



ROLE OF THE MEMBERSHIP & COMMUNICATIONS VICE PRESIDENT: SOCIAL MEDIA SUPPLEMENT

Although social media isn't *everything*; it's an amazing form of communication we're lucky to have in this day and age. When using social media to promote your TYG, **keep it professional**. Your TYG's social media accounts are open to everyone, so it's a great "first impression" of your TYG for anyone (teen or adult) looking into it.

It's a great promotional tool! Use it to update new and old members of upcoming events, special programs, or news topics.

Facebook Tips

- Create a business-like *facebook page* that the public can like; use this extremely professionally since it is in the public eye. Post your amazing looking flyers, videos, or any links. (Registration links, resources, news, etc.)
- Create a *facebook group* for your members to update them on upcoming events, and one for your board to keep up to date with each other
- Create a *facebook event* for any event your hosting and make sure lots of people are invited!

Twitter Tips

- Your twitter page must also be professional since it is also in the public eye. Choose a nice looking profile picture (maybe your TYG's logo?) and give your twitter page a nice header (ex. a collage of pictures from events, a picture of your synagogue, etc.)
- Also make sure your twitter description is a brief summary of what your TYG is! (Again, keep this professional too.)
- Make sure you're following your youth group members, other youth groups, and any other related twitter pages to gain followers!
- Feel free to retweet tweets that are of relevance to judaism, Israel, or anything your TYG stands for.

Instagram Tips

- For a great Instagram impression keep your TYG's profile nice and, again, professional looking.
- Feel free to get people to hashtag your TYG name or create a hashtag for the event, so you can look back on all the pictures from the event!