



### **Council/Chapter Social Media Guide**

Are you looking for ways to improve or expand your chapter or council's online presence? Have you been tasked to start up a social media account for your council or chapter and you're worried about how to get started? Are you eager to help your members embrace the social media space?

You're in the right place.

Below, find resources from MOAA national answering common social media questions, addressing technical concerns, and providing best practices. Have more questions? Email [chapters@moaa.org](mailto:chapters@moaa.org) for support.

### **Video: Social Media 101 for Chapters**

Note: The above video is adapted from a January 2022 Council and Chapter Virtual Roundtable event. Having trouble viewing? [Click here](#) to watch on YouTube. Access more virtual event recordings in the [Council and Chapter Webinars and Video Archive](#).

- Slide deck from the presentation ([PDF format](#))
- More resources, links, and definitions ([PDF format](#))

## **Video: How to Make a Facebook Post for Your Chapter**

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