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