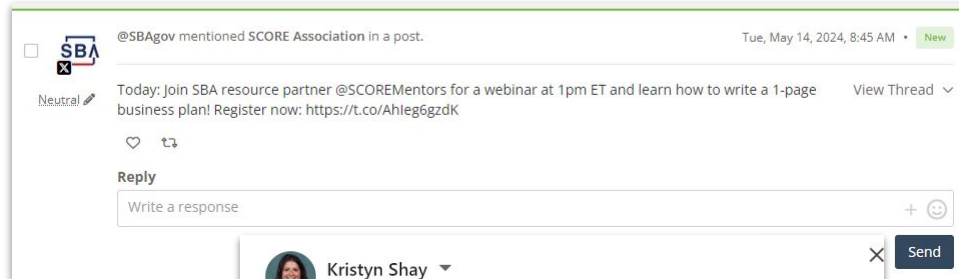


Daily Social Media Tasks

Checklist:

- ❑ Check chapter social media channel notifications.
- ❑ Share chapter social media posts to personal accounts.
- ❑ Engage with community partners' social media content.

We know that a daily task is asking a lot! If you don't have the bandwidth to check in every single day, don't sweat it. The HQ Team keeps tabs on your chapter social media notifications too.



Weekly Social Media Tasks

Checklist:

- ❑ Review all pre-scheduled social media posts.
- ❑ Layer in additional content on empty days.

9 AANHPI Business Owners Share Their Secrets To Success Fri, Apr 26, 2024, 1:23 PM

To help you draw lessons from successful entrepreneurs who are Asian American, Native Hawaiian and Pacific Islanders (AANHPI), we asked AANHPI business owners for their best secrets. From adopting solid business practices to working with a goal-oriented mindset, there are several success secrets shared that you may apply to any business venture you choose to embark on. #AANHPIHeritageMonth

<https://bit.ly/4dcewP1>

9 AANHPI Business Owners Share Their Secrets To Success
WWW.SCORE.ORG
From adopting solid business practices to working with a goal-oriented mindset, there are several success secrets shared by AANHPI business

Created by: Triston Dimery (Group)
Fri, Apr 26, 2024, 1:23 PM

Tags: #AANHPI



Bonus Tip: Pre-scheduled posts are customizable! You can edit, reschedule, duplicate and even delete (though we don't recommend this) as you wish. :-)

Monthly Social Media Tasks

Checklist:

- Make sure new success stories are posted to site.
- Make sure all events are posted to site.
- Read monthly newsletter from HQ.
- Attend monthly social media webinar. :-)

Note: Success stories are exported from score.org on the 15th of month for the following month. Events are exported from score.org every Monday for the following week.



May Social Media Updates:

[Now Available: Q2 Chapter Social Media Program Performance Report](#)

April's Monthly Social Media Webinar focused primarily on reviewing the Q2 performance of the Chapter Social Media Program. We dove into the metrics we use to measure the success of the program, discussed what strategic shifts led us to this success and attendees were able to ask follow-up questions live!

[Watch the April Social Media Webinar recording here.](#)

[New: FY24 Social Media Local Workshop Pilot](#)

Our new pilot is officially underway! Our objectives are to help chapters promote their workshops in an effective and scalable way, increase awareness of workshop offerings and drive more traffic to score.org. We will be publishing weekly posts on chapter Facebook and LinkedIn Pages to highlight upcoming workshops.

[Learn more about the Social Media Local Workshop Pilot here.](#)

[As Requested: Benchmarks for Reviews & Recommendations](#)

During the April Social Media Webinar, many attendees were curious about review benchmarks. We wanted to dig into the data a bit and would now like to share the following: The average Google Business Profile has ~87 reviews with a rating of 4.3. The average Facebook Page has ~7 recommendations with a rating of 4.1.

[Discover more insights in the SOCI Local Visibility Dashboard.](#)

[Watch: Video Training for Generating More Google Reviews](#)

If you're interested in increasing the number of Google reviews for your chapter, check out our brief video demonstration on how to access your Google review link. This link can be shared via email, social media and other communication channels to invite clients to provide feedback and share their experience online.

[Learn where to find your chapter's Google review link here.](#)

[Update: New Posts Available in SOCI Evergreen Library](#)

Your Evergreen Content Library has received an upgrade! New and improved posts that feature real SCORE clients are now available and can be shared right from within your SOCI dashboard. These posts cover topics that are always relevant to our audience, like how to find a mentor, how to become a volunteer and more.

[Get a refresher on how to access a SOCI library here.](#)

[Attend Hiper Monthly Open Office Hours on May 30](#)

Do you have questions about social media advertising for your chapter? New in FY24, we invite you to join us for monthly office hours dedicated to answering chapter questions related to optional social media ad packages. Whether you're a seasoned marketer or new to the world of social advertising, the team at Hiper is ready to answer your questions and guide you through the campaign offerings.

[Register for Hiper's Monthly Office Hours here.](#)

Happy May, Social Media Chapter!

... and, more importantly, HAPPY NATIONAL SMALL BUSINESS MONTH!

Below you will find a few updates related to chapter including the next edition of our **monthly campaign** through the **Chapter Social Media Program** and a shoutout.

Interested? Keep reading to learn more.

Social Media

CHAPTER RESOURCES

IMPORTANT CHAPTER SOCIAL MEDIA RESOURCES

- [Webinar Recordings and Slide Decks](#)
- [Monthly Social Media Content Calendar](#)
- [Optional Chapter Advertising on Social Media](#)
- [Social Media Resources](#)

Questions? Email our dedicated socialmedia@score.org


Quarterly Social Media Tasks

Checklist:

- Opt in for social media advertising packages.
- Review your chapter performance metrics.
- Review the quarterly program metrics.

Bonus Tip: Although most of our ad packages are opt-in-anytime, you should check in quarterly to determine if a new campaign could help your chapter reach its goals.

Q2 FY24: Chapter Social Media Program Performance Report

 Kristyn Shay
9 days ago · Updated

Chapter Social Media Program

Performance Overview:

This chart serves as a quick look at the aggregated performance of all chapters supported by the program. Supported channels include:

192,759	3,602,185
Community Size	Total Impressions
<small>(Total number of followers across all chapter social media accounts)</small>	<small>(Total number of users who saw chapter social media posts)</small>

Key program highlights:

- **Local LinkedIn company pages experienced a 17.6% increase in fan growth since this channel was added to the program in January 2023.**
 - This is the highest growth rate of all channels. The local LinkedIn pages also had the highest engagement rate of any channel with an average of 7%, exceeding that of the previous year.
- **With a 4.3% engagement rate, SCORE local Facebook content is performing well above the 2.5% industry benchmark.**
 - The change to more client-focused storytelling with additional video content has resulted in another quarter of noteworthy social media engagement from fans.
- **72% of chapters rank in the Google Business Profile local 3-pack for the "Business Management Consultant" search term on desktop.**
 - Hiper and SCORE continue to work together to optimize Google Business Profiles. This has resulted in an improvement from 61% of chapters ranking last quarter.
- **82% of all content across core social channels was produced by Hiper or SCORE HQ.**
 - Although a growing number of chapters are contributing content at the local level, chapters continue to rely on the program's provided baseline content. We have made significant progress in training volunteers on the SOCi platform and there are now 343 local chapter SOci users.

For a deeper dive into our full program analytics, you can view the full report [here](#).

Talking Points for Social Media Chairs:

If you would like to talk about your social media wins to your chapter leadership or at your next chapter meeting, this section is for you!

SOci has expanded its analytics capabilities, and a new library of reports is now available to all SCORE SOci users. You can use these reports + the total program metrics to see how your chapter measures up and communicate your performance with your stakeholders.