

A CLOSER LOOK AT

SOCIAL MEDIA

Building a network to increase visibility and grow our Order

WHO TO CONNECT WITH...



LAOH & AOH

Keep up-to-date with Hibernians across the country by liking and following their organization pages.



Charity Partners

Recognize regular charities and donors.



Catholic Organizations

Local churches, Catholic schools, and organizations. Local diocese, Archdiocese, the Vatican.



Community Organizations

Increase your presence in your community. Be a resource.



Local Media

Know what's going on in your community and establish a relationship with local media.



Other

Organizations and groups in line with our mission to perpetuate the religion, history, culture and traditions of our Irish heritage.

HOW TO ENGAGE...

LIKE or COMMENT on the posts of organizations you are connected with.

LIKE or RESPOND to comments on your own posts.

SHARE POSTS that are of interest and aligned with our stated mission. When sharing is allowed the original source is automatically acknowledged. If privacy settings won't allow sharing, ask permission to repost. If granted be sure to tag or linkback to the original source.



TAG ORGANIZATIONS in your posts to recognize them and increase your potential audience a.k.a. post reach. Example for Facebook: "Welcome Hibernians to Albany for the @laohnys and @new.york.aoh State Board Meetings!"



“ There will be a group of people, however large or small, on these channels just waiting for you to put yourself or your brand on their radar. ”