November 2014

Social Media – Facebook, Twitter, LinkedIn, Pinterest, Google+

Promotion Timeline

**Overview**

* November is Green Building Month
	+ Mollie Elkman suggested 3-5 times per week on Facebook – now that’s where most of our followers are
	+ Twice a week on Twitter
	+ Once a week on LinkedIn (group)
	+ Pin a few things every week on Pinterest
	+ Post a link every one or two weeks on Google+
* This will include:
	+ Two written articles from the PBA website (one to begin the month and one near the end)
	+ Industry articles, from NAHB and manufacturers/large companies
	+ Any upcoming events (green building, green certification, etc)
	+ Other miscellaneous posts found along the way
	+ New cover photos?

**Schedule/Content**

* 1st week of November (3rd – 7th)
	+ Facebook (Monday Wednesday Friday)
		- Mon – post link to article on PBA website (Green Building 101)
		- Wed – post picture of “green” houses
		- Fri – Fun Fact Friday: post a fun fact about green or sustainable building
	+ Twitter (Tuesday Thursday Friday)
		- Tues – retweet any mentions, link to first article
		- Thurs – retweet any mentions, find something relevant through Twitter news
		- Fri – Fun Fact Friday: same fun fact as FB
	+ LinkedIn (Wednesday)
		- Wed – Post link from PBA website to article
	+ Pinterest (Monday)
	+ Google+ (Thursday)
		- Post link from PBA website to article
* 2nd week of November (10th – 14th)
	+ Facebook (M W F)
		- Mon – link to material from NAHB (article, blog post, etc)
		- Wed – find an infographic on green building
		- Fri – Fun Fact Friday: post a fun fact about green or sustainable building
	+ Twitter (T TH F)
		- Tues – tweet link shared on FB on Monday
		- Thurs – retweet something from Twitter feed that is relevant
		- Fri – Fun Fact Friday: post same fun fact as FB
	+ LinkedIn (W)
		- Wed – post same link from Mon FB post
	+ Pinterest (M)
* 3rd week of November (17th – 21st)
	+ Facebook (M W F)
		- Mon – link to material found online
		- Wed – feature a member who participates in green building
		- Fri – Fun Fact Friday: post a fun fact about green or sustainable building
	+ Twitter(T TH F)
		- Tues – tweet link shared on FB on Monday
		- Thurs – tweet member who participates in green building
		- Fri – Fun Fact Friday: post same fun fact as FB
	+ LinkedIn (W)
		- Wed – Post link shared from FB on Monday
	+ Pinterest (M)
	+ Google+ (Th)
		- Post link shared from FB on Monday
* 4th week of November (24th – 28th)
	+ Facebook (M W F)
		- Mon – Post second article link to PBA website
		- Wed – Small projects to make your home more energy efficient
		- Fri – Fun Fact Friday: post fun fact about green or sustainable building
	+ Twitter (T TH F)
		- Tues – post same link from Monday
		- Thurs - retweet something relevant from Twitter feed
		- Fri – Fun Fact Friday: post same fun fact as FB
	+ LinkedIn (W)
		- Wed – find something online (via NAHB, Feedly, etc.)
	+ Pinterest (M)

**Goals for the Pages**

* Keep our new followers engaged on Facebook
* To increase awareness about what PBA (and locals) have to offer to members and prospective members in terms of services and benefits
* To increase engagement overall with our posts (likes, shares, comments, retweets, favorites, etc.)
* To get more consumer interaction which will hopefully motivate them to choose a member for their projects
* Get more favorites and retweets on twitter to get our reach further out there
* Get more followers on Pinterest due to consistent usage
* Get more visitors to our website through our use of Google+
* Connect with more professionals across the country via LinkedIn