



Social Media Engagement

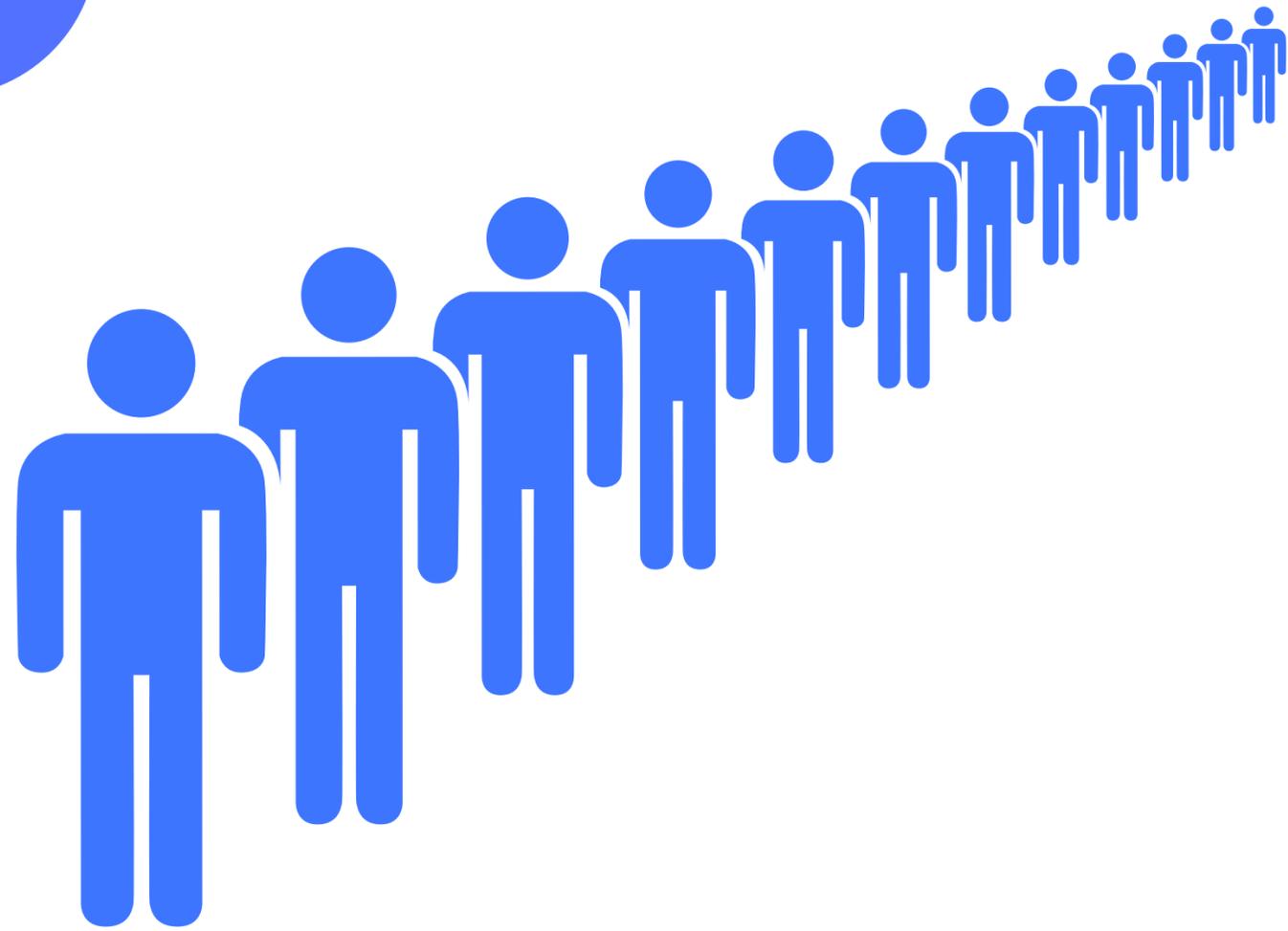
and best practices



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HOLA & HELLO

- Autry Tech Creative Marketing Specialist
- Freelance Designer/Photographer
- Ten Years of Graphic Design Experience
- Wife
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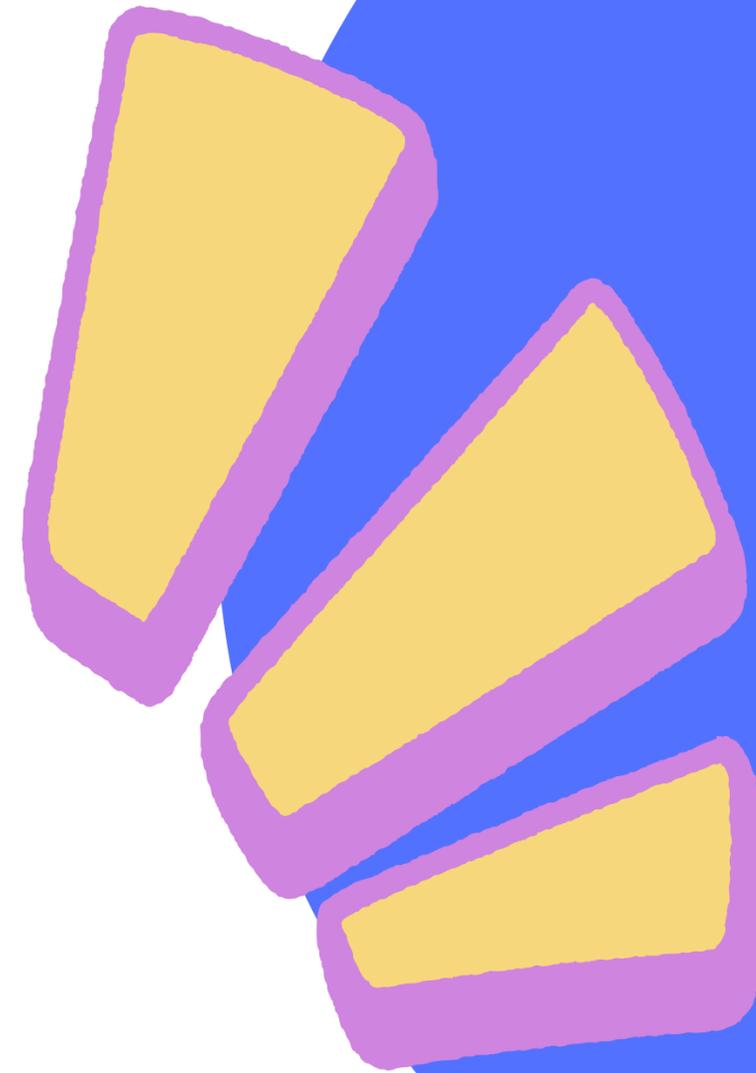


Social Media Users

- There are **3.81 billion** active social media users
- The average user has an account on more than **8 different social media platforms**
- The average daily time spent on social media is **2 hours and 29 minutes a day**

Social Media Channels

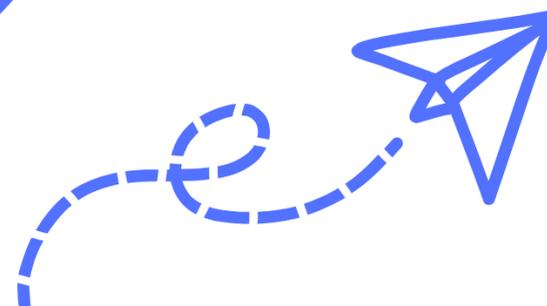
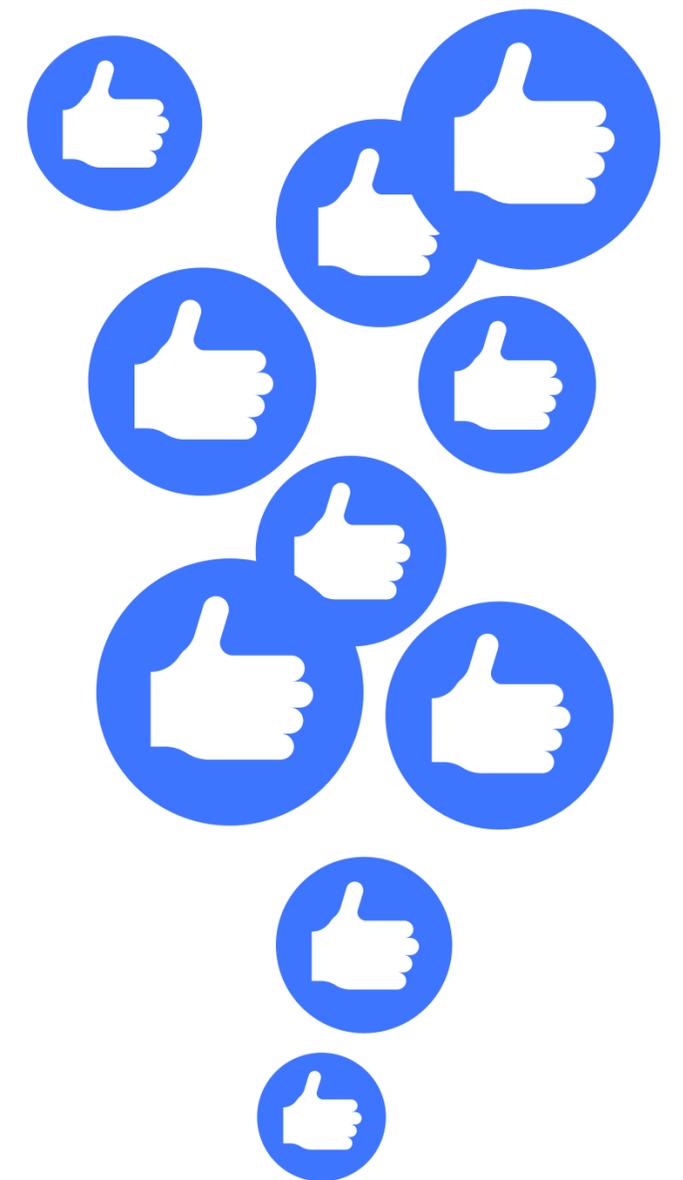
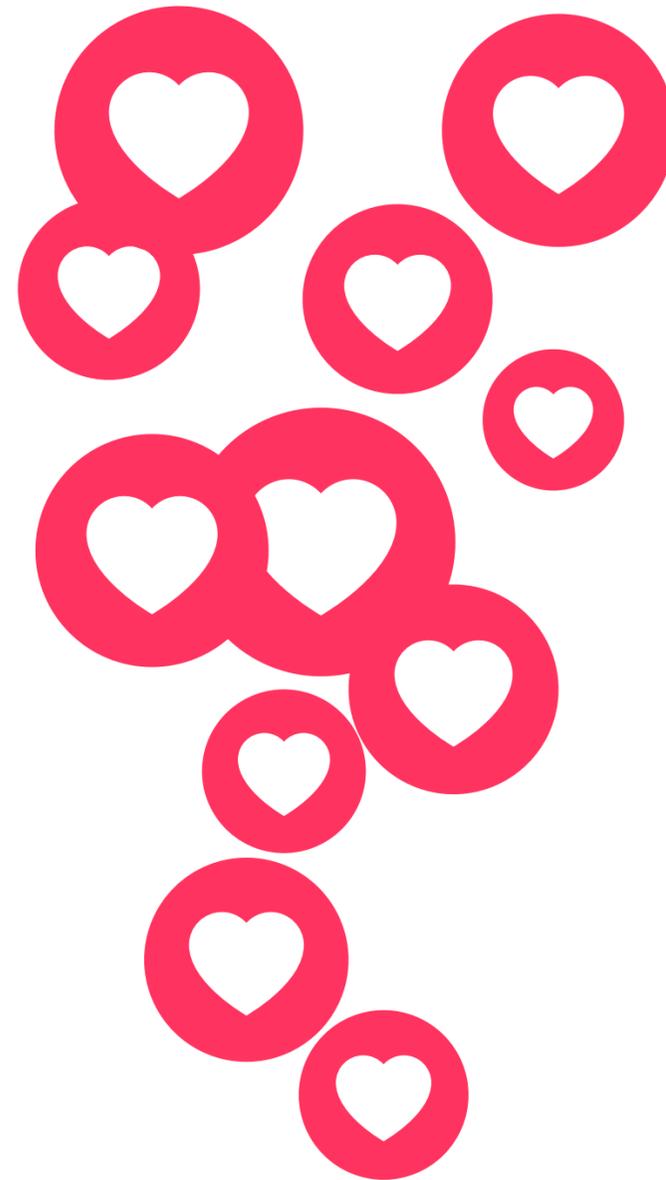
- Facebook: 2.6 BILLION active users monthly
- Instagram: 1 BILLION active users monthly
- Snapchat: 18 BILLION video views daily
- Youtube: 2 BILLION active users
- TikTok: 689 MILLION active users monthly
- Pinterest: 335 MILLION active users monthly
- X (Twitter): 330 MILLION active users monthly



Social Media Engagement

An umbrella term for actions that reflect and measure how much your audience interacts with your content.

Social media engagement can include likes, comments and shares, but varies by platform.



Why it's important

- Relationship building
- Beat the algorithm
- Spreads the word
- Builds a community
- Helps support your divisional goals



Let's take a look at some examples...



Autry Technology Center

Published by [redacted] · 2d · [globe icon]



These upcoming BLS & Heartsaver courses provide students the highest quality training in the lifesaving skills of first aid and CPR. These course empower students to act with confidence in the event of an emergency at work, home, or in the community! Check out more information and enroll online at the links below.

BLS Instructor (9/6) [https://www.autryportal.com/session/session-details/...](https://www.autryportal.com/session/session-details/)

Heartsaver First Aid CPR AED (9/12) <https://www...> **See more**



303

Accounts Center accounts reached ⓘ

0% from boosted posts

303 organic

0 paid

4

Post engagements ⓘ

3 reactions

3 on post

0 on shares

0 Share

0 on post

0 on shares

0 Comment

0 on post

0 on shares

1 click

0 photo clicks

0 link clicks

0 clicks to play

1 other clicks

0

Negative feedback ⓘ



Autry Technology Center

Published by [redacted] · 6d · [redacted]



We have a Firefighter 1 course starting on Sept. 5! This course will provide basic knowledge and skills to successfully complete Firefighter I certification exam, and includes an eight-hour live burn training and an eight-hour Firefighter I skills test. Hazmat Awareness and Hazmat Operations are needed to complete this certification. Enroll online here: <https://www.autryportal.com/session/session-details/...>



1,964

Accounts Center accounts reached ⓘ

0% from boosted posts

1,964 organic

0 paid

81

Post engagements ⓘ

51 reactions

11 on post

40 on shares

8 shares

8 on post

0 on shares

0 Comment

0 on post

0 on shares

22 clicks

3 photo clicks

8 link clicks

0 clicks to play

11 other clicks



Autry Technology Center

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BIG NEWS! Autry Technology Center has partnered with the [@Oklahoma Department of Wildlife Conservation \(ODWC\)](#) to be the first higher learning school in the nation to offer these courses including Oklahoma Hunter Education, Oklahoma Fishing in the Schools (OKFITS), Archery in the Schools, Explore Bowhunting, Explore Bowfishing, and Garfield County High School Bass Fishing Team. These programs are designed to teach families, kids, and adults about the vast opportunities that th... [See more](#)



[See insights and ads](#)

[Boost post](#)

133

5 134

12,925

Accounts Center accounts reached

0% from boosted posts

12,925 organic

0 paid

1,675

Post engagements

709 reactions

133 on post

576 on shares

134 shares

134 on post

0 on shares

57 comments

5 on post

52 on shares

775 clicks

77 photo clicks

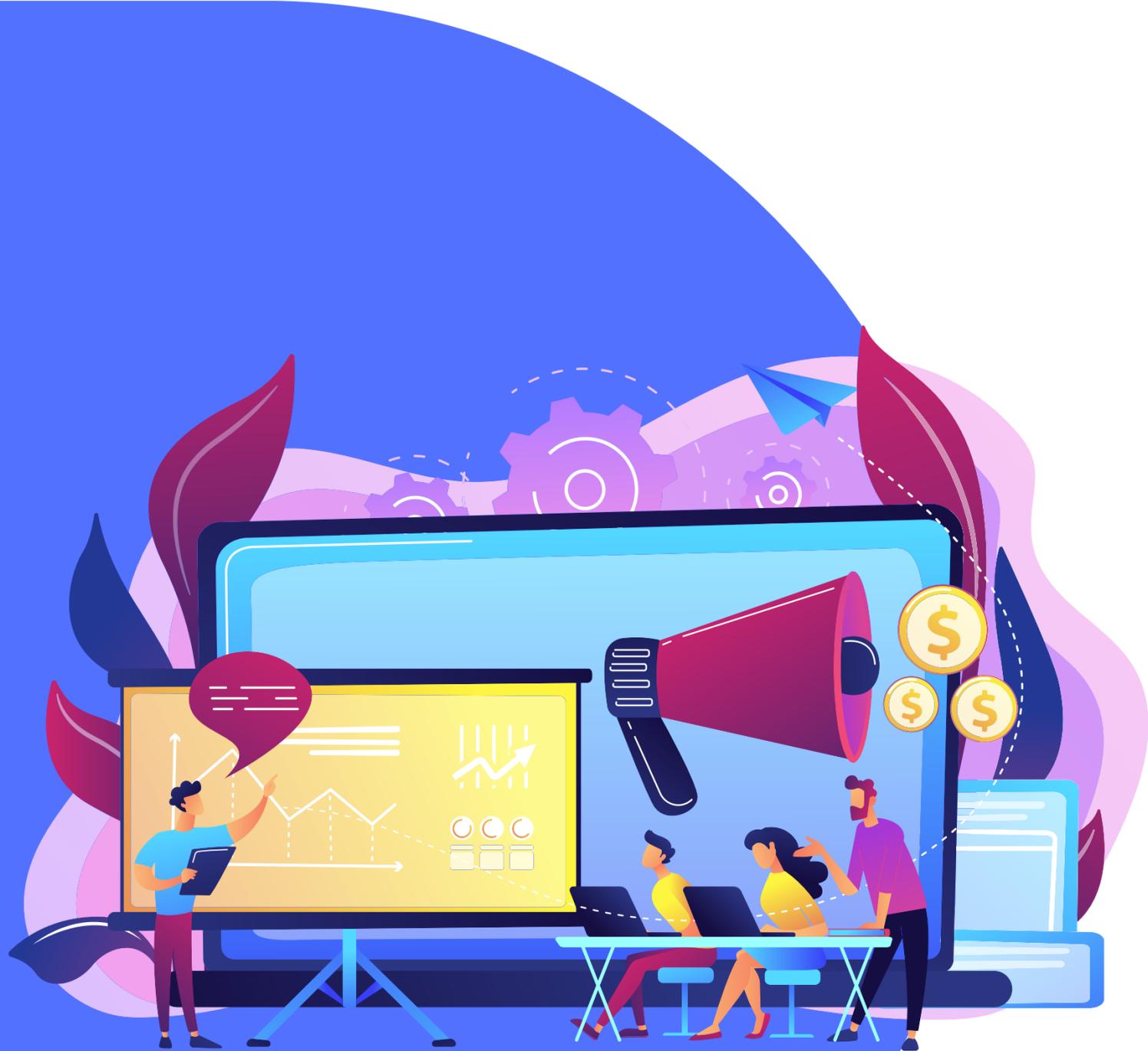
0 link clicks

0 clicks to play

698 other clicks

0

Negative feedback



Where do I start?

- Determine divisional social media goals
- Identify members
- Identify member's topics of interest
- Determine which social media platform is best for your members
- Appoint a social media chair
- Set a social media policies



How to Create an Engaged Facebook Group: 5 Steps

Share



844

1,035 Comments



Comment



Watch on  YouTube



Let's get social



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Maria Fernanda Palma



[@merniefernie](https://www.instagram.com/merniefernie)



THANK YOU!

