Schedule:
- **Monday:** New members from previous week
- **Tuesday:** Tips/tricks (business and social media related)
- **Wednesday:** 411 around town
- **Thursday:** Chamber's to-do
- **Friday:** Good news/Quote

Strengths:
- Posting pictures and keeping things brief
- Not posting too little or too often
- Talking about every ribbon-cutting event and grand opening
- Tuesdays

Weaknesses:
- No infographics and limited amount of videos
- Little interaction with followers
- Fridays

Opportunity:
- Interact with people that "like" or "follow" us
- Ask people what they want to see on our social networking pages
- Create surveys on Survey Monkey and have drawings once-in-a-while to keep follower's interests)
- Use Google Keyword Tool to boost social media optimization
- Add tags to Blogger
- Keep in touch with the Village Fair page each year
- Include more posts about community events or general information like "Have a great weekend."
- Every member should update signatures to include upcoming events and social media accounts (Facebook, Twitter, LinkedIn, and Pinterest)
- Introduce the Pinterest account on other social media platforms

Suggestions for Videos:
- Upload directly to Facebook, Vimeo, or YouTube
- Make the videos 1-3 minutes
- Create podcasts, live footage videos, slideshows, or videos with text

Promote:
- Services, members, staff, events, testimonials, and products

Members: (ideas for video testimonials) *Encourage members to submit videos.
1. How long has someone been a member?
2. What position do they have? (Director, ambassador of the year, and etc.)
3. Why did they decide to join?
4. Did the chamber exceed his or her expectations?

5. What's their story? Get some background on them.

Staff:
1. How long has he/she been working at the chamber?
2. What's their role? (Membership manager, president, and etc.)
3. What's their story? Get some background on them.
4. What other groups are employees a part of? BNI (DW), Rotary (JB), CCOB (AK)