

MFM Marketing – 2021 LinkedIn Recommendations for Growth Ambassadors



Defining the Goal:

- Increase the number of followers for the MFM page, ultimately increasing awareness of MFM events and overall organization membership
- Reach more potential members by creating or sharing MFM branded content
- Engaging with others on MFM content, or engaging with your network on your posts about MFM

Ideas for creating your own LinkedIn Posts to Promote MFM:

- Share MFM's posts to your network. Include a caption on why you think your network will be interested in the article/event
- Write an MFM testimonial. What kind of benefits have you received from being a member?
- Share photos or fun memories from MFM in-person events from the past, highlight certain colleagues that you've met along the way
- Use the Give Kudos feature to highlight an MFM buddy and show gratitude for their advice and friendship

Using Hashtags:

- Hashtags help non-members find MFM content on social platforms
- Please use the following 3 hashtags on every post you create or share with your own caption:
 - **#mfmmediafinance #powerinnnumbers #networkingopportunity**
- Other hashtag ideas to use if appropriate to your post:
 - **#cpeforcpa #cpe #cpeevent**

Other Ways to Contribute on LinkedIn:

- Simply "like" or "react" to all MFM posts
- Identify specific contacts in your company and professional network, send direct messages to gauge interest in attending the Transformation Series or other events
- Confirm your attendance on the Events in LinkedIn, invite your relevant network connections to the events, and share your confirmed attendance via the buttons provided in the Event
- Write your own LinkedIn Articles

These same ideas translate to the other MFM Social Media Platforms, such as Facebook, Instagram and Twitter. Sharing MFM's posts to your contacts and followers is the simplest way to get the information in front of more professionals.

Follow MFM by clicking on the links below:

 <https://www.facebook.com/MediaFinancialManagement>

 <https://www.linkedin.com/company/media-financial-management-association>

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