



## MPI GLOBAL // SOCIAL MEDIA STRATEGY

### Our Mission on Social Media

To connect with the global meeting and event community by sharing learnings, innovations, collaborations and advocacy.

### Social Media Marketing Goals

Meeting Professionals International is active across various social media channels to reach our goals of:

1. **Increasing Brand Awareness.** To create authentic and lasting brand awareness, we will avoid solely publishing promotional messages. Instead, we will focus on content that emphasizes MPI's values and community.
2. **Boosting Brand Engagement.** To create another meaningful touchpoint with our members and industry community, we will focus on content that is of interest to them.
3. **Generating Leads and Sales.** To continue to serve the meeting and event community, we will also share content that will generate interest in MPI's product offerings.

### Target Audience

Our target audiences revolve around our MPI members and the meeting and event industry community.

<b>Who are they?</b>	<i>Full-time Meeting Planners (in-house and independent), CVB/Destination Leaders, Hospitality Sales, Non-title Planners, Suppliers, Students, and faculty.</i>
<b>What are they interested in that you can provide?</b>	<i>Meeting and events education, industry news, MPI news, behind the scenes information, connections/networking.</i>
<b>Where do they usually hang out online?</b>	<i>LinkedIn, Facebook, Twitter, Instagram, and YouTube.</i>

### Content Types

The type of original content that we will create and post is:

- MPI TMP articles
- MPI Events recaps/highlights
- MPI Videos on thought leadership or behinds the scenes
- MPI Member Recognition
- MPI Culture (membership, volunteers and staff)

The type of content outside of MPI we will share is:

- Industry news and trends



- Meeting planning tips and techniques
- Hotel travel industry tidbits and updates
- Hospitality based content
- Partner advocacy messaging

### Social Media Channels

Here are the themes of our content for each of our social media profiles:

#### MPI LinkedIn

- **Goal:** Position MPI professionally as the industry leader and go-to resource by sharing content that provides value and sparks conversations in our industry
- **Voice:** professional and upbeat (rarely use emojis)
- **Content:** all MPI content (blog posts, videos, press releases, outside MPI content)

#### MPI Facebook

- **Goal:** Position MPI professionally and culturally as the industry leader and go-to resource by sharing content that provides value and sparks conversations in our industry
- **Voice:** business casual, fun, upbeat (can use emojis)
- **Content:** all MPI content (blog posts, videos, press releases, outside MPI content), MPI staff event pictures/recaps, Images & recaps of MPI chapter events

#### MPI Twitter

- **Goal:** Position MPI professionally and culturally as the industry leader and go-to resource by sharing content that provides value and sparks conversations in our industry
- **Voice:** business casual, upbeat (occasionally use emojis)
- **Content:** Top trending content from MPI Facebook, MPI LinkedIn and MPI members/chapters

#### MPI Instagram

- **Goal:** Showcase the background and cultural composition of MPI
- **Voice:** casual & fun (almost always use emojis)
- **Content:** Images or video of behind the scenes at events, chapter events, and at MPI Global. If you don't have a good visual, it should not be posted to Instagram.

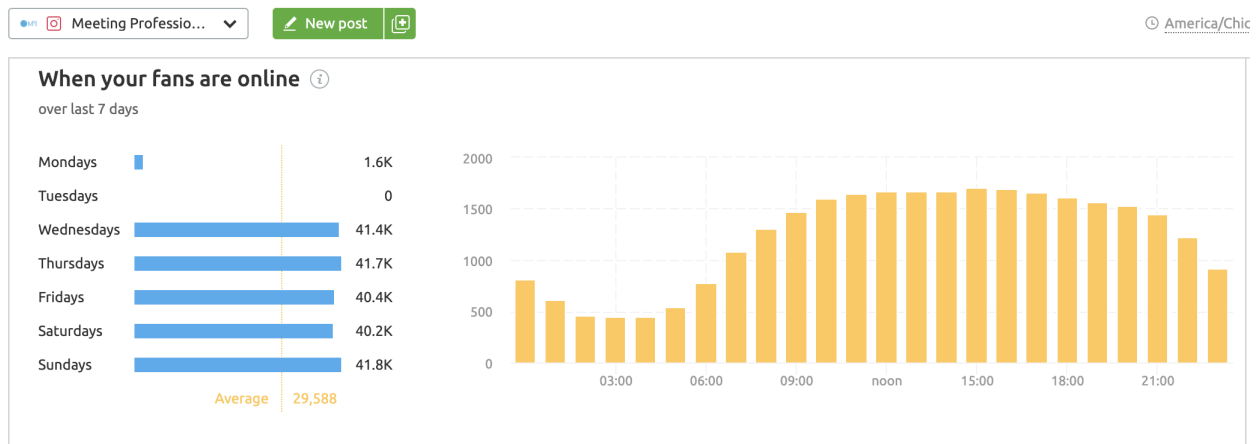
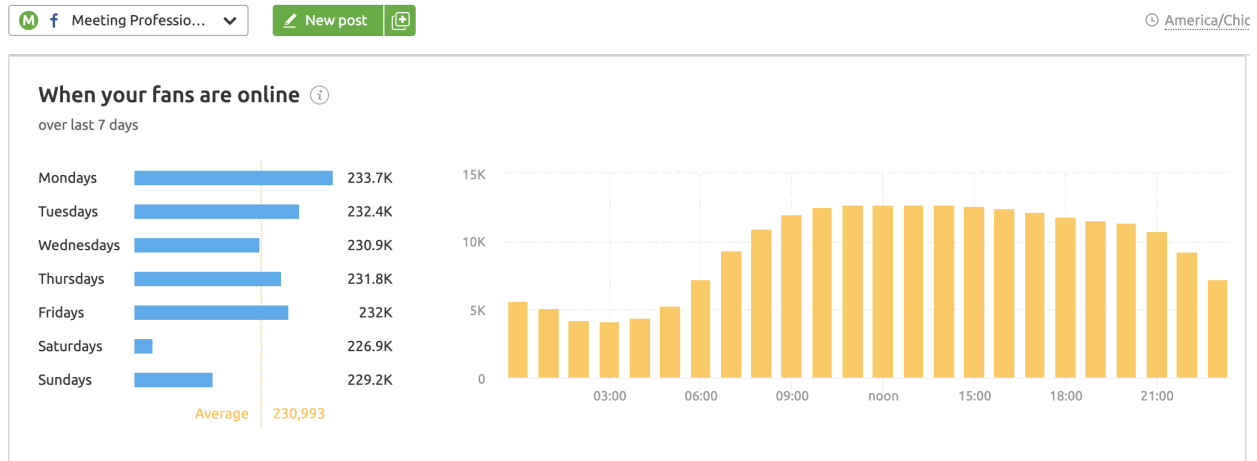
#### MPI YouTube

- **Goal:** Showcase the thought leaders in the MPI community and MPI staff through video
- **Voice:** business casual & fun
- **Content:** MPItv episodes. MPI event recaps, educational messages from MPI members or MPI staff



## Timeliness

Facebook and Instagram users are online at roughly the same time of the day from around 9 am - 10 pm. We can infer that this is the same for our Twitter and LinkedIn Audience.



While our audience does stay on social media after business hours, we will strive to post during business hours so that we can respond and engage with our audience as soon as possible with each comment or reply.

## Channel Specific Features

- Instagram
  - Stories – share bite-sized experiences such as several continuous clips of behind the scenes at an event or a quick interview of a speaker/MPI Staff, MPI member. You can add engagement elements such as question polls (2 answers) or yes/no questions to posts.  
**Note:** each story post will disappear after 24 hours unless saved to the profile page.



- IGTV – share longer form previously recorded video content such as full MPItv episodes or full event recap videos
- Instagram Live – share live clips of MPI events and MPI chapter events. These stay saved in your Instagram feed.
- Facebook
  - Stories - share bite-sized experiences such as several continuous clips of behind the scenes at an event or a quick interview of a speaker/MPI Staff, MPI member. Can be the same as the stories shared to Instagram as you will reach different audiences on each platforms.  
**Note:** each story post will disappear after 24 hours.
  - Video - share longer form previously recorded video content such as full MPItv episodes or full event recap videos. Similar to IGTV.
  - Live Video – share a series of live video sessions in the fashion of a TV nightly talk show. Ideally there is a consistent host that would interview one person at a time on a specific topic. These can be virtual interviews or in-person interviews. For example, every Tuesday at noon, join MPI Live on the MPI Facebook page to hear about various topics in the meeting and events industry. An MPI staff member would then spend 20-60 minutes discussing topics with a MPI staff member/ MPI chapter member / industry professional.
  - Polls – a great way to engage our Facebook page community with fun, silly questions. You are limited to a two answer poll. These are more entertainment then scientific.
- LinkedIn
  - Video - share longer form previously recorded video content such as full MPItv episodes or full event recap videos. Similar to IGTV.
- Twitter
  - Video - share short form previously recorded video content such as MPItv teaser episodes or short event recap videos. There is a video length limit of 2 minutes and 20 seconds.