

Task Force Toolkit Social Media Tools

Social Media has become a key component in marketing FPA's events and conferences due to its wide reach and cost-effectiveness.

Twitter

Join the conversations and online marketing efforts by following @FPAAssociation on Twitter. Use the hashtag #FPAExperience to communicate exciting news or comments about FPA Experience 2011 or any relevant content regarding speakers, location or social activities. Posts must be 140 characters or less including URL (use <http://bit.ly/> to shorten). Feel free to make it personal and less promotional in nature!

LinkedIn

Join the FPA Experience 2011 LinkedIn group and start a conversation—engaging those who already belong to the group—and invite your LinkedIn connections to join the group in order to begin networking today!

Facebook

If you aren't already, we invite you to become Facebook friends with Financial Planning Association, so you can engage in social discussions and encourage comments on FPA postings. You can even invite your friends to "like" FPA Association, increasing FPA's future online marketing reach.

The combination of FPA's social media strategy and your individual engagement will result in an extraordinary online marketing effort!