

Colorado



FBLA

Today

SEPTEMBER 2024

↓ READ MORE ↓



HIGHLIGHTS

- SOCIAL MEDIA STRATEGIES
- GRAPHIC DESIGN BASICS
- NATIONAL FBLA UPDATES
- INTERVIEWS, INDUSTRY INSIGHTS, AND MORE!



EDITOR'S NOTE

FROM YOUR VP OF EDUCATION

Colorado FBLA,

It's time to start off the year strong. This issue of the newsletter has been curated in order to give you resources, tips and tricks, and updates on all things social media and Colorado FBLA. I can't wait to see you all soon at the Fall Leadership Conference!

Annabelle Rusco

FLC 2024

Colorado FBLA is excited to be hosting our Fall Leadership Conference with Colorado DECA on October 1st. Make sure to register and get ready for a day filled with learning and networking.

[REGISTER HERE](#)

STATE OFFICER VISITS

State officer visit season is in full swing. Have an officer call or join your chapter for an event this upcoming year! The link can be found on the Colorado FBLA website!

[REQUEST HERE](#)



2024 NATIONAL FALL
LEADERSHIP CONFERENCE
COLUMBUS, OH | NOVEMBER 8-9



COLORADO FBLA STATE
THEME | 2024-2025

NATIONAL FBLA UPDATES

- **Dressed to Impress** scholarship is now open until October 15th. The Dressed to Impress scholarship aims to provide one member per division in each state with financial support to purchase business attire of their choosing. Go to the national FBLA website or use the [Link](#)
- **Walk to End Alzheimer's®** - Held annually in more than 600 communities nationwide, the Alzheimer's Association Walk to End Alzheimer's is the world's largest fundraiser for Alzheimer's care, support and research. This inspiring event calls on participants of all ages and abilities to join the fight against the disease. FBLA is stepping up by forming a Walk National Team. Register your FBLA chapter [here](#). (via. fbla.org)
- The 2024-2025 **FBLA Year-at-a-Glance** is now out! Find it [here](#) or on the National FBLA website
- The **2025 NLC Poster** is available to use! Find this and other resources on FBLA.org under the high school resources subpage
- Competitive event topics [can be found on the national FBLA website!](#)

AUGUST IN REVIEW



RECRUITMENT TIME!

Chapters all throughout the state are getting new members and welcoming old ones back!

BACK TO MEETINGS

Many chapters have already had their first meetings of the year!

OUTSTANDING OFFICERS

New officer teams are being elected! They are the heart of the local and district levels!



YAELYB ABD ANNABELLE VISITED VALLEY FBIA



BROOMFIELD FBIA HAD THEIR FIRST MEETING OF THE YEAR



LEGEND FBIA RECRUITMENT NIGHT



GRAND JUNCTION FBIA'S FIRST OFFICER MEETING

GRAPHIC DESIGN BASICS

Key Design Elements

- **Color Theory:** Understand how colors create emotions and use them strategically in your designs. For example, blue often represents trust and professionalism.
- **Font usage:** Choose fonts that are easy to read and match your message. Keep it simple with two or three fonts that work with each other.
- **Layout:** Use skills like balance, contrast, and white space to create clean and organized designs. A well-structured layout ensures your message stands out.

Social Media Design Tips

- **Design with the correct dimensions** for each social media platform (e.g., Instagram, Facebook). This ensures your graphics look their best everywhere.
- **Engaging Visuals:** Use bold text, high-quality images, and clear captions to make your work stand out.

Free Design Tools

- **Canva:** A beginner-friendly tool offering customizable templates for social media posts, flyers, and more.
- **GIMP:** A free, powerful alternative to Photoshop, ideal for more advanced design work.
- **Pixlr:** An online photo editor that's easy to use, perfect for quick edits and creating basic graphics.

(Via. Canva.com)

POSTS ARE SIMPLE, NOT OVERWHELMING



FBLA BRANDING

SIMILAR COLORS AND TEXT STYLES



SOCIAL MEDIA STRATEGIES

ISABELLA LEBOEUF

There is more to social media than posting graphics! Posts do not go viral randomly, there is often strategy involved in it. When posting, it is important to consider these tips before hitting post

The visual design-

- Try using colors that look good together like FBLA blue and gold or your school's colors
- Use TikTok or Instagram reels as much as possible; the motion and sound from videos is better at capturing a viewer's attention
- Make all your posts look cohesive together by using the same colors and same design style (for example, minimalistic)

Hashtags-

- Use the same 3-5 hashtags in every post, with the occasional addition of one more that relates specifically to the post
- Use hashtags that relate to your chapter like #FBLA, #ColoradoFBLA, and #yourschoolname

Timing-

- Change your account to a business account on Instagram to get access to statistics on your followers like what time of day they are most active
- Don't post when everyone is in class, wait until after school
- Consider posting on days that your followers are active, like the weekends
- Be consistent; try to post at least once each week and do not go long periods without posting

Content-

- Tailor your posts to your target audience, whether that is parents or students
- Include a call to action that will get your followers to interact with the post

EMERGING TRENDS IN SOCIAL MEDIA



AI and Automation

- **AI-Driven Tools:** AI is transforming content creation with tools that automate tasks like scheduling posts, generating captions, and even designing graphics. Explore free AI tools like ChatGPT for content ideas and Canva's AI features for design.
- **Personalized Content:** Use AI to create personalized experiences for your audience, tailoring content based on user behavior and preferences.

The Rise of Video Content

- **Short-Form Videos:** Platforms like TikTok and Instagram Reels are prioritizing short, engaging videos. Use these formats to showcase chapter activities, events, and member spotlights.
- **Interactive Videos:** Incorporate polls, quizzes, and CTAs into your videos to boost engagement and interaction.

Sustainable Design

- **Eco-Friendly Practices:** There's a growing focus on sustainability in design. Opt for minimalistic designs that reduce digital clutter and use energy-efficient formats.
- **Green Messaging:** Highlight environmental initiatives and promote sustainability through your chapter's content.

Evolving Aesthetics

- **Bold Colors and Gradients:** Bright, eye-catching colors and gradients are trending, adding vibrancy and energy to designs.
- **3D Design:** 3D elements are becoming popular, adding depth and realism to visuals. Tools like Blender offer free resources for creating 3D graphics.

(Via. Indeed.com)



Check your demographics to see how posts are doing!



Q. How often should my FBLA chapter post on social media?

A. Post at least 2-3 times a week to keep your audience engaged without overwhelming them

Q. What type of content works best?

A. Mix it up with information, fun, and highlights!

Q. How can we increase our follower count?

A. Engage with your audience, and keep a positive tone.

DID YOU KNOW? SOCIAL MEDIA FACTS



- Instagram and Facebook Stories are viewed by over 500 million users daily. This format is popular for sharing fleeting, real-time updates and behind-the-scenes content.
- With over 2.8 billion monthly active users, Facebook remains the largest social media platform. It's a valuable tool for reaching a broad audience.
- Posts with images or videos get 650% higher engagement than those with only text. Visual content is key to grabbing attention and boosting interaction.
- Social media platforms use algorithms to prioritize content in users' feeds. Engaging content that

(Via. Pewresearch.org)

HOW TO USE A SOCIAL MEDIA CALANDER BY: MAHATHI JASTY

In a world where social media is infiltrating everyday life, businesses and individuals need to utilize social media to the fullest extent. The first step to employing social media is to make a [social media calendar](#), even before making posts and determining color schemes. Those are all important aspects to be effective with social media, but a social media calendar is the first and foremost step.

A social media calendar is an important tool to organize [content, publish based on a schedule, and set deadlines for teams](#). You may all know that the calendar must include which platforms you are using and what time they should be posted, but there is much more to this calendar than that.

To create a great social media calendar, you must identify social media channels like Instagram, Twitter, and Facebook. Next, conduct an audit of your social media platforms. What that means is finding what posts get the most engagement when your audience is active, and your [audience demographic](#). Then, you must decide what you want to track with your social media content calendar. Furthermore, plan your posting cadence like scheduling posts in advance at a certain time to create constancy and reliability for members.

Subsequently, a review schedule should be built to ensure quality and [consistency in posts and times](#). Lastly, track and report on published content so you know what type of posts are getting the most engagement and what time people like, share, and comment on your posts so you can adjust your calendar accordingly. This might be helpful for future entrepreneurs, marketing teams, and business professionals, but this can also help you today.

This can help create an effective social media calendar for competitive events like social media strategy, sales presentations, and more. Even I have utilized these resources for my freshman and sophomore events for more competitive events like social media strategies. All in all, social media has become an important part of business, and [finding ways to plan accordingly will utilize it most effectively](#).





May 2023						
SUNDAY	MONDAY	TUE SDAY	WEDNE SDAY	THURSDAY	FRIDAY	SATURDAY
30	Holiday-Themed Post about May Day <input type="checkbox"/> Scheduled on [platform]	Inspirational Share a post featuring an inspirational quote or TED talk <input type="checkbox"/> Scheduled on [platform]	Promotional Highlight a product or service your business offers that solves a common problem <input type="checkbox"/> Scheduled on [platform]	Interactive Start an online discussion with an industry leader (tag them in your post) <input type="checkbox"/> Scheduled on [platform]	Holiday-Themed Post about Cinco de Mayo <input type="checkbox"/> Scheduled on [platform]	Evergreen Highlight what makes your product or service unique from competitors <input type="checkbox"/> Scheduled on [platform]
Educational Talk about something that is affecting your industry <input type="checkbox"/> Scheduled on [platform]	Fun Share a "guess the price" post featuring a unique or rare product or service <input type="checkbox"/> Scheduled on [platform]	Inspirational Share a "never stop learning" post featuring a message of continuous learning and growth <input type="checkbox"/> Scheduled on [platform]	Promotional Post user-generated content (images of customers enjoying your products) <input type="checkbox"/> Scheduled on [platform]	Interactive Ask your followers to share their favorite productivity tips <input type="checkbox"/> Scheduled on [platform]	Brand-Related Do a Q&A interview with your team <input type="checkbox"/> Scheduled on [platform]	Evergreen Share helpful tips and strategies to assist customers in achieving their desired outcomes <input type="checkbox"/> Scheduled on [platform]
Holiday-Themed Post about International Day of Families <input type="checkbox"/> Scheduled on [platform]	Fun Share a fun quote from a famous thought leader in your industry <input type="checkbox"/> Scheduled on [platform]	Inspirational Share a "positivity challenge" post encouraging followers to spread positivity and kindness in their daily lives <input type="checkbox"/> Scheduled on [platform]	Promotional Share a video tutorial that showcases your product in action <input type="checkbox"/> Scheduled on [platform]	Interactive Start a debate with your audience and use the comment section to communicate <input type="checkbox"/> Scheduled on [platform]	Brand-Related Do a video tour of your office <input type="checkbox"/> Scheduled on [platform]	Evergreen Share a post related to business strategy or leadership <input type="checkbox"/> Scheduled on [platform]
Holiday-Themed Post about the National Memo Day <input type="checkbox"/> Scheduled on [platform]	Fun Share a post featuring a funny or interesting customer interaction <input type="checkbox"/> Scheduled on [platform]	Inspirational Share a post featuring an inspirational song or playlist <input type="checkbox"/> Scheduled on [platform]	Promotional Share a sneak peek of an upcoming product release or company news <input type="checkbox"/> Scheduled on [platform]	Interactive Ask about your audience and how they found your business <input type="checkbox"/> Scheduled on [platform]	Brand-Related Share your business mission <input type="checkbox"/> Scheduled on [platform]	Evergreen Share your advice on how to improve team collaboration in the workplace <input type="checkbox"/> Scheduled on [platform]



Member Contributions

We want to hear from you!

1. **Articles and Essays:** Share your thoughts on leadership, business trends, or your FBLA journey. Whether it's an informative article or a personal essay, we welcome your insights.
2. **Project Highlights:** Have a successful project or event you're proud of? Tell us all about it! Describe the planning process, execution, and impact.
3. **Tips and Advice:** Share your tips for success, whether it's for competitions, time management, or professional development.

To contribute, simply send your submissions to the form on the Colorado FBLA website



INDUSTRY INTERVIEWS- MALEAH CALDERON

OWNER OF MARKETINGBYJAE

 @MARKETINGBYJAE

[Tell me a bit about yourself and your business-](#)

Hi, I'm MaLeah Calderon, a 19-year-old recent graduate from Roosevelt High School. I own a social media marketing business called MarketingByJae. In July of last year, I finally had the courage to start my business. However, during that time, I was getting stressed with school and didn't feel like it was the right timing. In January, I decided to go all in and brought my sister on board to help me.

[How did FBLA influence your decision to become a business owner?](#)

FBLA provided me with a strong foundation in business principles and the opportunity to practice and refine important business skills, ultimately inspiring me to pursue entrepreneurship and build something of my own.

[What skills from FBLA do you use most in business?](#) I use my leadership skills and my ability to communicate with anyone, regardless of age, a lot in my business. I wouldn't have been able to do that if I hadn't learned how through FBLA. It helped me become an expert in these skills, which has been crucial in attracting and retaining the clients I have today.

[How do you approach leadership and decision making?](#)

I approach leadership and decision-making by listening, being transparent, staying open-minded, and encouraging others. This helps create an environment where everyone feels valued and motivated to contribute their best ideas.



[How does your business engage with the local community?](#)

My business engages with the local community by giving back or assisting businesses with their social media. The main goal of MarketingByJae is to help small businesses grow and bloom.

[What is one piece of advice you would give someone?](#)

My one piece of advice to anyone is: don't doubt yourself. Follow your dreams. Yes, you will go through a roller coaster, but it's so worth it in the end.

Consistency and Creativity

By Lauren Anderson



While creating a social media page to represent an organization, group, or even yourself, it is vital to understand your purpose. While I am managing Colorado FBLA's Instagram page I am focused on keeping a professional image through the designs, images, trends, and words I use. When finding your own purpose, determine your organization's goals and relate them to your audience. Each post, repost, comment, and hashtag should align with your purpose. By doing this, you can create consistency.

Consistency enables you to portray a brand through repetition of common colors, symbols, and topics. For Colorado FBLA, each post has blue and gold, most include the FBLA delta, and all discuss business education. Because each platform utilizes these three factors of brand recognition, when scrolling on Instagram it is much easier to recognize FBLA posts opposed to others on your feed.

Opposed to consistency, creativity is the hardest aspect of social media to improve on. The best way to increase creativity is to be open minded to current trends. When focused on business education, your range of ideas may feel limited, but the most important thing is to find a trend that you can align with your brand name.

No matter your organization there is a way for it to appear modern, you just have to find a unique way. On your social media remember to follow your brand's identity, post often, and get trendy!

