

# Social media for associations

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## What can associations use social media for?

These days, there is nothing unusual about using Wikipedia for research, making arrangements via WhatsApp, fixing appointments with Doodle, showing photos on Flickr, being guided by other people's feedback when shopping/making reservations online or even to have text messages generated by ChatGPT or MyAI on Snapchat. The internet and social media have long been part of our daily routine.

Useful platforms and social media tools for associations:

### Organisation within the association

Planning events	Doodle, Facebook, trello.com, Calendar
Central data storage	Dropbox, Cloud, Google Drive, MsTeams
Online photo archive	Flickr, Instagram, Dropbox
Surveying members	umfrageonline.com, surveymonkey.com, findmind.ch

### Communication within the association

Information on events/live event accompaniment	Facebook, Twitter, Instagram, Periscope (and similar live video streaming platforms)
Reminders/calls to members	Facebook, Twitter, Whatsapp (and similar chat media)
Gain members for activities and cooperation/exchange between board and members	Facebook, Twitter, group chat (WhatsApp and similar chat media)
Exchange among members (Pictures, video, texts)	Closed Facebook group; Group chat (WhatsApp or similar chat media); Instagram (photos)

### Marketing/fundraising

Membership recruitment	Facebook, Youtube, Vimeo, Snapchat
Promotion of products and services	Facebook, Twitter, Snapchat, Youtube, Vimeo, Instagram
Finance projects with crowdfunding	wemakeit.ch, 100-days.net, ibelieveinyou.ch, projektstarter.ch, gemeinsam-unterwegs.ch
Increase recognition	Wikipedia and vereins.wikia.com entry

→ You can find a detailed compilation of digital cooperation tools at:  
<https://www.vitaminb.ch/digital/>

## How do you plan to use social media for the association?

### Step 1: Brief concept

Create a brief concept to clarify the following questions:

- What do we want to achieve through social media?
  - *reach members more quickly*
  - *improve member retention*
  - *promote exchange among members*
  - *modern image*
  - *draw attention to our association*
  - *be present*
  - *project financing*
  - *possibly strengthen own media competence, etc.*
- What do our members get out of it?
  - *use channels, which they would use anyway*
  - *quicker, uncomplicated contact, etc.*
- What does the association board get out of it?
  - *contact each other faster*
  - *contact members faster*
  - *shared data storage*
  - *easier cooperation, etc.*
- What resources do we want/are we able to use for SoMe management? (time/money)
- Which social media platform(s) do our members use?
- Which social media platform(s) is/are compatible with our aims?
- How do we integrate social media in our current communication?

### Step 2: Preparation

Use existing resources and available know-how. Acquire support from association members, young people, persons proficient in using the web with a connection to the association, who are familiar with social media and AI.

- Do we know anyone with experience of social media and AI tools to create a site for us?
- Do we know anyone with experience of social media and AI tools to administer a site for us?

## Facebook

Facebook is the best known social media platform with about 3.7 million users in Switzerland and about 1.7 billion worldwide. Since 2013, more than 50% of people on Facebook have been older than 30.

### What belongs on a Facebook page?

- Annual programme/event calendar
- Announcement of GM with agenda items
- Current announcements/info
- Photos and videos of association events
- Current campaigns
- Competition/small games, etc.

### Dos & Don'ts

*What you need to do on Facebook:*

- Regularly upload new posts/notices/photos. If you are not regularly online, you can easily publish posts in a timely manner.
- Write spontaneously and fast (short sentences, like spoken language).
- Write in a personal but not private way.
- Always post a picture with your text whenever possible. Posts with pictures have better reach.
- Ask questions to stimulate interaction on your page. And don't forget to react to comments.
- Involve association members (surveys, puzzles, draws).
- Invite your Facebook friends to like your page. Facebook has a simple function for that.
- Network your Facebook page with associations, organisations, persons involved in a similar area to you (geographically, in terms of content, etc.).
- Check the security settings on your Facebook page regularly.

*What you must absolutely avoid:*

- Infringement of personal rights (potentially discriminatory photos or posts, <https://www.vitaminb.ch/vereinsglossar/fotorechte-im-internet/>)
- No private content should appear on the association's Facebook page.
- Spamming: don't post too much. Keep people interested, don't overwhelm them with information.

## Instagram

The popular social media platform Instagram has about 4.2 million users in Switzerland and about 1.3 billion worldwide. Instagram offers associations a visual platform to present their content through high-quality pictures and videos. Associations can use ChatGPT and MyAI on Snapchat to use automatically generated captions and descriptions for their Instagram posts and save time on content marketing. These AI tools can generate intelligent content reflecting the association's style and tone.

## TikTok

The platform is popular with the young and offers many creative opportunities to generate and share content. Associations should nonetheless be aware that TikTok is controlled by the Chinese government and there are concerns with regard to data protection and security.

## LinkedIn

LinkedIn can involve associations in your social media strategy and possibly also your daily business operations. LinkedIn is a professional platform centred on professional contacts, networking and business relationships. What LinkedIn can bring an association:

1. *Professional networking:* LinkedIn enables associations to contact experts from their sector, potential partners, sponsors and supporters. They can expand their network and benefit from other people's contacts.
2. *Employer branding:* LinkedIn offers associations the opportunity to present themselves as an attractive employer. They can reach talented people with information about their organisation, job offers, internships and voluntary placements.
3. *Content marketing:* associations can share their expertise and add value by sharing relevant content, updates and insights. LinkedIn enables the sharing of blogs, articles, videos and presentations to spread their message effectively.
4. *Recruitment of volunteers and experts:* associations can use LinkedIn to find volunteers or experts for projects or initiatives. You can conduct a targeted search for people with specific skills and experience relevant to your association.
5. *Industry and community engagement:* LinkedIn has groups and forums where professionals and interest groups can network. Associations can join in these discussions, position themselves as experts and make valuable contacts in their sector.

## AI tools

By using ChatGPT, MyAI on Snapchat and image-generating AI tools, associations can also save content marketing time and generate high-quality content. These AI tools can, for example, generate texts for social media posts or even pictures and graphics compatible with the association's visual requirements. This allows associations to work more efficiently and deliver targeted content to their target group at the same time.

**Note!**

It's important to use all social media including AI tools in accordance with data protection provisions and ethical guidelines to avoid misuse and uphold user privacy.

Please note that the Federal Act on Data Protection comes into effect from 1 September 2023, [https://vitaminb.ch/uploads/media/default/2978/2023\\_Datenschutz\\_DEF.pdf](https://vitaminb.ch/uploads/media/default/2978/2023_Datenschutz_DEF.pdf)