

DEDICATED TO HELPING BUSINESS ACHIEVE ITS HIGHEST GOALS.



INCREASING YOUR ORGANIZATION'S DIGITAL ENGAGEMENT

Now more than ever, digital engagement is vital. Converting some of your organization's traditional events, functions and outreach efforts to virtual environments allows you to expand your reach while saving valuable resources. In the digital age, organizations use low-cost web tools for basic functions (member outreach, marketing, education) to drive better results for the largest programs and yield the strongest return on investment.

The current level of increased telecommuting is a great opportunity to bring professional development to ourselves and our local and regional groups (LRGs). This resource is intended to bolster these efforts by highlighting some of the most valuable tools you should consider while developing your organization's strategy to increase online engagement.

SOCIAL MEDIA

The free-to-use social media "big four" are a perfect starting place to build (or expand) your organization's digital footprint. These represent the lowest hanging fruit for online engagement — very little time commitment and virtually no expenses with considerable upside.

Facebook is a social networking site that makes it easy for you to connect and share content with family and friends online. By building a "Page" for the organization, LRGs can recruit and update members of anything going on in the industry and promote events, and more.

LinkedIn is a business and employment-oriented social networking site. Profiles consist of resume-type content and members are able to engage through an organization's page, similar to Facebook.

Instagram is a photo and video-sharing social networking service. Organizations can post visual content such as exciting aviation videos, photos from events, member profiles and more.

Twitter is a microblogging and social networking service on which users post and interact with messages known as "tweets." LRGs can benefit by posting news, sharing industry updates and actively engaging with people in business aviation.

Some key considerations to keep in mind as you develop your organization's social media presence include:

- Start with Facebook, the most popular social media platform and the one best suited for engagement
- Make sure to post regularly but not excessively; dormant accounts can have an adverse effect on your organization's digital perception, while bombarding followers' newsfeeds is the number one reason people unfollow brands
- Avoid posting anything controversial or overly personal — such posts may drive short-term engagement but can cause long-term damage to your brand
- Responding promptly to inquiries or messages is important to building consistent engagement
- Follow "the rule of thirds" as a loose guide on how to post compelling content: 1/3 posts to promote your brand or events, 1/3 interacting with other accounts, and 1/3 industry news and tips you believe followers will be interested in
- Posts with images will almost always perform better than text, particularly with eye-catching imagery such as aircraft

NEWSLETTER EMAIL

If you don't already have a newsletter started, there are plenty of tools to help you start creating one. Start with a platform that can help build a template for you. These services will often have a variety of templates for you to choose from with options to change items to your organization colors, add logos, and additional features you would like to see built in.

Recommended platforms: **Constant Contact** and **MailChimp**

The hardest part of this project is often generating enough content to make a monthly newsletter effective for your membership. Consider these tips when creating the newsletter and sourcing content:

- Choose your focus — the focus of your newsletter will be crucial to how engaging it will be.
- Keep it simple, keep it catchy
- Include a system for your board members to create content for you on a scheduled basis. They may not be able to commit to writing something every month, but you should be able to find volunteers willing to commit to a few articles each year.
- Include third-party content such as NBAA press web stories or resources
- Tap into your local airports, state aeronautics directors, etc. for additional information, such as a scheduled runway closure or an upcoming legislative meeting

- Include user-generated content to expand your offerings while encouraging more consistent engagement. Do you have members that want to share more about upcoming events or a charity they are raising money for?
- Connect to trending topics or events
- Use social media as a teaser. Social media is an amazingly effective channel to get people excited. Have some big news or exclusive content to share in your upcoming newsletter? Reveal a little snippet on social media to build some buzz around it.
- Be consistent but provide unique perspectives
- Think about how you may be able to use the newsletter to link back to your website

WEBSITE

An appealing and informative website is the foundation of strong digital presence. Consider revamping your website, cleaning up and adding content, or perhaps switching platforms. The Local and Regional Group Committee has preferred to use Wild Apricot, and several groups around the country also utilize this platform, but there are a number of other providers. Explore the available functions (such as in the Wild Apricot video tutorial library) to see what works best for your organization.

HOSTING ONLINE EVENTS

Wild Apricot also is releasing many resources regarding setting up virtual events and fundraisers. Some may even tie into functions with your Wild Apricot website. Check their news often or sign up for their newsletter for more announcements and applicable tips.

[How to Host a Successful Virtual Fundraiser for Your Nonprofit](#)

[Silent Auctions Simplified: Tips, Tricks, and Expert Advice](#)

WEBINARS/VIDEO CHATTING

Webinars are a great method for hosting speaker-led events in an online environment. They offer the opportunity for video or PowerPoint presentations with audio to a viewing audience who may or may not be able to give live feedback and questions through audio or chat responses.

Webinars require presentation skills and PowerPoint knowledge similar to an in-person event, a minimal amount of equipment, and online software that hosts it for people to log in to view.

Things to look for in a platform:

- Ability to do live webinars
- Amount of presenters
- Amount of attendees
- Recording & download option
- Security protocols
- View attendees and any limitations

Platforms (With both paid for and free options):

- ClickMeeting
- GoTo Webinar
- WebinarNinja
- BigMarker
- Zoom

PODCASTS

Podcasts are a method for sharing audio-recorded content such as news, interviews, previously submitted Q&A responses and more. They are produced on a scheduled frequency (weekly, monthly, etc.) and listened to on podcast apps. When filmed during recording, the videos can be uploaded to websites such as YouTube. Live recordings of podcasts with video are called webcasts, and through various online platforms, they offer the opportunity for live engagement with viewers.

Podcasts typically require a microphone of decent quality and an equal-quality video camera if video is desired, as well as an interface to plug it into and editing software for post-recording preparation.

Free Platforms

- Podbean
- Buzzsprout
- Spreaker
- Anchor

Premium Platforms (Fee to Use)

- Stitcher
- Transistor
- Castos
- Captivate
- Simplecast
- Podiant

GRAPHIC DESIGN

Canva is an online platform that takes the headache out of graphic design. You can design presentations, social media graphics, and more with thousands of beautiful layouts in an easy-to-use online program. Use Canva's drag-and-drop feature and professional layouts to design consistently stunning graphics. The best part — it's completely free. But do keep in mind this software allows for minimal editing later for "print quality" collateral so there will be an expense to recreate it for print projects. Visit the Canva website to learn more and set up your account and start collaborating with your team. Check to see if they may be offering a free trial of the Pro version as well.

MEDIA TRAINING/SPEAKING COACHING

This is a terrific time to enhance skills and prepare to be in front of a camera. Learning the tips and tricks of the industry to be a strong speaker and presenter is invaluable when engaging online or in-person.

REVENUE

Although webinars and podcasts are often free, there are opportunities to gain revenue. Examples include:

- Views of videos on a YouTube channel can earn advertising revenue through YouTube, but that usually requires very high viewer numbers
- The opportunity to sell sponsorships or advertising
- Member-based content perhaps for a different level of association membership
- Sponsors and advertisers can be thanked and promoted on social media platforms, increasing the value of their sponsorship

If any of these options interest you, or if you have additional questions, reach out to your [NBAA Regional Representative](#) for further guidance, suggestions, and referrals.



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ABOUT NBAA

Founded in 1947 and based in Washington, DC, the National Business Aviation Association (NBAA) is the leading organization for companies that rely on general aviation aircraft to help make their businesses more efficient, productive and successful. Contact NBAA at 800-FYI-NBAA or info@nbaa.org. Not a member? Join today by visiting nbaa.org/join.