

SOCIAL MEDIA MARKETING: THE ULTIMATE DECA PROMOTION TOOL

Caitlin Roberts

SOCIAL MEDIA MARKETING

1. Discover Platforms
2. Discover Your Brand
3. Discover Top Trends
4. Discover Resources & Tools
5. Discover Your Best Year Yet

DISCOVER PLATFORMS

SOCIAL MEDIA STATISTICS

- 4.9 Billion Social Media Users
- Multi-platform Users
- Social Media Screen Time
- Short-form Videos
- Top Usage Reasons

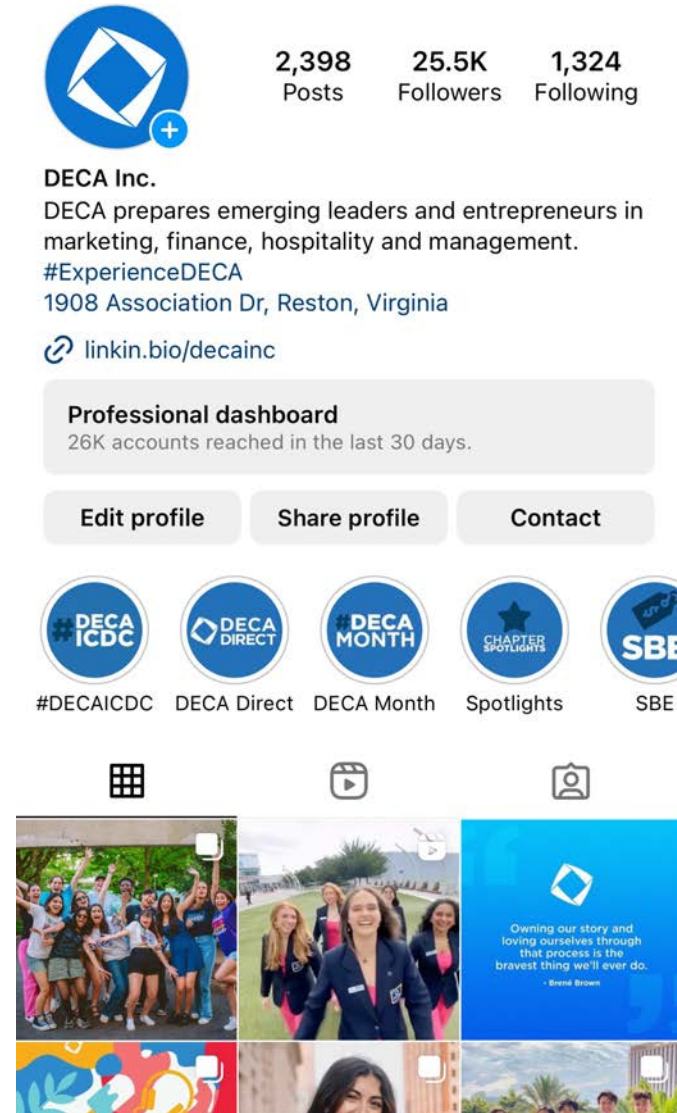
TECHNOLOGY & SOCIAL MEDIA

Top Social Media Platforms



DECA-BASED FINDINGS

- Engagement Rates
- Chapter & Officer Accounts
- Business or Creator Accounts
- TikTok & Reels



The image shows a screenshot of the DECA Inc. LinkedIn profile. At the top, the profile picture is a blue circle with a white diamond and a plus sign. To the right, the statistics are: 2,398 Posts, 25.5K Followers, and 1,324 Following. Below the profile picture, the name "DECA Inc." is followed by a description: "DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management. #ExperienceDECA 1908 Association Dr, Reston, Virginia". A link "linkin.bio/decainc" is provided. A "Professional dashboard" section shows "26K accounts reached in the last 30 days." Below this are three buttons: "Edit profile", "Share profile", and "Contact". A row of five circular icons represents different DECA initiatives: "#DECAICDC", "DECA Direct", "DECA Month", "Spotlights", and "SBE". At the bottom, there are three icons for a grid, a video, and a profile. Below these icons is a grid of six images: a group of people, a woman in a suit, a blue graphic with a quote by Brent Brown, a colorful abstract graphic, a woman's face, and a group of people.

DECA Inc.

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.
#ExperienceDECA
1908 Association Dr, Reston, Virginia

linkin.bio/decainc

Professional dashboard
26K accounts reached in the last 30 days.

Edit profile Share profile Contact

#DECAICDC DECA Direct DECA Month Spotlights SBE

Owning our story and loving ourselves through that process is the bravest thing we'll ever do.
- Brent Brown

DISCOVER YOUR BRAND

SOCIAL MEDIA BRANDING

- Choose Your Channels
- Know Your Audience
- Build Your Brand
- Analyze Your Metrics

THE DECA INC. INSTAGRAM



decainc
DECA Inc.

[View insights](#) [Boost post](#)

Liked by **deacrvp** and **2,143 others**

decainc This weekend was packed full of collaboration, leadership growth and so much FUN 🤗🥳

Thank you to everyone who attended #DECAELS, we can't wait to see how you #ExperienceDECA this year!

[View all 61 comments](#)

[View insights](#) [Boost post](#)

Liked by **deacrvp** and **2,389 others**

decainc Walking into the first conference of the 2023-2024 school year like 🤗🥳

Your HS Executive Officer team is so excited to Experience #DECAELS with you 🤗 #ExperienceDECA

decainc

[View insights](#) [Boost post](#)

Liked by **deacrvp** and **1,369 others**

decainc End of the School Year 🤗 Shop DECA Sale

ICYMI: All Shop DECA items are 23% off now through June 30th! Shop the sale at the link in our bio 🛍️💎🥳

THE DECA INC. INSTAGRAM

decainc



View insights

Boost post



Liked by alma.deca and 3,183 others

decainc Happy #NationalBestFriendDay to all our DECA Besties ❤️ Comment below to show your #decabestie some love 🥰

Best Performing Posts

Quickly see which 5 posts have the best engagement from the last 30 posts, in the last 3 months. (?)
Follower count and engagement rate will only show for posts published through Later.

Note: Reels are not included.



ENGAGEMENT

27.85%

LIKES 3.2K

COMMENTS 188

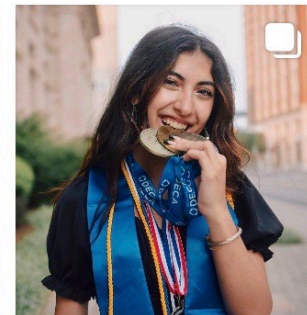


ENGAGEMENT

25.43%

LIKES 4.1K

COMMENTS 42

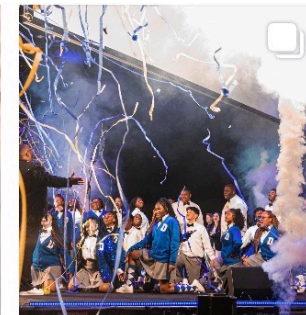


ENGAGEMENT

25.27%

LIKES 2.7K

COMMENTS 26

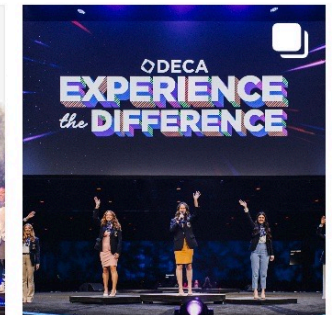


ENGAGEMENT

25.00%

LIKES 5.2K

COMMENTS 37



ENGAGEMENT

24.68%

LIKES 3.3K

COMMENTS 21

DISCOVER TOP TRENDS

HOW TO DISCOVER TRENDS

- Follow Relevant Topics & Influencers
- [Google Trends](#) & [Google Alerts](#)
- Ask Your Audience
- Student Knowledge

DISCOVER RESOURCES & TOOLS

CONTENT CALENDARS

DECA CONTENT CALENDAR

JULY 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4 Independence Day
5 DECA EO Training	6 DECA EO Training	7 DECA EO Training 3 Days to ELS	8 DECA EO Training	9 DECA EO Training	10 #DECAELS	11 #DECAELS
12 #DECAELS	13	14	15	16	17 World Emoji Day	18
19 National Ice Cream Day	20	21	22	23	24	25
26	27	28	29	30 International Day of Friendship	31	

DECA DIRECT ONLINE

OFFICER ARTICLES | DUE JUNE 15

-

OTHER ARTICLES IDEAS

- **Summer Jobs/Internships**
What to do if you realize you don't enjoy it, how to network with others in the company, how to ask for more responsibility
- **College Visit Tips & Advice**
Virtual visits, best time to plan a visit, what to do if you can't visit in person.
tips, what to ask, how to prepare
- **What This Year's Theme Means to Me/DECA Members**

DECA DIRECT ONLINE

STAFF ARTICLES

-

KEY INITIATIVES

HIGH SCHOOL DIVISION

- Chapter POL Planning

OTHER

- Summer Break
- Summer Jobs & Internships

PUBLICATIONS

DOCUMENTS

- Power Trip Opportunities Kit
- AT&T Annual Report
- Marriott Annual Report

DIGITAL/SOCIAL

- Giphy Stickers
- Emerging Leader Series

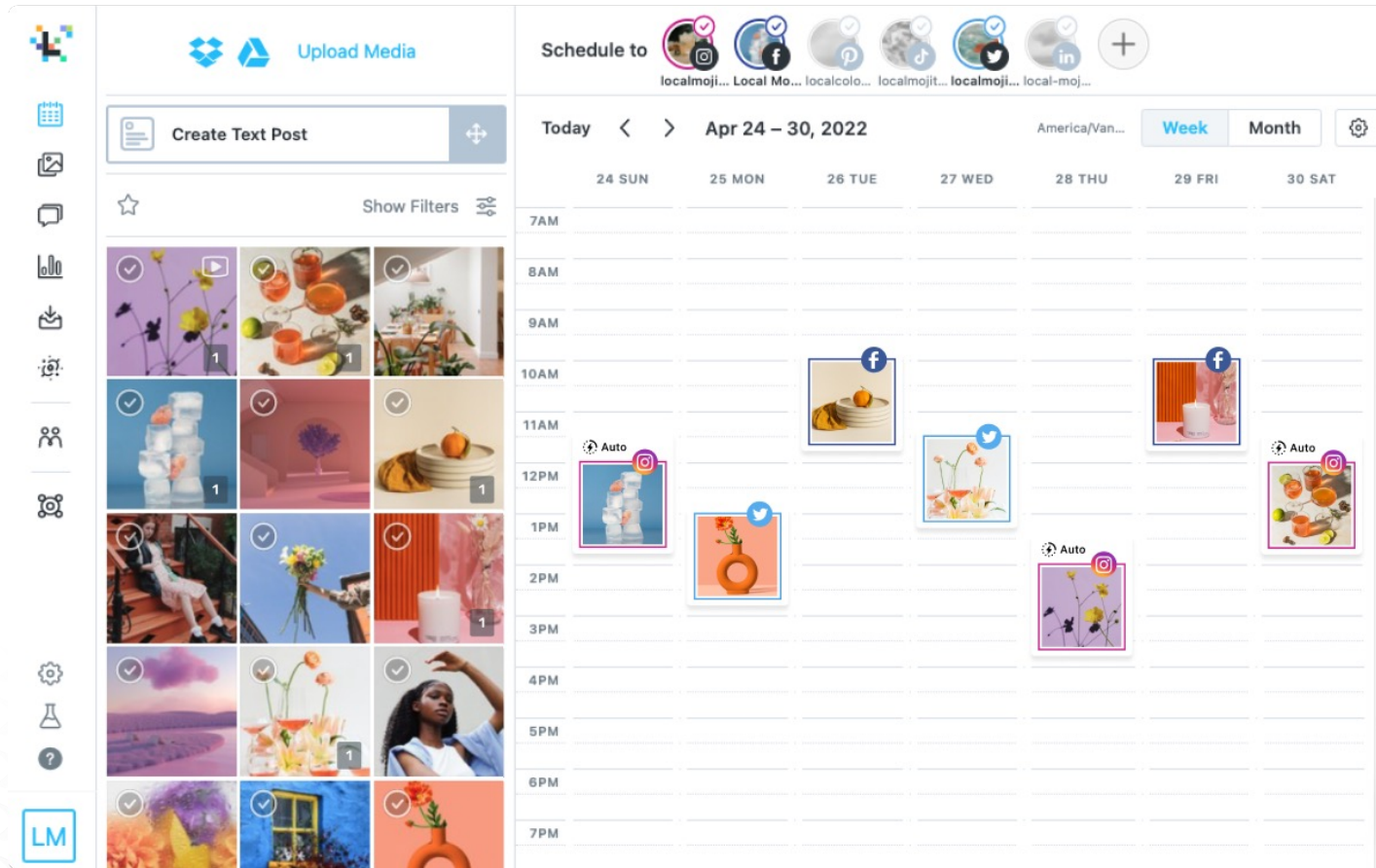
VIDEO

- ICDC Promo Video

PRESS RELEASES

DECA INC.

SOCIAL MEDIA SCHEDULERS



LATER

- 1 Social Set
- 5 Posts per Month
- Linkin.bio Page
- Photo & Video Posts
- Instagram Analytics

[Additional Schedulers](#)

DECA'S BRAND RESOURCE CENTER

 **DECA**
EXPERIENCE
the **DIFFERENCE**

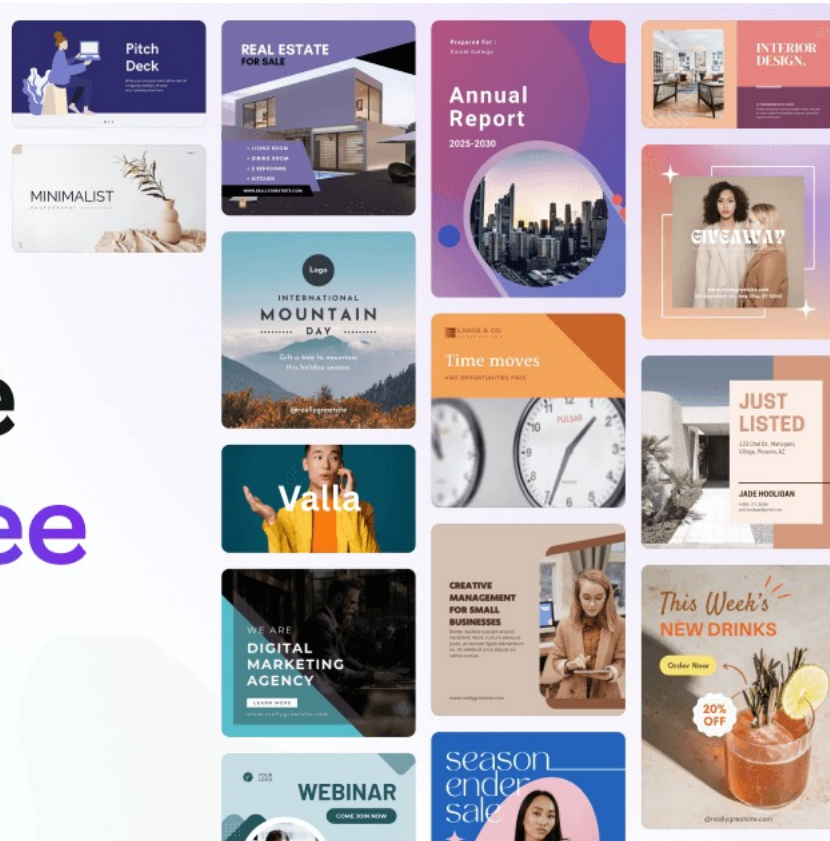
- [Brand Guidelines](#)
- [Custom Chapter Logos](#)
- [Brand Toolkit](#)



ADDITIONAL RESOURCES

Canva

Design made
easy, and free



Later

Later Blog

Blog Menu

Social Media Marketing Strategies & Breaking News

Welcome to the Later blog! Discover all the latest resources to take your social media strategy to the next level.



SOCIAL MEDIA MARKETING BLOG • 4 min read

DISCOVER YOUR BEST YEAR YET

SOCIAL MEDIA PROMO IDEAS

- Member Spotlights
- Information-based
- Tik-Tok & Reels
- Instagram Takeovers
- Viral Trends
- Contest & Giveaways
- Countdowns
- Regular Series
- Collaborate with Others
- Recaps & Photo Dumps

DECA CHAPTER INSTAGRAM ACCOUNTS

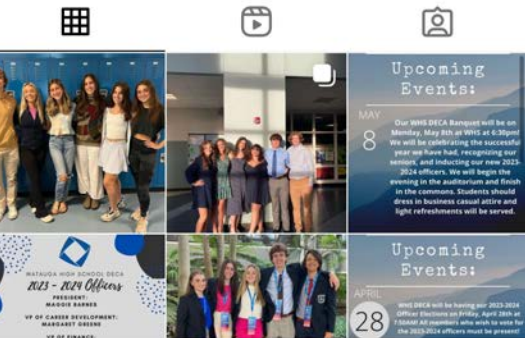


274 Posts 564 Followers 299 Following

Watauga High School DECA
 Nonprofit organization
 WHS DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality, and management.

Followed by [nc_deca](#), [harrisondeca](#) and 18 others

Following Message Email +

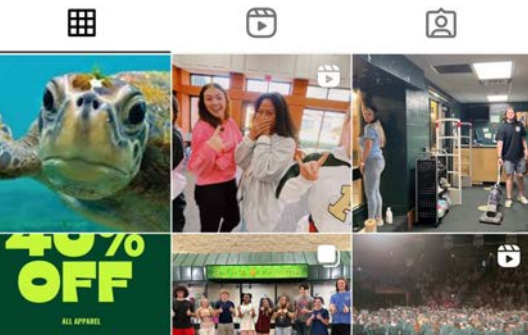


670 Posts 1,115 Followers 1,020 Following

Alma DECA
 This account is managed by the Alma DECA action team. Entrepreneurship, Marketing, Finance, Hospitality and Management.
 Twitter: AlmaDECA

Followed by [decawrvp](#), [hsdecapresident](#) and 154 others

Following Message +

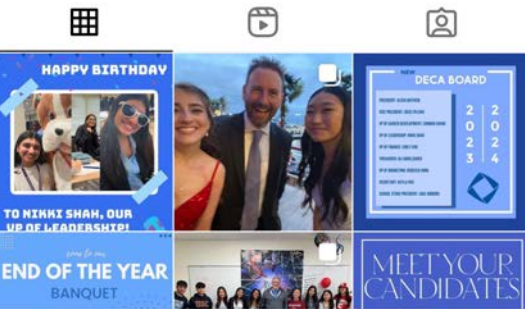


966 Posts 689 Followers 649 Following

Herricks High School DECA
 Education
 The official account for the Herricks High School DECA club. Follow us for important updates and more!!
 ♦ Nothing personal, just business ♦

Followed by [decanarvp](#), [deca__sara](#) and 40 others

Following Message +



4,517 Posts 2,535 Followers 992 Following

Appleton East DECA
 An Association of Marketing Students. We focus on three main areas: community service, social activities and business/marketing competitions.

Followed by [alma.deca](#), [decacrvp](#) and 146 others

Following Message +





CONTACT

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@decainc

