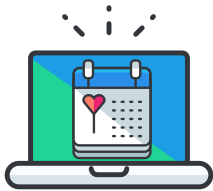




# Maximizing Your Time

Social media is a low cost/no cost way to share news and information, recruit volunteers, promote the LAOH, and reach potential new members. Consistent posting is crucial and can be time consuming but it doesn't have to be.

1



## Create a Social Media Calendar

Decide how many times a day or week you will post content. Plan for upcoming events, regular reminders, and holidays.

2



## Plan Content

"What should we post today?" Take a few hours once a week to schedule posts and save time in your day-to-day.

3



## Mix Up Content

Keep your feed fresh by posting a variety of content. Share photos, event flyers, articles and GIFS.

4



## Engage with Followers

Interacting with followers shows that you appreciate their support and can help generate a loyal following.

5



## Monitor and Adjust Your Plan

Identify what followers most engage with. Are certain times of the day better than others? Try new things.