AVAILABLE COMMUNICATION CHANNELS

WEBSITE (MPIMN.ORG)
NEWSLETTER (mpi mn matters)
E-BLAST
SOCIAL MEDIA
FACEBOOK
TWITTER
INSTAGRAM
LINKEDIN
MPIMN.org

- **Number of followers:** 1,452
- **Primary demographic**
  - desktop users looking for event info
- **Ideal post size:**
  - Three paragraphs, flexible, content rich
- **Images or text heavy:**
  - Suggest adding image(s)
- **Content or motivation:**
  - MPIMN.org is a great place to put content rich articles, news and information.
President’s Note: Love & Innovation
by Steph Pfeilsticker, CMP, CMM, 2016-2017 MPI Minnesota Chapter President, Hybrid Events Authority, LLC, steph@hybrideventauthority.com

Hello MPI Minnesota!

Love and innovation are all around! The Minnesota chapter loves its members so much that we want to spend an entire day (February 16!) learning together at iConnect... Read more »

REGISTER TODAY for iCONNECT
iConnect is the innovation conference from the MPI Minnesota Chapter. Come experience innovation across all aspects of the meeting industry—including food and beverage, space and technology—and connect with people to build your
E-Blast

Like, share, comment, tweet, post with us!

Primary demographic:
- Membership

Ideal post size:
- 1 page letter

Images or text heavy:
- Text heavy,
- Image not necessary

Content or motivation:
- Recognition
- Event reminders
- Press releases

MPI LIVE! – VIRTUAL PRESENTATION

The February iConnect program is now available to view on demand through February 24.

Dear MPI MN Communications Team,

This is your last chance to experience iConnect 2017, the innovation conference from MPI Minnesota.
Facebook

- **Number of followers:** 510
- **Primary demographic:**
  - 82% Women
  - 26% are 35-44
  - 23% are 25-34
  - 20% are 45-54
  - 11% are 55+
  - 2% are 24 or less
  - 17% men primarily 25-64
- **Ideal post size:**
  - Maximum length of a status update: 63,206 characters.
  - Ideal length of a status update: 40 characters.
  - Ideal length of a video: 30–45 seconds long.
- **Images or text heavy:**
  - Recommended image size: 1,200 x 628 pixels
  - Text and image suggested
- **Content or motivation:**
  - To promote valuable and entertaining content
  - To define our brand
  - To grown relationships
  - To get the word out
  - To interact with other organizations
• **Number of followers:** 2,109

• **Primary demographic:** Chapter Members, Previous speakers, facilitators and sponsors of MPI Minnesota.

• **Ideal post size:**
  - 117 characters or less (includes links)
  - **Ideal Hashtag Length:** Under 11 characters; shorter if you can. Use 1–2 hashtags per tweet.
  - **Video Duration in a Tweet:** Up to 30 seconds long.

• **Images or text heavy:** encourage image with post but not necessary

• **Content or motivation:** Getting message out quickly, engagement, create “buzz” during events
Instagram

- **Number of followers:** 9
- **Primary demographic:** TBD
- **Ideal post size:**
  - **Image Caption:** 2,200 characters max, but it cuts off in users' feeds after 3 lines of text.

**Images or text heavy:**
- Image heavy with #’s
- **Square Image:** 1080px in width by 1080px in height
- **Vertical Image:** 1080px in width by 1350px in height
- **Horizontal Image:** 1080px in width by 566px in height

**Content or motivation:**
- Use popular hashtags to gain exposure including: #tbt (throwback Thursday), #instadaily, #photooftheday, #instagood.
- Tells visual story
LinkedIn

• **Number of followers:** 37
• **Primary demographic:**
  – business professional
• **Ideal post size:**
  – **Status Update:** 600 characters.
• **Images or text heavy:**
  – Text heavy
• **Content or motivation:**
  – Business professional posts
  – Capture those that want to keep their social media profiles personal and use LinkedIn for professional outlets just as MPI and work.