



# Engaging with your members via Social Media

## Twittercast/Q&A

Once you've established a sizeable social media presence you can then use it to engage with your members via a Twittercast or social media hosted Q&A session.

### So how do you do it?



#### Choose a subject

An awareness day is great (but not too wide-ranging or too niche), or it could be a subject specific to your society



#### Identify clear objectives

Increasing followers and retweets? Or hits to your society website? Whatever you choose, make it measurable.

- Make sure to promote it
- Bespoke targeted email campaigns
- Web banners



#### Things to bear in mind

It's intense and exhausting and the person handling the questions needs to be highly Twitter-literate as it's fast moving

You will need at least two moderators



#### Social media posts

Start the lead-in about a month before the day itself, with Twitter advertising almost essential, and a highly focused 7-day countdown

Created a Storify on the Q&A for additional promotion, post-event



#### Does it work?

A Twitter Q&A session is not easy, but it does drive engagement. Here are some stats from a recent Q&A:

- Tweet impressions - 170K - 312.0% increase
- Profile visits - 6,494 - 38.5% increase
- Mentions - 91 - 97.8% increase
- Followers - 49.1K - 823



#### Most of all

You'll reinforce your position as the leading provider of information in your field – what every society wants!