



# 2018/2019 CAP Ambassador

## Social Media Kit

### Overview

Social media marketing is a multi-faceted approach. These approaches should serve as a vehicle to increase the brand awareness of CAP and the world-wide impacts that our CAPs, INFORMS members and nonmembers alike, have on society. By employing the following strategies, you can help grow CAP with increased brand awareness, thought leadership, and CAP-certified member/non-member engagement.

You are always welcomed and encouraged to repost or retweet anything that is shared from the CAP social media channels, but if you would like to share your own original content, please use the guidelines below as a reference for doing your part to maintain consistency with the CAP brand.

### CAP Voice

While the content that CAP shares about our certficants and their work can be very technical, it will be translated into easily digestible text that is interesting to non-CAP-certified individuals and non-INFORMS members like media and the general public.

### CAP Social Media Accounts

- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)
- [Linkedn Group](#)

### Strategy

- Provide frequent and consistent messages to audience.
- Promote important events, features, and benefits.
- Use consistent and powerful messaging, highly creative visuals and tailored messages.

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## Best Practices for Timing/Frequency

### Optimal Posting Times (EST)

- Facebook 1--4 p.m.
- Twitter 1--3 p.m.
- LinkedIn 5--6 p.m.

## Best Practices for Twitter Posts

Create tweets that spark conversations and keep your audience engaged.

1. Keep it short. A concise tweet makes an impact.
2. Use visuals and images in your tweets to gain audience attention.
3. Incorporate relevant hashtags. See "Posting Details" section below for CAP hashtag suggestions.
4. Ask questions and run polls.
5. Curate and connect with retweets and replies to followers.

## Best Practices for Facebook Posts

1. Take advantage of Facebook Videos when appropriate.
2. Keep posts short & specific.
3. Post frequently & timely.
4. Consistently engage with followers.

## Best practices for LinkedIn Posts

1. Add images to stand out.
2. Encourage a call to action for the reader.

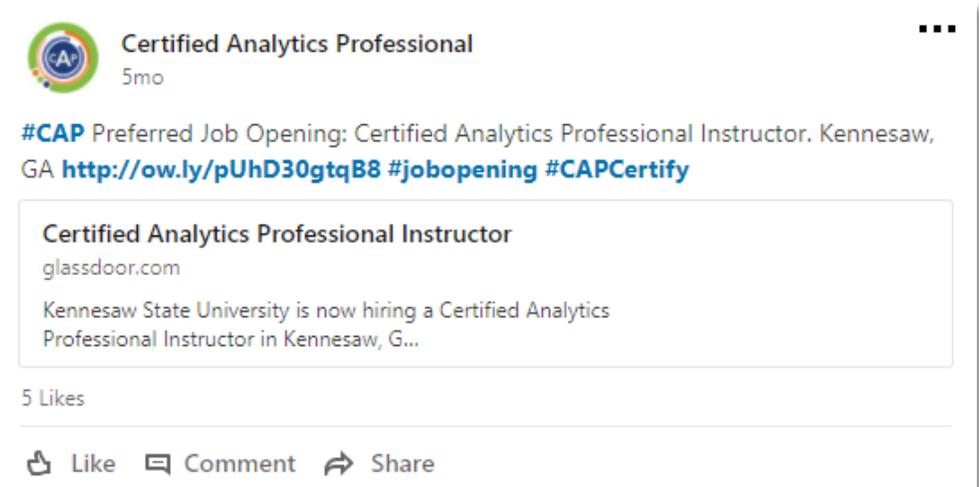
## Type of Content to be Posted

- **Certificant Engagement**
  - Details: Highlight content that supports learning, networking, growing
    - Ex. <https://twitter.com/CAPcertify/status/966429924226682880>

- **New Certificant Growth**

- Details: Highlight benefits of becoming CAP certified, post content that shows CAPs as thought leaders, highlight CAPs 'making a difference,' salary updates, CAP Preferred job postings

- Ex.



**Certified Analytics Professional**  
5mo

#CAP Preferred Job Opening: Certified Analytics Professional Instructor. Kennesaw, GA <http://ow.ly/pUhd30gtqB8> #jobopening #CAPCertify

**Certified Analytics Professional Instructor**  
glassdoor.com  
Kennesaw State University is now hiring a Certified Analytics Professional Instructor in Kennesaw, G...

5 Likes

Like Comment Share

- **CAP Meetups and Panel Content**

- Details: Provide details around CAP meetups (at INFORMS conferences or outside events), exciting events, include graphics and always include link to meeting website

- Ex. <https://twitter.com/TheORSociety/status/954322644752531457>

- Ex.



**Olivia Schmitz**  
Exhibit & Sponsorship Sales Manager  
1y

Join Dr. Srinivasa Raghavan, CAP, for a thoughtful discussion on data sciences and analytics use cases in enterprise.

**Eventbrite**  
Predictive Analytics & Data Sciences for the Enterprise  
VMware in collaboration with IIM Bangalore is hosting an academia - industry event. Join us for a thoughtful discussion on data science...

Like Comment

- **Announcements of New Certificants, etc.**
  - Details: Tag/Mention individuals/companies by name
    - Ex.



A screenshot of a Facebook post from Olivia Schmitz, Exhibit & Sponsorship Sales Manager, dated 1 year ago. The post title is "CAP, Michael Mortenson featured in spring issue of IMPACT!". The text of the post says: "An exam I would recommend, both to analytics/O.R. professionals seeking to 'prove' their practical expertise" - read the whole article on page 6: [https://issuu.com/orsimpact/docs/impact\\_2-1\\_web\\_whole\\_new](https://issuu.com/orsimpact/docs/impact_2-1_web_whole_new). Below the text is a featured image of the "Impact Spring 2016" magazine cover, which has the headline "Driving Improvement with Operational Research and Decision Analytics". At the bottom of the post are the "Like" and "Comment" buttons.

- **Published Content**
  - Details: Share new and interesting articles – analytics and CAPs in the news
    - Ex. <https://twitter.com/CAPcertify/status/973576005947482112>
    - Ex. <https://twitter.com/ADBurciaga/status/971158553187807232>
    - Ex.



A screenshot of a Facebook post from "Certified Analytics Professional", dated 3 months ago. The text of the post says: "Verification of #Softskills is important not only for CAP's, here's why supply chain professionals still need 'soft skills' in the technology era <http://ow.ly/iVLL30hiB17>". Below the text is a large image with the letters "HR" in a bold, red, serif font on a light gray background. At the bottom of the image is a caption: "Why supply chain professionals still need 'soft skills' in the technol..." and the source "beckershospitalreview.com". Below the image are "3 Likes" and the interaction buttons "Like", "Comment", and "Share".

- **Continuing Education (CE) and PDU's**
  - Details: Highlight courses that serve as PDU's for CAP: share courses, mention teachers/locations/companies that are involved. Increase awareness of PDU opportunities
    - Ex.



**Bill Griffin**  
Continuing Education Program Manager

... 1y

### Analytics Workshop in Washington DC - Only 2 seats left!

INFORMS Essential Practice Skills for High-Impact Analytics Projects workshop in Washington, DC is ALMOST sold-out so register now if you wish to attend.

If you miss out on the September event in DC, we have just opened up registration for the Essent...  
[Show more](#)



**Essential Practice Skills for High-Impact Analytics Projects**  
Learn practical frameworks and systematic processes for addressing complex, real-world problems and how to facilitate effective actio...

[Like](#) [Comment](#)

- **Certificant Highlights**
  - Details: How has becoming CAP certified changed your life?; Certificant News, updates from the blog
    - Ex. <https://twitter.com/CAPcertify/status/958063528744816640>
    - Ex.



**Olivia Schmitz**  
Exhibit & Sponsorship Sales Manager

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### CAP in Action!

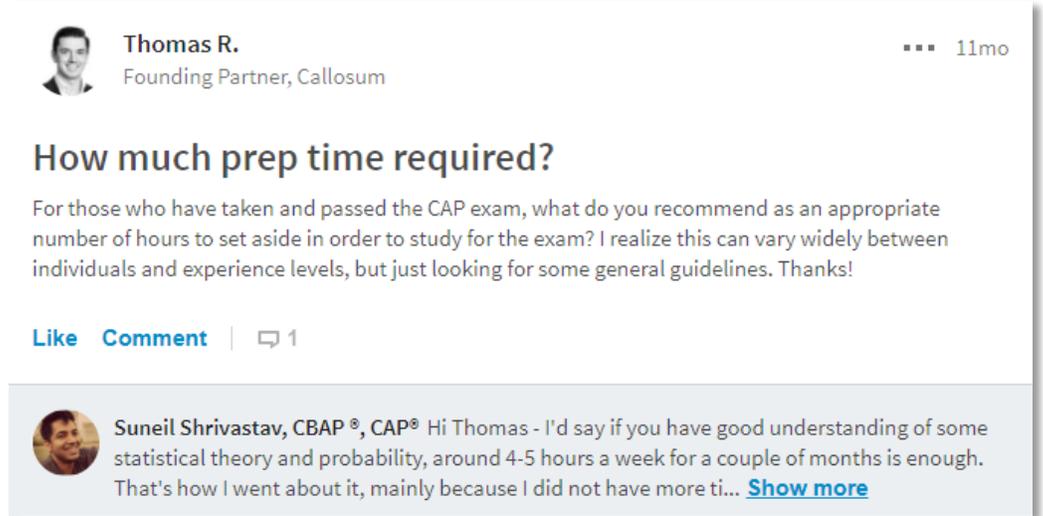
Nadine Keane, CAP to speak at Women in data.  
2016 <http://www.datatech.org.uk/women-in-data-2016.aspx>



**When: Thursday 17th November Where: Grand Connaught Rooms, London WC2B 5DA Times: 12 noon – 6pm**  
2015 saw the inaugural Datatech Women in Data event, which was heralded as a great success by a full house of more than 100...

[Like](#) [Comment](#)

- **Success Stories (Impact)**
  - Details: Share stories from CAP Ambassador Blog Page
    - Ex.



**Thomas R.** Founding Partner, Callosum 11mo

### How much prep time required?

For those who have taken and passed the CAP exam, what do you recommend as an appropriate number of hours to set aside in order to study for the exam? I realize this can vary widely between individuals and experience levels, but just looking for some general guidelines. Thanks!

Like Comment | 1

**Suneil Shrivastav, CBAP®, CAP®** Hi Thomas - I'd say if you have good understanding of some statistical theory and probability, around 4-5 hours a week for a couple of months is enough. That's how I went about it, mainly because I did not have more ti... [Show more](#)

- **Press Releases/CAP and INFORMS in the News**
  - Details: Share press releases or mentions of CAP or INFORMS in the news. Tag sources, highlight thought leadership
    - Ex. <https://twitter.com/TalentAnalytics/status/915989736619167744>
- **Industry Articles**
  - Details: Updates in the field, interesting articles or puzzles, etc.
    - Ex. <https://twitter.com/CAPcertify/status/978287672476266496>

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## Posting Details

- Hashtags - [75% of people on social media](#) use hashtags. Using hashtags in a tweet boosts the chances of it being retweeted, favorited, clicked on, or answered. See below for relevant CAP hashtags:
  - #analytics
  - #certifiedanalytics
  - #CAPprofessional
  - #CAPpreferred
  - #CAPcertify
  - #NewCAPJobPosting
  - #BigDataCertification
- Elements of a successful post
  - Image/Video
  - Call to action
  - Shortened link
  - Hashtags
  - User/company tagging

## Appendix

- Define terms
  - [Reach](#) - Reach measures the spread of a social media conversation. Reach is a measure of potential audience size. And of course, a large audience is good, but reach alone does not tell you everything. Reach becomes very powerful when compared to other engagement metrics.
  - [Fans](#) - Fans is the term used to describe people who like your Facebook Page.
  - [Follower](#) - In a social media setting, a follower refers to a person who subscribes to your account to receive your updates.
  - [Hashtag](#) - A hashtag is a tag used on a variety of social networks as a way to annotate a message. A hashtag is a word or phrase preceded by a "#" (i.e., #InboundMarketing). Social networks use hashtags to categorize information and make it easily searchable for users.
  - [Like](#) - A Like is an action that can be made by a Facebook, Twitter, LinkedIn, and Instagram user. Instead of writing a comment or sharing a post, a user can click the Like button as a quick way to show approval.
  - [Mention](#) - A mention is a Twitter term used to describe an instance in which a user includes someone else's @username in their tweet to attribute a piece of content or start a discussion.