- Find fun things to share at your Branch meetings!

Join Us



You can find the links...

Connect to help us reach more people. Find fun things.

How to Get More Help

- CMTA Branch Leaders Group
- Facebook Message me
- Email me
- Call me
- Special Group Q&A Webinars



And my slides and materials.

Pull me aside and we can make you a group now. I will want a trading card in exchange.

Questions?

(P.S. Please Like me!)