

# SOCIAL MEDIA GUIDE

2025-2026



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## Message from your Vice President of Brand Management,



# Olivia Thames

VP of Brand Management

@deca\_liv\_

Hello Wisconsin DECA!

I am thrilled to share this amazing guide on effective social media for chapters. I can't wait to connect with members and chapters and showcase and highlight their achievements through Wisconsin DECA's social media accounts!

Social media is an efficient and powerful way to connect with our DECA members, advisors, business partners, parents, and alumni. Our organization utilizes a variety of online platforms including Instagram, Twitter/X, Snapchat, YouTube, TikTok and Facebook.

With the goal to engage a diverse demographic. We encourage all Wisconsin DECA chapters to stay involved whether it's within their school, local community, or at a statewide level. As this year's VP of Brand Management, I am dedicated to spotlighting the success stories of our local chapters throughout the year. This goal relies on our chapters to produce quality content and share on a daily basis.

Maintaining an online brand is no easy task, yet so many chapters excel at mastering the various aspects of social media. This guide is a tool and resource for your chapter to **#GoTheExtra** when building your online presence! This Social Media Guide will equip your chapter with the tools needed to improve your social media strategy to better engage your community. Whether you're looking to optimize your social platforms, craft engaging content, or discover valuable tips and tricks, this guide is here to support you every step of the way and help you and your chapter **#GoTheExtra**!

GO THE EXTRA WITH

# INSTAGRAM

## Summary:

Instagram is a social media platform where people can edit and share photos and videos with others. It can be accessed on computers or mobile devices, but you can only add content via your mobile device. Followers can choose to interact with posts by liking, sharing or commenting on them. Also, Instagram has other features such as stories and Instagram Reels (read below for more information).

## Chapter Objective:

- Instagram is a great way to recruit new members, as this platform is one of the most popular social media platforms for high schoolers.
- Additionally, the platform can be great for spreading information, such as an upcoming community service event.
- One effective way to utilize Instagram is to make sure your followers can truly see what DECA is, so make sure to take multiple photos and videos at events and conferences.
- Instagram is a great way to reach out to others at the local, or even state level.

## Types of Posts:

There are three different types of posts on Instagram: Feed posts, Story posts, and Reel posts. Feed posts are photos or videos that can appear on your profile. You can upload up to 10 photos/videos for each feed post (videos can be no longer than 60 seconds). To see the dimensions for Instagram feed posts, click [here](#). Instagram stories allow users to post photos and videos, and they vanish after 24 hours. Videos on stories can be 60 seconds long, and photos can be in any dimension for Stories. Users can also add stickers, text, GIFs, and emojis to enhance the story. Lastly, Instagram has reel posts that are short-form, vertical videos that can be up to 3 minutes long. Reels are a great way for chapters to flex their creative muscles and add a visual experience beyond a grid post. Overall, these three types of posts are all great ways to showcase DECA to others.

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# INSTAGRAM

## Features:

### Instagram Stories:

Instagram Stories are a feature that allow users to post photos and videos that only last 24 hours. Like Snapchat Stories, this feature can be a great way to capture live experiences and last minute updates. There are numerous ways users can add increased value to their Instagram Story; they can tag their location, add stickers, add GIFs, use emojis, create polls, and much more! Instagram stories are a great way to spread information without filling up everyone's feed, and they usually get many impressions. For a guide on how to use Instagram Stories, click [here](#).

### Story Highlights:

Story Highlights are Instagram Stories that you can choose to "pin" to your profile; think of it as a movie trailer for your Instagram profile. Unlike regular stories, highlights don't disappear after 24 hours, and they are one of the first things viewers see when they view your profile. Highlights can be grouped however each user chooses, there is a max of 100 stories per highlight. This can be a great way to save chapter information for any new members! Visit this [link](#) to read more about Story Highlights and how to use them.

### Instagram Reel:

Instagram Reels are where chapters can post videos (up to 3 minutes long) to their profile. This is a feature that allows you to record, upload, and edit videos. Reels can include both pictures and videos. Enhance your reels by adding music, text, effects, and voice overs.





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# INSTAGRAM

## Features:

### Business Accounts:

Have you ever wanted to view your account's analytics? There is now a feature that allows you to do so. When you create a business account on Instagram, you are able to get new information about your followers, which will help you determine what types of posts get the most engagement! To learn more about business accounts and how you can turn your chapter's account into one, click [here](#).

### Instagram Live:

Instagram Live is a feature that allows accounts to broadcast videos in the moment and interact with their audience. This feature would be great to use when live streaming a chapter event, or the beginning of a session at a conference! You wouldn't want to make the live stream too long, as it might hinder engagement, but if you have something fun you want to promote, consider using Instagram Live.



GO THE EXTRA WITH

# FACEBOOK

## Summary:

Facebook is an online social networking platform where people can create profiles, share information such as photos and quotes about themselves, and respond or link to the information posted by others. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

## Chapter Objective:

Facebook, while less popular among teenagers, is still a great tool for community outreach. Many chapters utilize Facebook not only to promote their chapters to prospective members, but to other key stakeholders as well! Because many local businesses have active Facebook pages, utilizing this platform is a great way to recruit new business partners for your chapter. Additionally, creating Facebook events for each of your chapter's community service events can be another great strategy, as you can encourage chapter members to share these events on their profiles, which will increase the public's awareness of your events.

## Types of Posts:

There are numerous types of posts on Facebook. On this platform, you can share photos, short videos, articles, reels, GIFs, text updates, and more! Click [here](#) for in depth information about each type of Facebook post. You can also create Facebook Events for your chapter activities. For more information on creating Facebook Events click [here](#). Having a good variety of different types of posts is the best way to increase engagement on your page. In order to see the proper dimensions needed for social media posts, click [here](#).



# GO THE EXTRA WITH FACEBOOK EXAMPLES

## Chapter Examples:

### **Appleton East DECA** **Sharing Content on Facebook**

When it comes to posting on social media, creating your own content is very important, but sharing content is important too! On Facebook and Twitter, sharing other accounts' posts is very simple, as there is a "share" or "Retweet" button on people's posts. Sharing content, such as a tip or reminder from another person, an open job opportunity, or something that might be happening in your community, can be a great way to give your followers valuable content. An example of what kind of content to share can be seen by Appleton East DECA [here](#).



### **Hamilton Sussex DECA** **Sponsor Shoutouts**

Facebook is a great way to recognize and recruit business partners, as many local businesses are connected on Facebook. Hamilton Sussex DECA does a great job recognizing their sponsors, and they add a twist to this recognition. They spotlight their sponsor by sharing with their viewers a summary of the company and what they offer. Additionally, Hamilton Sussex includes the company's contact information and tags the company for easy access. To see an example of one of these posts, please click [here](#).







GO THE EXTRA WITH

# X / TWITTER

## Summary:

Twitter has recently rebranded their company from the name "Twitter" and logo of a blue bird to now being called "X". Twitter/X is a social networking site where people mainly communicate via posts known as "Tweets." Tweets can contain up to 280 characters, and users can also tag their location of the tweet and include up to 4 photos per post. Other types of posts are Twitter/X Polls (more information below). Twitter/X commonly is used for reporting by media stations and other public figures.

## Chapter Objective:

Twitter/X is a great way to promote news and important updates fast to your chapter. You can create a tweet with an announcement, or a chapter update. You can interact with members and retweet things going on in their lives, and you can pin important tweets. Twitter/X is also a great way to reach out to alumni. There is a large following of alumni on Twitter/X, so sending out information on events they can participate in is a great way to utilize the platform.

## Types of Posts:

Twitter/X posts consist of "Tweets" which have a 280 character limit per post. In your Tweets, you can also share up to 4 photos per post, article links, short videos, or you can just post text. Overall, posts on Twitter/X are pretty straight forward; to see the photos dimension needed for Twitter/X, click [here](#).

## Features:

**Twitter Polls:** Twitter Polls are essentially mini polls within a Tweet. Users are able to vote between 2-4 options via the poll. This feature is great to use to boost engagement with your audience. You can create polls for members to vote on what type of snack they want at the next meeting, or on what their favorite part of DECA is - the possibilities for polls are endless!





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# LINKEDIN

## Summary:

LinkedIn is a social media network specifically created for the professional world. Unlike other networks, LinkedIn's main focus is to build strategic relationships with others. LinkedIn is a site driven on more individual uplifting, but is a wonderful asset for chapter use. As an individual and a chapter, it is highly recommended to create a LinkedIn account and go from there.

## Chapter Objective:

As stated before, LinkedIn is a very great social media outlet for individuals to build relationships with people and organizations. In regards to an organization, there are a few things that can be done. You can create an account as a chapter or create a LinkedIn group. Make sure to include as much information as possible in the LinkedIn profile to build credibility with external viewers. When the profile/group is created, begin reaching out right away, and try to make as many professional connections as possible. People to reach out to would include your current members, alumni, professional members of your community, and other chapters across the state. Overall, LinkedIn is a highly effective marketing tool that can help with chapter success.



## Types of Posts:

LinkedIn posts consist of videos, texts, polls, carousels, single/multiple image(s), and document posts. In the posts, you can add emojis and text to any type post that you choose. LinkedIn posts are pretty straight forward; to see some LinkedIn posts best practices click [here](#).



GO THE EXTRA WITH

# SNAPCHAT

## Summary:

Snapchat is mostly an instant messaging app where users send each other pictures or videos, known as “Snaps.” The way a chapter would utilize Snapchat would be spreading information on the chapter’s Snapchat Story, which is the visual content a Snapchat user has uploaded in the past 24 hours. Snapchat is a great way to capture live event experiences and spread information.

## Chapter Objective:

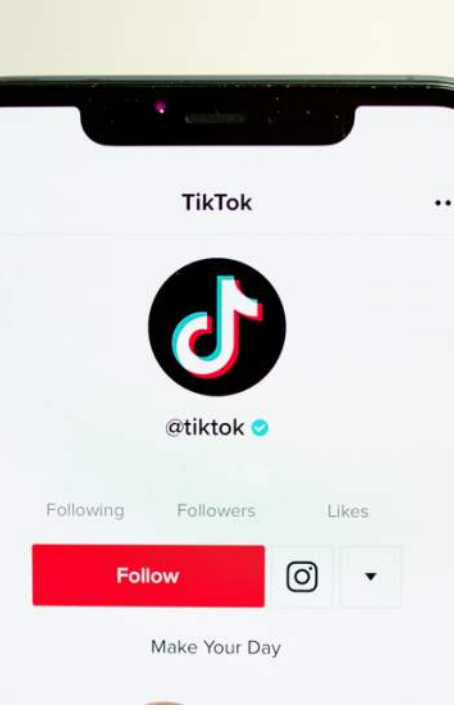
There’s not quite as much chapters can do on Snapchat compared to Instagram, Twitter, or Facebook. As of now, chapters can update Snapchat Stories with vertical photos and videos; this makes Snapchat a great tool for showcasing live conferences or event experiences. Have a cool community service event going on? Share the event by uploading some pictures or videos in the moment. This is a great way to grow excitement for community service events and may increase participation in the future. Also, you can utilize Snapchat geofilters within your schools at the beginning of the year in order to jumpstart recruitment.

## Other Tips

When it comes to using Snapchat, you can utilize it to give quick updates and “live” experiences of events. Possible events your chapter can cover on Snapchat could be activities that occur during DECA week or Global Entrepreneurship Week, community service activities, chapter meetings, etc. This can be such a great method to promote your events and get people more excited about all things DECA!







GO THE EXTRA WITH

# TIKTOK

## Summary:

TikTok is a social platform that allows users to make short videos varying 3 seconds up to 10 minutes long. Users can add filters, text, sounds, and music, and it is especially popular to make creative, lip-synched music videos. Popular trends influence a large portion of the population.

## Chapter Objective:

TikTok is a great way for you to connect with your members at a personal level. Creating fun content and challenges will allow you to get your members to engage on this app. It is an effective way to gain attraction and followers in a fun casual setting. An example of what type of content can be posted on TikTok can be seen by Living Word DECA [here!](#)

## Types of Posts:

TikTok allows you to create videos that are 3 seconds to 10 minutes long. You can use popular sounds, video effects, transitions, or dances in your video. You can also create videos off of comments people leave on one of your previous posts, and you can duet other people. This a great way to have creativity when creating content for your chapter. Whether that be duetting a member's video, or creating a fun DECA outfit transition, TikTok has a lot of creativity and options in the videos you make.

## Features:

**Trending Hashtags/Sounds** are an essential part in creating quality engagement on TikTok. Using trending sounds or filters will make you more likely to show up in "for you" pages. Following new trends will always be a good way to increase following and awareness.

**Duetting:** You have the option to duet someone else's video and record yourself side by side. This is a great way to copy a dance that one of your members does, and showcase it on your chapter profile.

# YOUTUBE

## Summary:

YouTube is a social platform that allows users to make, share, comment, and like videos. YouTube is a free service that allows chapters to create membership, community service, and conference recap videos. YouTube is a great platform when having to post longer videos to get your point across to the target audience. YouTube is one of the most visited sites on the internet, so it is worth your while to create a chapter YouTube account.

## Chapter Objectives:

Youtube is a great way to highlight what has already happened or things that are coming up. Youtube is an easy way to show your audience how/what is going on, and it can get them excited. For an example of a event recap click [here!](#)

## Types of Posts:

As a chapter, the best way to utilize Youtube is posting videos consistently. You can do this by creating monthly recap videos of what your chapter has done in the previous month. Another potential post a chapter could do on Youtube would be having chapter officers create little clips showcasing what to get excited for!

YouTube recently introduced Shorts which is similar to the concept of TikTok. Shorts is a spot to shoot, share, and binge short videos, 3 minutes or less on YouTube. Chapters can grow their audience by participating in trends found on Shorts! For more information click [here!](#)

# BRANDING

## BRANDING OVERVIEW

As members of a marketing organization, we know how important branding is. When it comes to your chapter's social media accounts you should ensure that your account has a consistent brand image. The following section is all about branding your social media account from A to Z:

### Profile Header / Photos

It's important to have a recognizable DECA logo and have photos from your chapter. You want people to be able to recognize your page.

### Links

Have links where your members, alumni, and parents can get resources. Make sure they are up to date and relevant. The most efficient way to do this is creating a link tree. For more information on how to create a linktree click [here](#).

### Location

Make sure you take conference locations on posts and always highlight the area you are in during a DECA event.

### Bio

Make sure your bio is up to date and has any current and important information on it. Try to fill your bio with all information possible. This helps your members get a better sense of what your social media account is all about.

### Pinned Post & Highlighted

Pin your most important posts and highlight past events for members to go back and check.



# CONTENT IDEAS

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## Branding Your Social Media:

When it comes to branding your social media content/posts, try to always have some identifiable DECA image in your post:

- Chapter t-shirt
- A DECA logo of any kind
- Hashtags in your captions
- DECA Inc.'s yearly theme (Go The Extra!)

For branding, your chapter can get a personalized DECA logo by emailing [communications@deca.org](mailto:communications@deca.org)! Using branded images of DECA Inc.'s yearly theme, here is a [link](#) to all of the “Go The Extra” branded content National DECA has made. Overall, the more you brand your posts, the more identifiable your content will be!

## Maintaining Consistency:

As members of a marketing organization, it is important to remember our target market when promoting DECA content on social media: high schoolers. Teens spend a lot of time online and on social media. You want to ensure that your chapter is maintaining a consistent presence on social media as well. It is recommended that your chapter post 3-4 times each week. Posting each and every week is a great way to build a following on social media and get more people in your school and chapter thinking about DECA.

But what do you post if you don't have many events coming up?

Thankfully, there are daily DECA hashtags that many local chapters and associations utilize each week, including Wisconsin DECA. Using these daily hashtags are a great way to build brand recognition for your chapter. Check out the next page for daily DECA hashtags for each weekday.



# CONTENT IDEAS

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## #MotivationalMonday

Motivational Monday: Provide a positive message to motivate members at the start of their week.



## #TipTuesday

Tip Tuesday: Provide helpful ideas and resources to members. This can be related to competitive resources, community service projects, school, Leadership Council, etc.



## #WaytoGoWednesday

Way to Go Wednesday: Post highlights about a chapter or member regarding their recent achievements or conference successes.



## #ThrowbackThursday

Throwback Thursday: Post from an old event or moment in your chapter's history. Use the hashtag and the event's hashtag as well.



## #FunFactFriday

Fun Fact Friday: Post some uncommon knowledge that will make followers smile. The fun fact can be about anything from business to Ben and Jerry's.



## #SpotlightSaturday

Spotlight Saturday: Highlight a member or chapter for their recent success or achievement. Showcase the actual event in the post.



## #StakeholderSunday

Stakeholder Sunday: Showcase the chapter's professional members or local business partners.



# DECA & CTE MONTH

## Posting During DECA Month:

Every November, DECA members from around the world celebrate DECA Month. DECA Month is a great way to show the whole world how much members in your chapter love DECA and how it has impacted their lives. One of the most prominent activities during DECA Month is DECA Inc.'s social media challenge. During this challenge, DECA Inc. has a DECA themed post that members and chapters are encouraged to complete. Participating is a great way to show everyone how DECAcated you are! In order to boost your engagement, make sure you tag Wisconsin DECA (@WI\_DECA) and DECA Inc. (@DECAInc) in your DECA Month posts and use the hashtag #DECAMonth.

## How to Post During CTE Month:

The month of February is Career and Technical Education (CTE) month. During this month, members, teachers, and other leaders advocate for CTE and Career and Technical Student Organizations (CTSOs) and the impact they have on high schoolers around the nation. Activities chapters can participate in include:

- Chapters advocate for DECA and CTE with policymakers
- Host community outreach events
- Write letters to school board officials about how DECA has impacted them
- Complete DECA Inc.'s [Advocacy Campaign](#). Your chapter can post success stories of chapter alumni, testimonies from your current DECA members, and facts about how CTOS benefit students (check out [www.ctsos.org](http://www.ctsos.org) to find that information). Overall, advocating for DECA, CTE, and CTOS on social media is a great thing to do during #CTEMonth!

## Chapter Examples

### Deforest DECA: Advocacy Campaign

A great way to promote DECA during CTE Month is to cover activities your chapter did for DECA Inc.'s [Advocacy Campaign](#)!

Check out this DeForest DECA [example](#) of how they promoted CTE on social media!

### Appleton East DECA: CTE Testimonials

Showing how DECA has had a direct impact on your members is a great way to promote CTE during February!

Appleton East DECA created personal testimonials of their members to promote DECA - you can view an example of this [here](#)!



# ADDITIONAL TIPS

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## Importance of Year to Year Activity:

Usually, when it comes to managing your chapter's social media accounts, a chapter officer or advisor posts on the account for that school year. However, when that school year ends, sometimes information is lost when there is a change in account managers, and then someone may not have access to a previous account. This should be avoided by:

- Keeping the same account every year to maintain followers
- Saving account passwords in a safe place
- Signing up for an account using an advisor or chapter email that will stay consistent

If you follow these rules, you ensure that your account will be accessible from year to year!

## Resources:

<a href="#"><u>DECA.inc Social Media Guide</u></a>	<a href="#"><u>Best Practices- TikTok</u></a>
<a href="#"><u>Branding Guidelines</u></a>	<a href="#"><u>Best Practices- Facebook</u></a>
<a href="#"><u>Social Media Branding</u></a>	<a href="#"><u>Best Practices- Snapchat</u></a>
<a href="#"><u>Best Practices- LinkedIn</u></a>	<a href="#"><u>Best Practices- Youtube</u></a>
<a href="#"><u>Best Practices- Instagram</u></a>	<a href="#"><u>Best Practices- Twitter</u></a>



# ADDITIONAL TIPS

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## Scheduling Tools:

Do you ever need something posted, but don't have enough time to upload it to social media? Well, we've got the solution for you. There are many social media management softwares that allow you to schedule posts in advance! These are great tools to use for busy advisors or leaders who are managing their chapter's social media accounts, but don't have enough time to manually post everyday, especially on multiple platforms. Our favorite scheduling tool is Hootsuite. The free version of Hootsuite allows you to manage up to three accounts and schedule up to 30 posts (after that, you have to pay for the premium version, which is \$19 per month). Also, [here](#) is a link to an article that has a list of websites that are very similar to Hootsuite!

## DECA Direct Online:

DECA Direct is National DECA's online publication. On it, you can find numerous articles that focus on a plethora of topics in DECA whether it's competitive advice, community service tips, recruitment strategies, or chapter activity ideas! Sharing articles from DECA Direct on social media would be great for content marketing or a #TipTuesday post!

## Gary Vaynerchuk:

If you want to check out an industry leader in social media, Gary Vaynerchuk is often looked to as the best when it comes to building brands on social media. Check out his [website](#) for many resources for you to use if you are looking to go above and beyond!

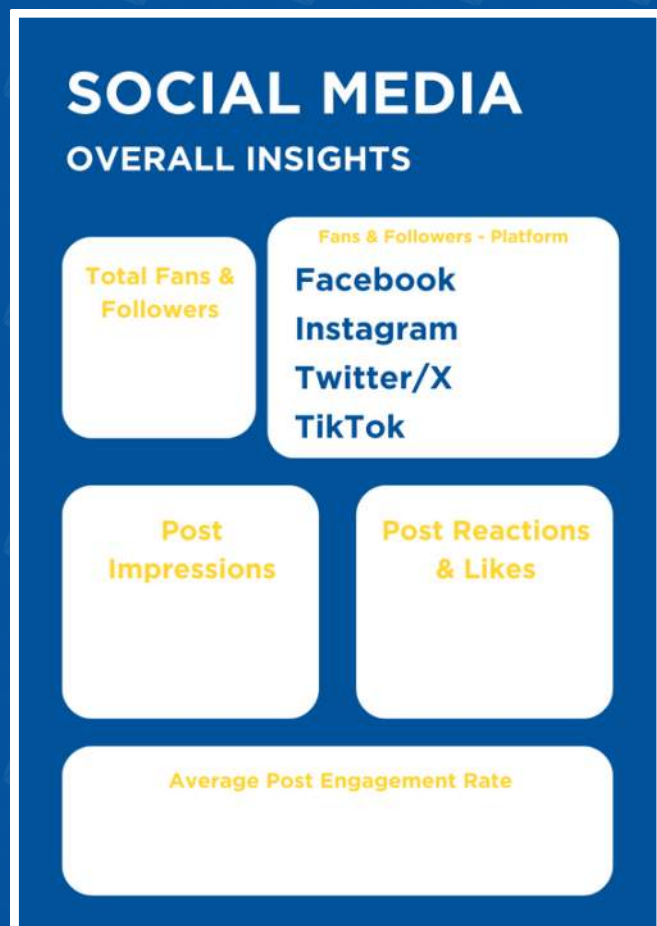




# ADDITIONAL TIPS

## Tracking Social Media Analytics:

Tracking your chapter's social media analytics is a great tool to improve and measure the effectiveness of your promotion. This also allows you to closely monitor how much attention different types of posts are receiving. Utilizing analytics you can better pinpoint who your target market is and how to best reach them. If your chapter is interested in tracking social media analytics, [this template](#) is a great place to start recording data. For more information about how to track analytics click [here](#)!



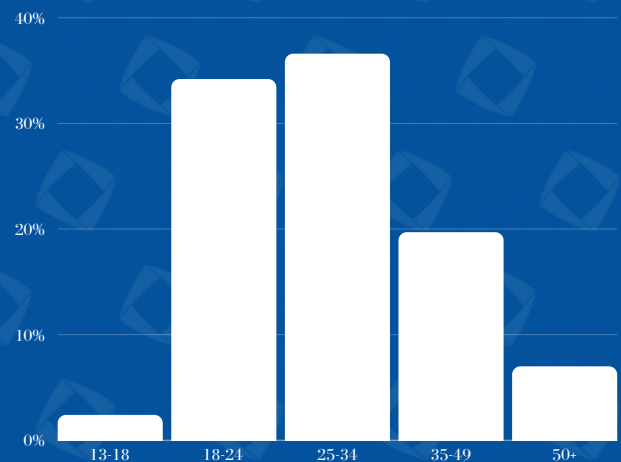


# ADDITIONAL TIPS

## WI DECA Social Media Analytics:

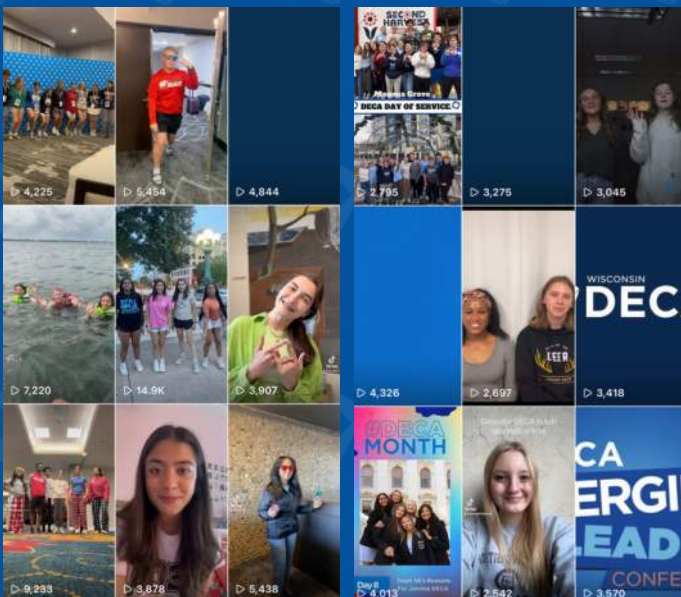
During the 2024-25 year, WI DECA tracked social media analytics including changes in engagements, likes, comments, and shares. Through gathering this data we were able to compile some patterns and conclusions to improve overall social media engagement that chapters across the state may also use and benefit from.

Twitter/X is a platform where engagement for WI DECA content has been low. This has been a pattern for not only WI DECA but many other businesses and organizations. While certain content may perform well on Instagram, it may struggle on Twitter due to the low engagements. Additionally, the target audience of most chapters and WI DECA posts are members or high school students. According to Statista, only 2.4% of Twitter/X users are between the ages 13-17 which indicates that content going out on the platform may not reach the target audience and may also explain the lack of engagement on the platform. This is something your chapter may want to keep in mind when posting content since it may not reach as many members or receive much engagement.



### Share of Users

Video content such as Instagram reels, Facebook videos, and Tiktoks consistently perform well and engage members over static posts. Following trends on both Instagram and Tiktoks and associating that with certain initiatives and events your chapter is partaking in can improve engagement. It allows members to connect DECA with pop culture references and other engaging content they see online. Additionally, according to the media lab, people enjoy absorbing full information in the shorter and more entertaining form video content provides. Here is a [link](#) to the full article that breaks down the effectiveness of video content. Video content may be a better approach to ensure that information reaches members in a more engaging and effective way.





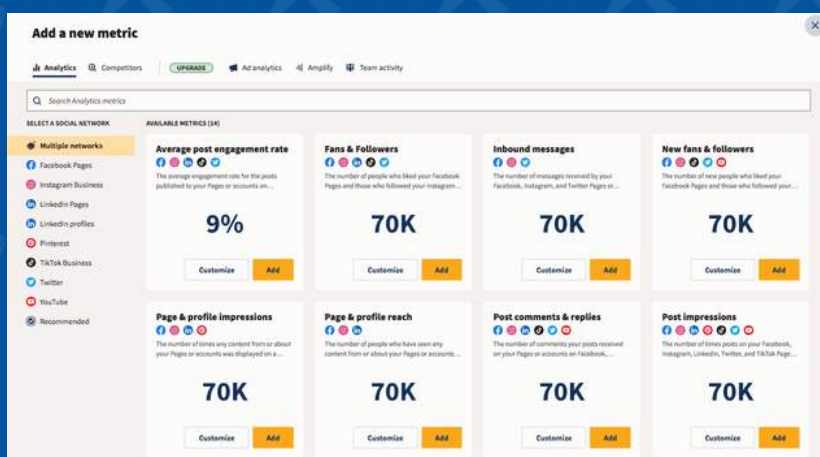
# ADDITIONAL TIPS

## WI DECA Social Media Analytics:

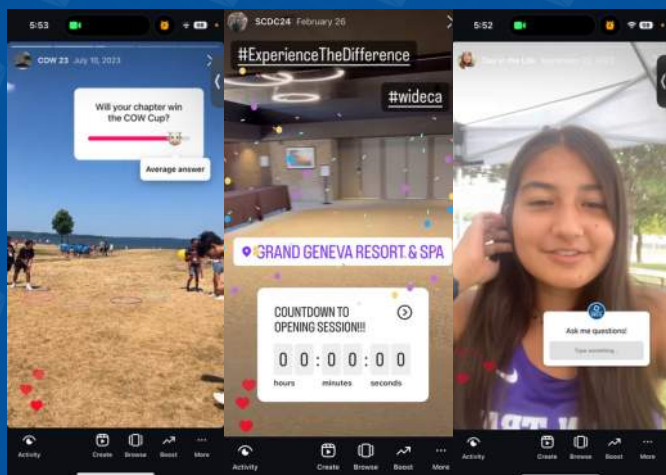
The time and day you post can also affect the reach of each post and its overall impact and engagement. Utilizing scheduling sites can help chapters identify these patterns as to when posts perform the best. As previously mentioned, the scheduling site Hootsuite suggests times to post based on previous patterns to optimize the most engagements.

You are able to create custom reports that compile analytic information of your choosing

from each platform. Based on analytics, posting on weekdays is most effective between 3-5pm after the usual school/work day. This is the most optimal time for content on social media platforms to have interaction and engagement.



Aside from the days and times that are best for overall engagement, times of year have also been significant. During the 24-25 DECA year, WI DECA received the most engagement in both November and December. Due to increased frequency in posting during DECA month (November) and the holiday season more people like and engage with content online. This is beneficial as chapters can post content relating to information about districts, competition prep, and other activities and have a higher likelihood of impact within members.



Interactive stories have always been a great way to get members excited and engaged with DECA material and WI DECA's social media analytics represent just that. Stories such as day in the lives, engaging questions, and test prep tuesdays do a great job getting people involved and interacting with WI DECA to the next level. Utilizing interactive stories can help local chapters promote service events, competition prep, and DECA to members effectively.





# FOLLOW US!

@WI\_DECA

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