

SUMMIT



FOR MTNA LEADERSHIP

September 5–7, 2025 • Cincinnati, OH



Tag us on  @mtnaorg!

SOCIAL MEDIA FOR MTNA AFFILIATES



**“Music is the original social media.”
—Jonathan Emile**



73%



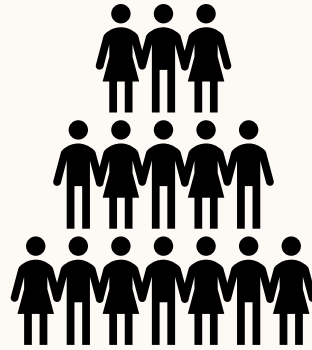
WHY SOCIAL MEDIA?

BENEFITS OF SOCIAL MEDIA

- **Engagement**
- **Visibility**
- **Communication**

GOALS & OBJECTIVES

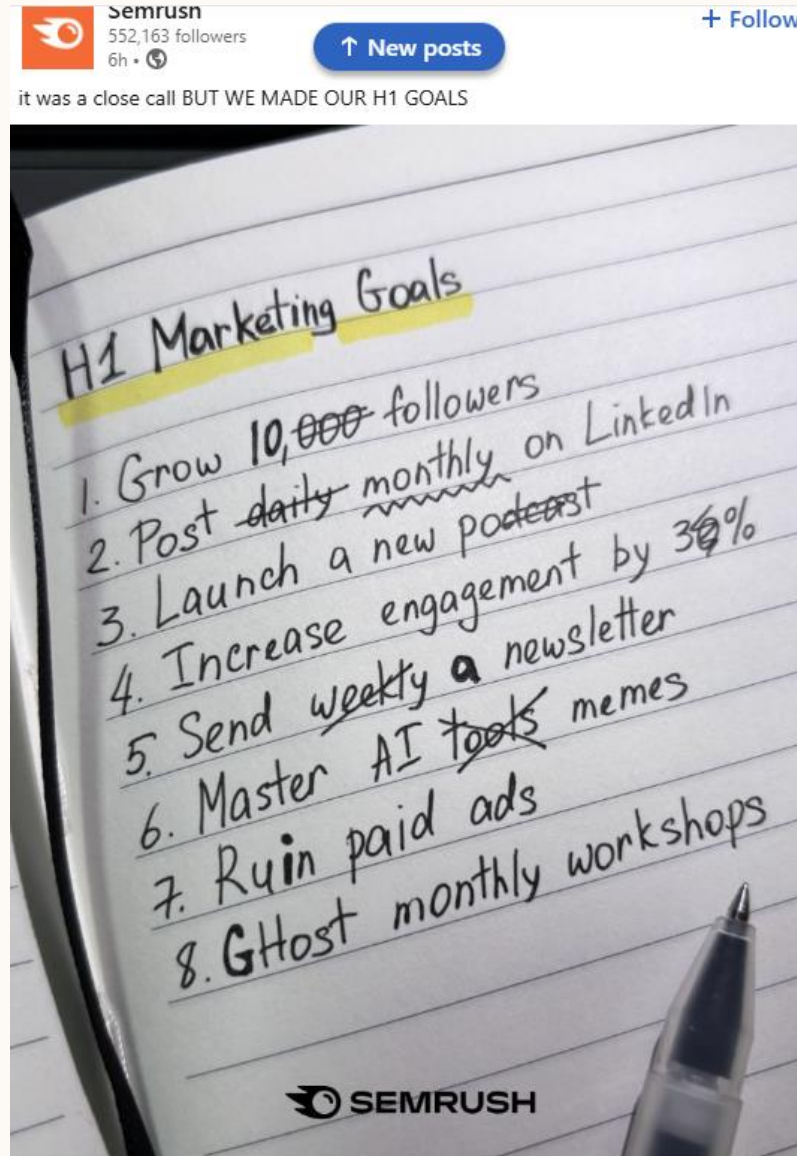
What do you want to achieve
through your social media efforts?



GOALS & OBJECTIVES

S.M.A.R.T.

- Specific.
- Measurable.
- Achievable.
- Relevant.
- Time-bound.



CONTENT STRATEGY & CREATION

TYPES OF CONTENT

Education



Information



TYPES OF CONTENT

Entertainment

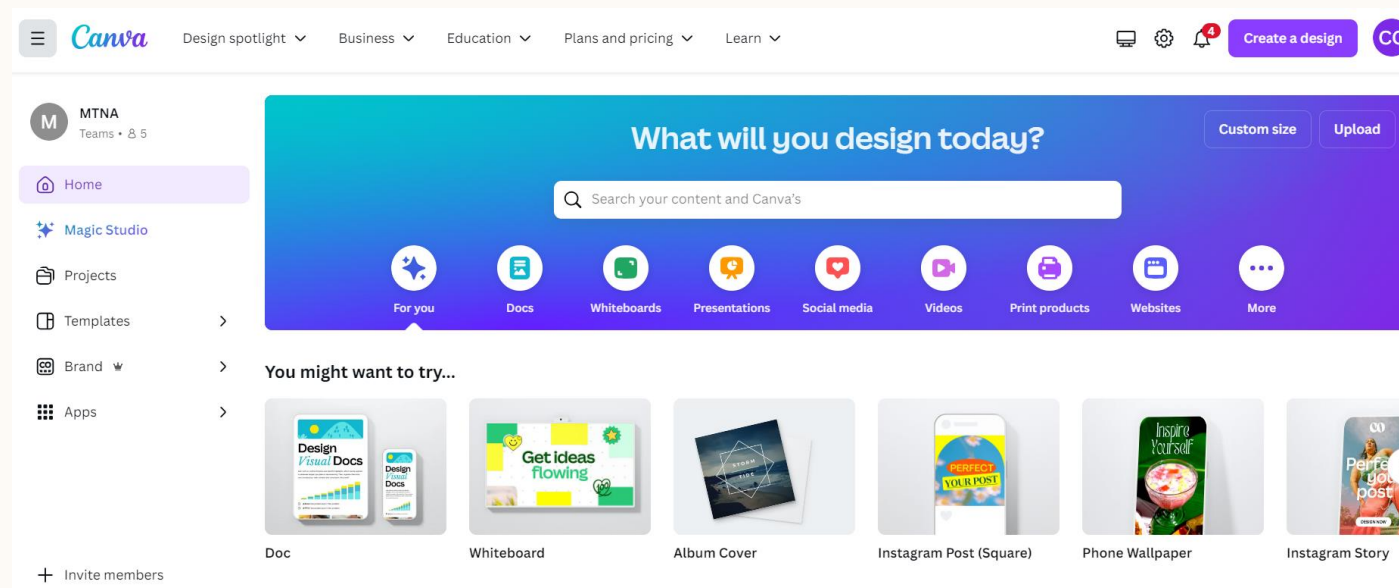


Engagement



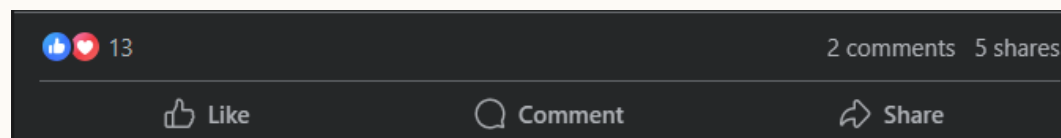
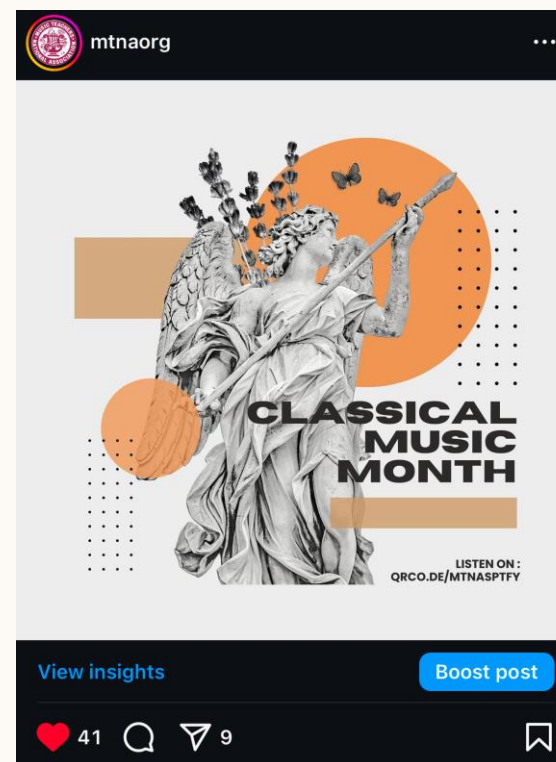
GETTING STARTED

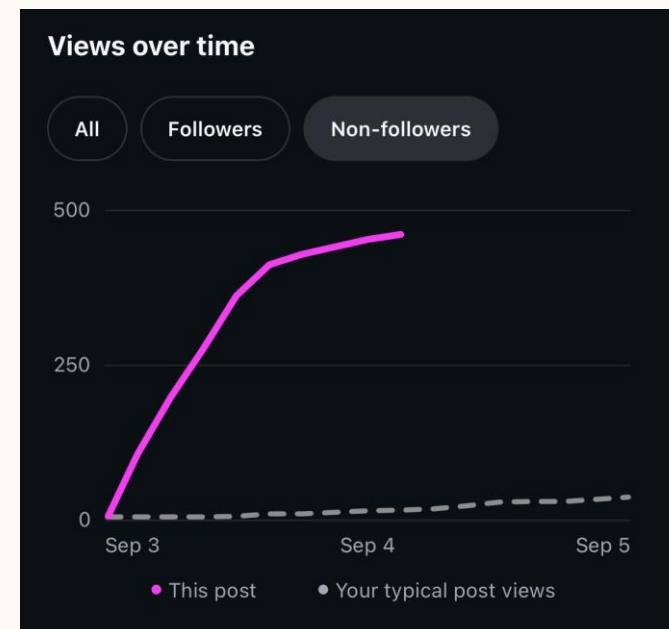
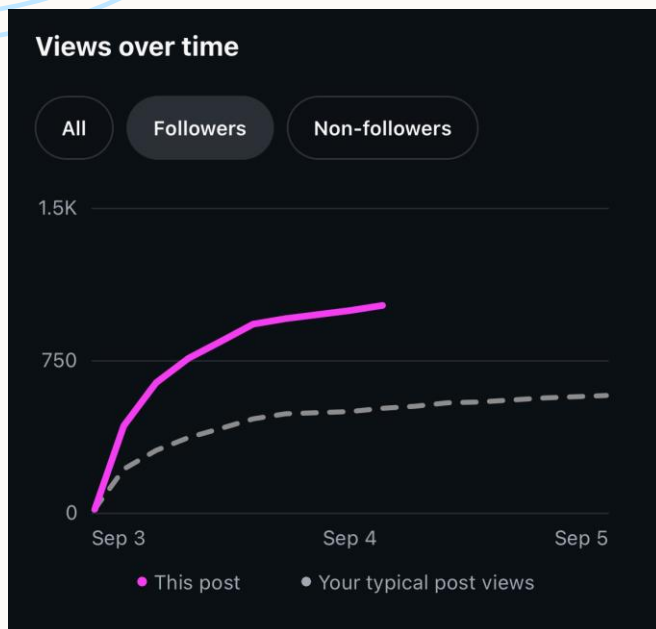
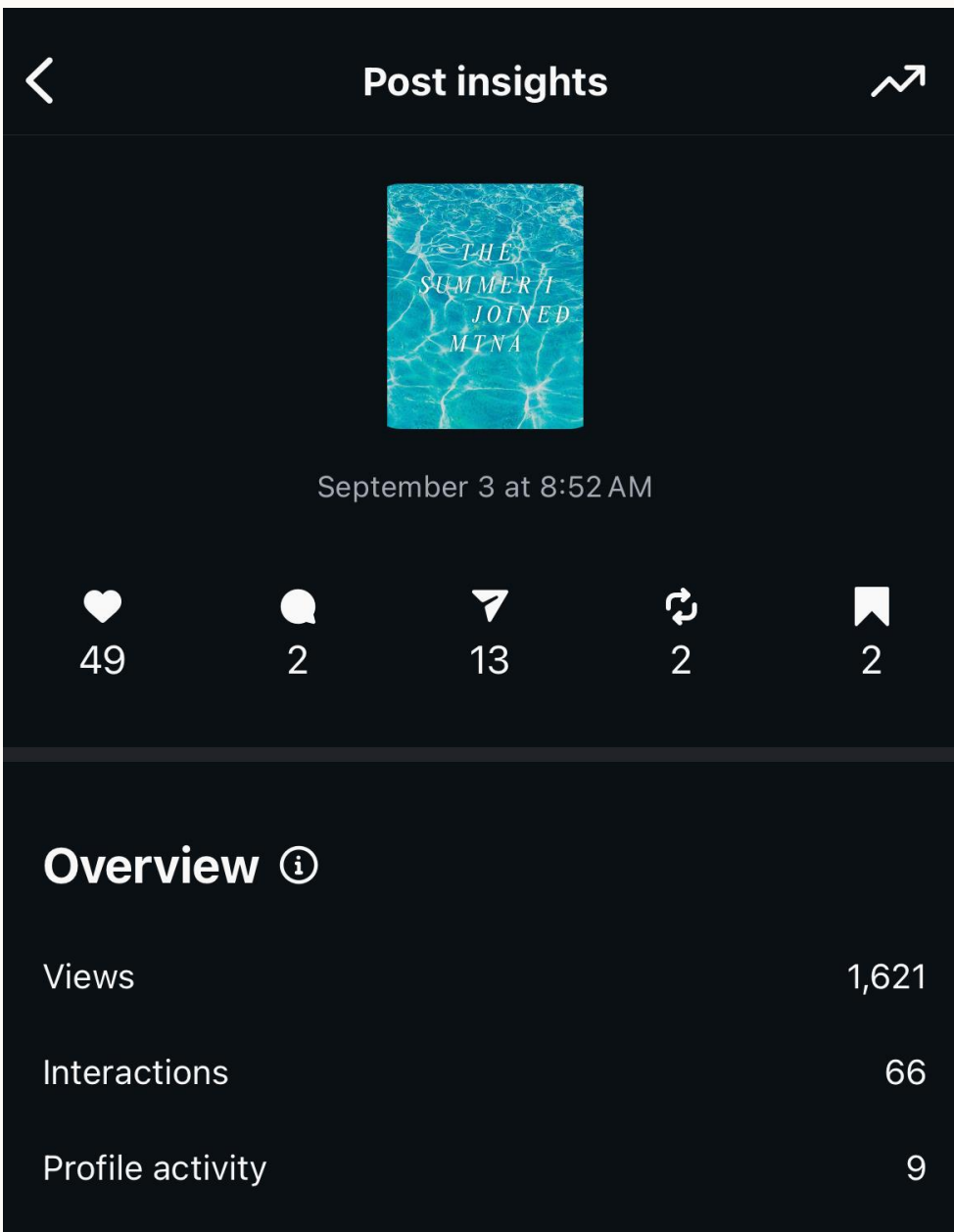
1. Identify your Social Media Czar or Committee.
2. Update your accounts.
3. Develop your calendar.
4. Create content.
5. Track metrics.



ENGAGEMENT 101

- Like
- Comment
- Save
- Tag
- Share





WHY ENGAGEMENT MATTERS



instagramforbusiness



Engagement → Reach Reach → Growth

How does **engagement help me** if my goal is **growth**?

It's in Instagram's interest to **connect people with content they enjoy**.

BIGGEST ADVICE:

Give love to get love!

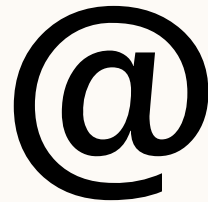
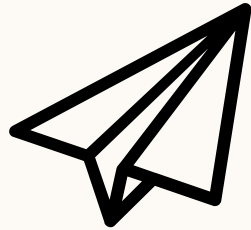
If you want comments, likes, and hype, make sure you're leaving that on others' posts too! Nurture relationships, build authentic community, and hype up the good content you're seeing.

No shame in being the one responding "I am so proud of the life you're living" to someone's IG story you haven't talked to in 9 years.

Xo



ENGAGEMENT IN ACTION



Try it today!

- Take.
- Tag.
- Post.



FINAL THOUGHTS

- Authenticity > Perfection
- Quality > Quantity
- Collegiate Collaboration
- Consent is Cool
- Have Fun!



THANK YOU!

Questions?

Email Caitlin Carter

ccarter@mtna.org


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