

Membership





Engage, Convert, and Retain Members with Proven Organic Social Media Tactics

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Organic social media can be a game-changer for member acquisition and engagement when done strategically. It's not just about posting regularly; it's about delivering the right message at the right time, creating genuine connections, and making your members feel valued. Here's how you can level up your organic social media strategy to attract and engage members effectively:

1. Plan Ahead for Consistency

A successful social media strategy isn't built on last-minute posts. Take the time to plan your content in advance by creating a social media calendar. Coordinate your posts with other communications, like email campaigns and newsletters, to reinforce key messages. For example, if you're promoting an upcoming event or membership drive via email, make sure your social media content supports that effort with teasers, reminders, and follow-up posts.



By fostering a two-way dialogue, you build a sense of community and make members feel heard and appreciated.

2. Engage, Don't Just Broadcast

Organic social media thrives on interaction. Don't just push out information, encourage conversations! Ask questions, respond to comments, and create polls or discussion threads. By fostering a two-way dialogue, you build a sense of community and make members feel heard and appreciated.

3. Showcase Member Success Stories & Tag for Engagement

Highlight real member experiences and boost engagement by tagging members in your posts. Whether it's a case study, testimonial, or success story, sharing these narratives shows the real impact of your organization. Tagging members in these posts not only increases visibility but also encourages them to share, comment, or engage, which amplifies your reach. Prospective members will see the tangible benefits of membership and feel more connected through these authentic stories.

4. Get Creative—Use Holidays, Fun Themes, and Social Media Trends to Boost Engagement

Don't hesitate to mix things up by incorporating holidays, fun theme-based posts, and current social media trends into your strategy. Whether it's a lighthearted meme for National Ice Cream Day, a trending challenge, or a member spotlight tied to an awareness month, tapping into seasonal and celebratory moments is a great way to stay relevant and in tune with what's trending. Trend-driven content grabs attention, sparks conversations, and fosters a sense of community when members feel connected to shared celebrations and popular movements.

5. Share Tangible Tips and Insights Your Members Can Use in Their Daily Lives

Provide your audience with practical, actionable tips they can apply right away in their professional and personal lives. Whether it's industry-specific advice, career development hacks, or wellness tips for a better work-life balance, sharing this type of content builds value for your members. Showcase how your organization provides access to valuable resources, tools, and expertise that can help them solve real-world challenges. Whether it's through short video tutorials, infographics, or member success stories, these posts not only engage your audience but also emphasize the practical, everyday benefits of being part of your community.

By implementing these tactics within a larger social media strategy, you can achieve notable results. For example, in just 15 months, one association saw a 50% increase in LinkedIn followers, growing from 20,000 to over 30,000 without any paid promotion. Engagement also significantly increased, with more shares, comments, and interactions, creating a highly engaged community and establishing the organization as a key voice in their field.

By mixing creativity with consistency, your organic social media strategy can build stronger connections, increase engagement, and make your association feel more approachable. Stay authentic, stay engaged, and always look for fresh ways to connect with your community.

Looking for more guidance on social media or curious about Marketing General Incorporated? Email Caroline at ccohn@marketinggeneral.com.

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Meet Caroline

CAROLINE COHN is a results-driven marketing strategist with expertise in membership growth and engagement. As a Senior Account Executive at MGI, she leads the development and execution of integrated, multi-channel campaigns that drive membership and conference success. Caroline also manages social media strategies for her clients and contributes to MGI's own organic social presence. With a focus on data-driven strategies and campaign optimization, Caroline helps organizations grow their membership and keep their communities engaged.