

NH FBLA State Officer Project

Media & Membership



**Mission: Expand the Outreach of NH FBLA by
Engaging in Local Chapter Media Involvement**

Dillon Miller
NH FBLA State Officer
Prospect Mountain High School

If you have any questions, please reach out to me at dillonm2024@gmail.com or at (603) 717-8761

About Me

Hello once again New Hampshire FBLA! My name is Dillon Miller and I am a senior at Prospect Mountain High School. I serve both as my local chapter president and one of your state officers for this year's term. This is my third year being a state officer for New Hampshire. In my free time, I enjoy playing basketball, watching shows and movies, and volunteering in my community.

Social Media Engagement

The past three years as a state officer have opened my eyes to the many opportunities anyone can find within FBLA. As I begin my senior year, I find it more important than ever to share those opportunities and show anyone that FBLA can set them up for success as it did for me. Over the years I have learned how to network, set up major events, talk in front of a large group, navigate the world of business, and strive for my goals. Through all of the hardship and the harsh lessons to learn, I also got the chance to make some amazing memories. From the CTSO training with my first state officer team to the networking at NLC in Atlanta, I have been fortunate to make lifelong friendships. I understand my fortune, and I believe it is best that I take my final opportunity to share my experiences and help others start their journey.

FBLA taught me the importance of networking and how easy it can be to make strong connections once the effort is put forth. In the past years, I have had the chance to experience two in-person NLCs, being the first participant in an FBLA Eastern Region podcast, and I have met more national officers than I can count, some of whom I keep very close contact with. I initially couldn't imagine I would get the chance to talk to a national officer, never mind get close with them, but my networking skills made this relatively easy. One of the most essential tools in networking and staying connected with members from all over the nation, has been social media. Through my personal FBLA Instagram account, the New Hampshire FBLA account, and the Prospect Mountain High School FBLA account, I am constantly staying in touch with members through social media. Social media is also one of the most critical outlets my chapter uses for advertisements, such as our end-of-the-year sale we did last year or the

many dress-up days we held. In the world of business, social media has become the most powerful tool for success.

Media and Membership is a project designed to guide chapters on increasing their outreach and becoming involved in the world of FBLA on social media. We have all experienced some difficulty in increasing membership or, in some cases, maintaining membership in the past few years, but the best way we can all show what FBLA has to offer is to improve our involvement through social media. We will have two main objectives. First, our priority will be increasing chapter membership through the creation of a social media account, where you will advertise all of the events that your members participate in throughout the year. Secondly, we should create a stronger bond through New Hampshire FBLA by staying engaged with the NH FBLA Instagram and other social media platforms. This engagement will lead to better connections between the state officer team and all chapters. My project, Media and Membership, will showcase all that your chapter has to offer and help you gain the attention of future members.

Activation

Activate your chapter and jump into your community through social media. Create an account and make sure to spread the word. Once activated, make sure to follow the New Hampshire FBLA Instagram on your account @fblanh. I suggest making an introduction post introducing your chapter.

Operation

Keep your community updated on all your activities and fundraisers throughout the year. People within your community must be able to give you support for all you accomplish. Keep this running throughout the year and not only with your community become interested and involved, but so will your classmates.

Participation

Make sure to participate in all the activities that your State Officers put on social media. Follow each of our individual FBLA accounts, and stay up to date on all the information we put out. With any social media-based events we run this year, we want to see your participation.

Point System

School Name: _____

Category	Points Each	Points Earned	Description
Creation or Previous Existence of a Chapter Instagram Account	25		
Introduction Post of Chapter Members and Officers	15		
Increase in Chapter Membership Greater than 10%	15		
Regular Media Post Engaging with the Community	10		
Like, Comment, Post to a Story, or other engagement with NH FBLA Instagram Account	5		

Other Involvement: _____

Other Points: _____

Total Points: _____

Project deadline is March 6th, 2024. All chapters participating will earn Gold Seal Chapter Points. The top 3 chapters will earn additional Gold Seal Chapter points