



#BAPRegional | #BAPAnnual SOCIAL MEDIA GUIDE

Overview

The role of social media in Beta Alpha Psi meetings is to further engage our stakeholders, enhance the meeting experience and increase exposure to various facets of the organization. Meetings fit into the larger story of the organization and our value proposition, so we'd love to partner with you in communicating this through social media.

PARTICIPANTS

1. Professional partners and partner organizations
2. Board members, regional alumni representatives, chapter advocates, and executive office staff
3. Host chapters

HOW IT WILL WORK

During regional meetings or the annual meeting, participants can take to social media (Facebook, Twitter, Instagram, LinkedIn, and Snapchat) using the hashtags #BAPRegional or BAPAnnual, to highlight their experiences at the meetings. Posts can range from travel, meeting set up, city tourism, to keynote and session takeaways.

**For more information contact
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Steps for #BAPRegional | #BAPAnnual Participation

- Follow @_BetaAlphaPsi on [Twitter](#)
- Follow @_BetaAlphaPsi on [Instagram](#)
- Follow Beta Alpha Psi on [Facebook](#)
- Follow Beta Alpha Psi on [LinkedIn](#)
- Use the Snapchat filters at meetings and share pictures on social media
- Use the #BAPRegional & #BAPAnnual hashtags in your social posts
- Share some of the sample messages in this guide or customize your own
- Retweet or share content from @_BetaAlphaPsi and participating partners

Sample Social Posts For Participants

FACEBOOK

- *(Insert organization/firm) will be at the 2018 (Insert meeting) in (Insert location)! Make sure to check out our session on (Insert session description).*
- *Come visit us at the (Insert organization/firm) booth in the Exhibitor Hall! We have (Insert giveaways/resources). *Post with picture of the booth.*
- *The (Insert chapter & school) is excited to host the 2018 (Insert meeting)! We've had lots of fun planning for the meeting and we're looking forward to a great weekend!*

TWITTER

- *The (Insert meeting & hashtag) is off to a great start! The (Insert organization/firm) is excited to be here with #BetaAlphaPsi students!*
- *Great keynote address by (insert speaker's twitter)! He/she touched on (insert takeaway or quote). (Insert hashtag)*
- *All set to present at the (Insert meeting & hashtag) on (insert topic). *Post with picture of session room.*

LINKEDIN

- *(Insert organization/firm) is proud to be a Beta Alpha Psi professional partner. We're excited to attend the (insert meeting) and meet with future financial information professionals.*

INSTAGRAM

- *(Insert organization/firm) professional partner is at the (Insert meeting & hashtag) in (Insert location)! We're excited to connect with some #BetaAlphaPsi students.*
- *The (Insert chapter & school) is excited to host the 2018 (Insert meeting & hashtag)! We've had lots of fun planning for the meeting and we're looking forward to a great weekend!*

Quick Ways to Generate Excitement About #BAPRegional | #BAPAnnual

1. SAVE THE DATE

Share the meeting details and your involvement with your organization's social media people in advance. This way social posts can gain a larger reach.

2. PLAN AHEAD

Use the list of sample social posts above to help you come up with a couple of posts to use once at the meeting.

3. COLLABORATE

Encourage your colleagues and peers to join in on social media to increase hashtag participation.

4. LIVE VIDEO

Consider ways your organization/firm can work with Beta Alpha Psi to leverage tools like Snapchat Geofilters, Instagram Stories, and Facebook Live for real time engagement.

6. START PROMOTING #BAPREGIONAL | #BAPANNUAL ON SOCIAL MEDIA TODAY

Let's work together to make #BAPRegional | #BAPAnnual a big hit!

Helpful Links

- [BAP Event Page](#)
- [BAP Professional Partners Page](#)
- [BAP Board Page](#)
- [BAP Chapter Advocates Page](#)
- [2017 Annual Meeting Social Media Highlights](#)