

# Reaching out with Social Media

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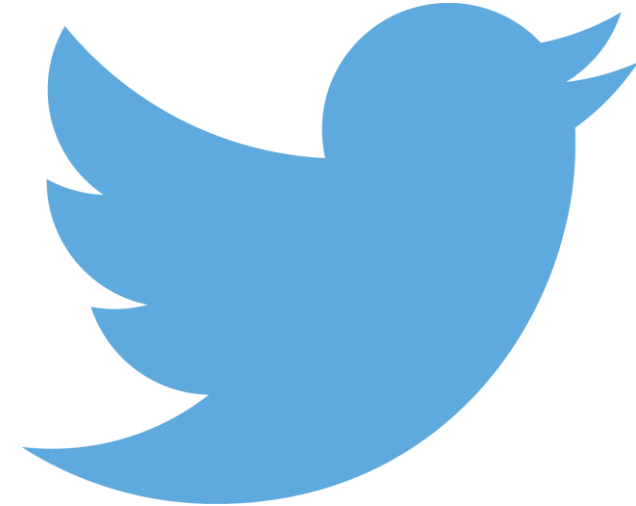
# Twitter

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<https://twitter.com/CPI1937>

## Benefits:

- Tweets can be retweeted
- Can tweet links to websites, articles, or videos
- Another means for sharing the link to the CPI website
- Viewers of the twitter page can quickly read through tweets which will appeal more to a younger generation, which consist of mainly people who are used to reading in a “bullet point” type of style



Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets". Registered users can read and post tweets, but unregistered users can only read them.

# Instagram

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## Benefits of Instagram

- Will reach more people than just it's "followers"
- Explore page
- There are no character limits or restrictions
- Can link website in biography
- Uses visuals which will appeal more to a younger generation
- Encourages us to take more photos which appeals to people whose attention is captured visually

<http://oakcitytechnology.com/why-instagram-by-the-numbers/>



Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms

# Benefits of posting articles

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- Articles can be steered toward certain demographics depending on content
- These articles can help younger people relate to CPI
- Will help younger generations understand why organizations like CPI are so important and how CPI can benefit them
- <http://www.iii.org/article/college-and-credit-tips-managing-your-money>
- <http://thedailycougar.com/2014/09/02/financial-literacy-must-taught-young-age-promote-smart-decisions/>

# Suggestions

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- **Presentation**

- **Newsletter**

- What is CPI?
- Mission Statement
- What does being a member of CPI entail?
- Benefits of joining CPI as a student
- Steps to join

- **Suggestions for social media material?**

- Tweets, photos, quotes, articles, etc.
- Advertise Twitter/Instagram account on Facebook in order to accumulate more followers