



SOCIAL MEDIA 101

FOR ROTARY CLUBS





TODAY'S OUTLINE

1. WHY USE SOCIAL MEDIA?
2. WHICH SOCIAL MEDIA PLATFORM?
3. OPTIMIZING FACEBOOK
4. CREATING A STRATEGY FOR FACEBOOK
5. USING FACEBOOK FEATURES



WHY USE SOCIAL MEDIA?

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- Raises awareness about your club
- Allows you to share your club's story
- Helps you find new members
- Allows you to keep current members informed and engaged
- Helps you share ideas, fundraisers, events and passions within your club
- Helps you build relationships

WHICH SOCIAL MEDIA PLATFORM? PLATFORM?

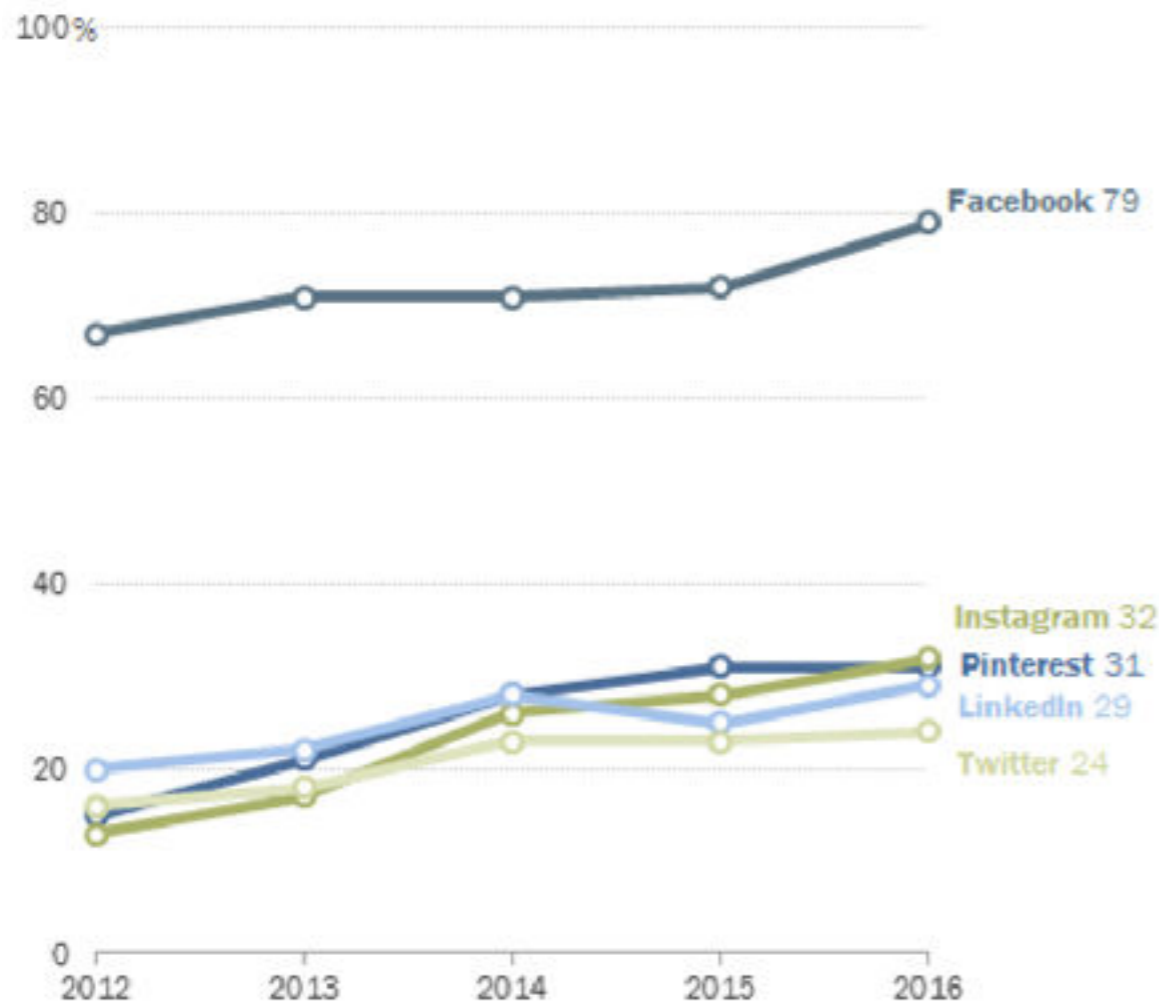
Don't feel like you have to be on every platform. Pick 1 or 2 you know your club can manage and excel at.



WHAT DO THE STATS SAY?

Facebook remains the most popular social media platform

% of *online* adults who use ...



Note: 86% of Americans are currently internet users
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

PEW RESEARCH CENTER

79%

of online adults
use Facebook

32%

of online adults
use Instagram

WHO USES FACEBOOK?

79% of online adults (68% of all Americans) use Facebook

% of online adults who use Facebook

All online adults	79%
Men	75
Women	83
18-29	88
30-49	84
50-64	72
65+	62
High school degree or less	77
Some college	82
College+	79
Less than \$30K/year	84
\$30K-\$49,999	80
\$50K-\$74,999	75
\$75,000+	77
Urban	81
Suburban	77
Rural	81

Note: Race/ethnicity breaks not shown due to sample size.

Source: Survey conducted March 7-April 4, 2016.

"Social Media Update 2016"

PEW RESEARCH CENTER

84%

of 30-49 year olds use
Facebook

65+

is fastest growing group
of Facebook users



WHO USES INSTAGRAM?

32% of online adults (28% of all Americans) use Instagram

% of online adults who use Instagram

All online adults	32%
Men	26
Women	38
18-29	59
30-49	33
50-64	18
65+	8
High school or less	27
Some college	37
College+	33
Less than \$30K/year	38
\$30K-\$49,999	32
\$50K-\$74,999	32
\$75,000+	31
Urban	39
Suburban	28
Rural	31

Note: Race/ethnicity breaks not shown due to sample size.
Source: Survey conducted March 7-April 4, 2016.
"Social Media Update 2016"

PEW RESEARCH CENTER

33%
of 30-49 year olds
use Instagram

59%
of 18-29 year olds use
Instagram





KEY STEPS FOR A FACEBOOK PAGE

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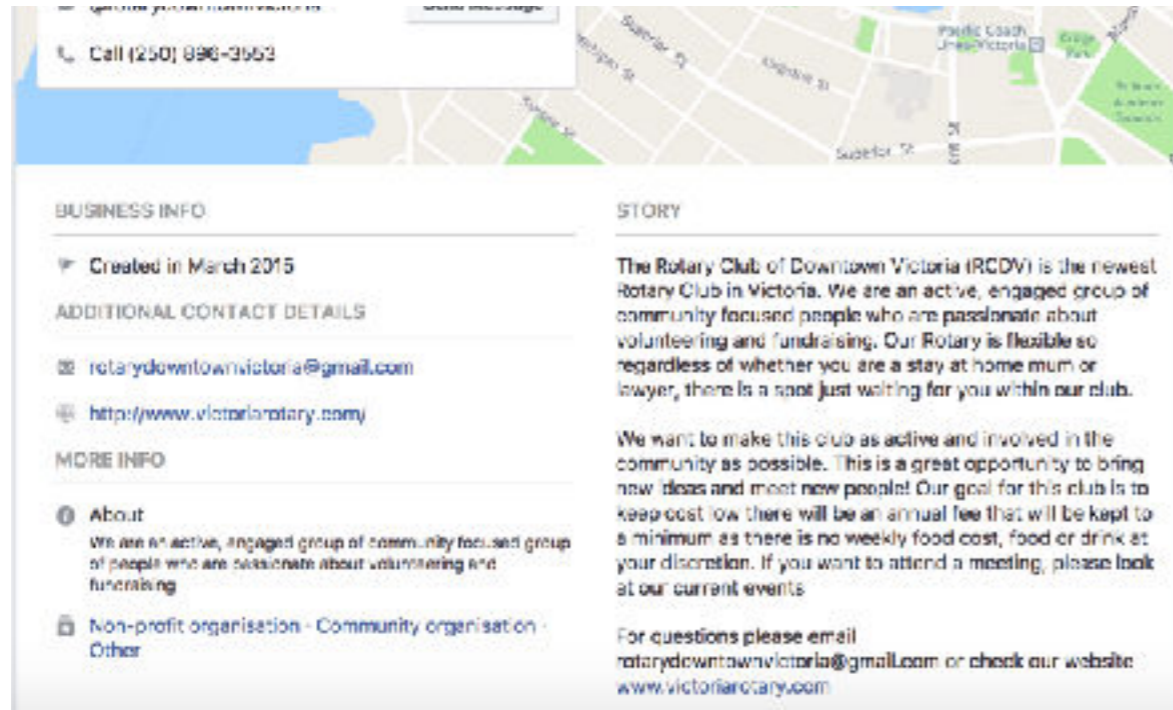
Facebook is a great all round social media platform to showcase your club and engage new/old members

Here are the key steps to optimizing your Facebook page:

1. **Set Up Your Page:** Use how to guide which can be emailed to you
2. **Enhance Your Page**
3. **Develop a Posting Strategy**

ENHANCING YOUR FACEBOOK PAGE - 3 KEY STEPS

1.

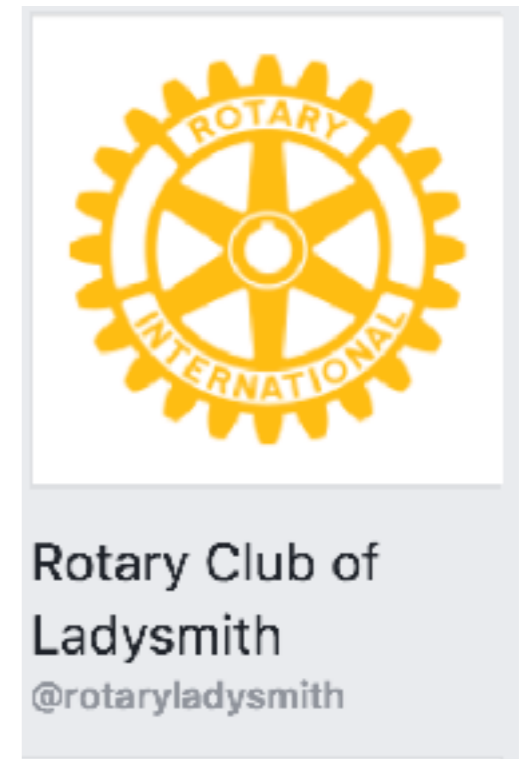


About Section

- This gives people a quick overview of what your organisation does.
- This is also a good place for contact information.

2. Profile Picture

- Way to help people recognize your brand when they see a post from your page in their news feed
- We recommend that you use a square image of the Rotary logo so the Rotary brand is clear and at the forefront. Avoid images of scenery.
- You can find Rotary logos at the Rotary Brand Centre



ENHANCING YOUR FACEBOOK PAGE - 3 KEY STEPS

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3. Cover Photo

- Your cover photo should be an image that represents the work your organization does and the communities it serves.
- Use a high quality image that is visually appealing.
- Be creative and keep it fresh. Your cover photo can be changed at any time and is a good place to feature a special event or initiative.
- Choose an image that is at least 720 pixels wide by 150 pixels tall. Cover photos display at 828px wide by 315px tall on your Page. Use PNG file format rather than JPEG
- Use rotary.org/images as a resource for some amazing photos that are free to use



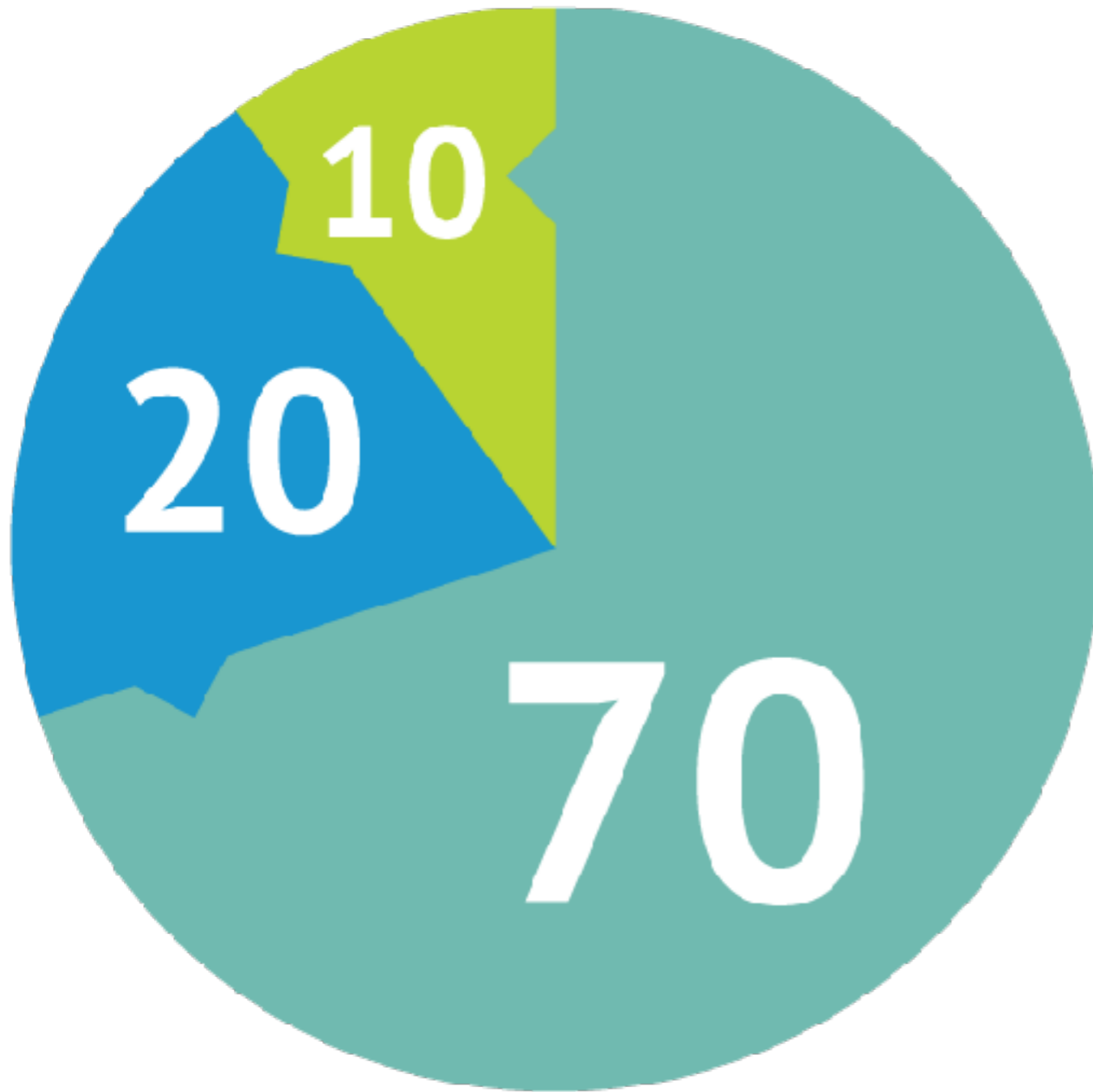
DEVELOP YOUR POSTING STRATEGY

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What Should I post?

Don't fall into the trap of publishing the same kind of post. Use the **70/20/10** rule!

- **70%** Value Content. The majority of your activity should add value to your community. Add content that is interesting, informative, entertaining or inspiring.
- **20%** Shared Content. Sharing other people's ideas or Facebook posts. This could even be your own communities' content.
- **10%** Promotional Content. This is when you can promote your services, events, donor drives, your blog, or anything that's predominantly promotional in nature.





DEVELOP YOUR POSTING STRATEGY

Examples of Value Content

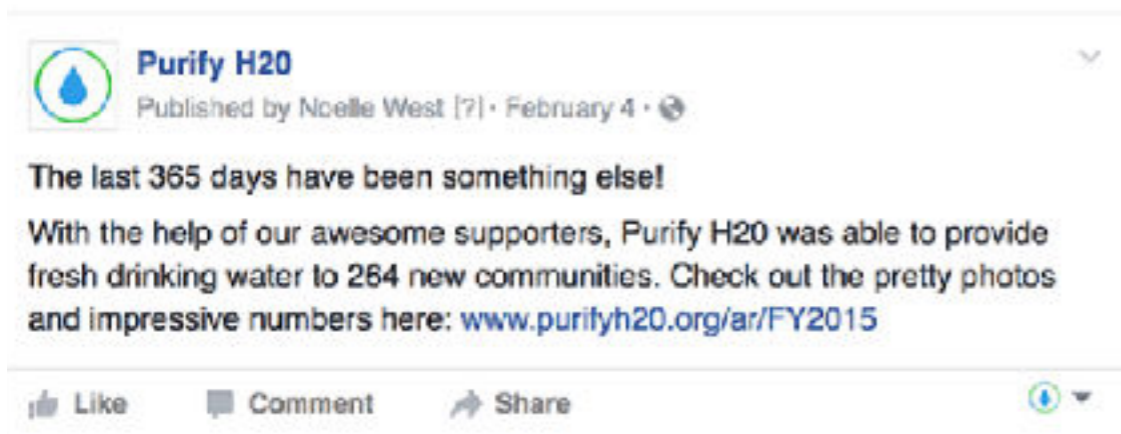
- ▶ Share relevant personal stories from members of your organization that showcase their experiences e.g member highlight posts
- ▶ Be honest about the ups and downs of your organization by celebrating successes and reflecting on setbacks
- ▶ Post on-the-ground stories from the field or photos of events
- ▶ Post behind-the-scenes photos and videos of your team at work e.g photo of an event planning committee or people setting up for an event
- ▶ Post informative information that your audience will enjoy e.g Quick Fact About Rotary, RI/ Club History Fact etc
- ▶ Inspire people! Use quotes or images to make people feel proud to be part of Rotary and your club

DEVELOP YOUR POSTING STRATEGY

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Shared Content

Don't just post a link with no description. Aim for clear, compelling, brief headlines when posting a link. People prefer headlines that help them decide whether to read the full article



This post has a more personal and playful tone. It feel human, which is what your copy should strive for

This post is formal and fairly impersonal, which is not typically an engaging tone on Facebook

DEVELOP YOUR POSTING STRATEGY

Do's and Dont's

- ❌ Post officially not personally. Do not sign off posts with your name or someone else's name. When you post you are representing your club
- ❌ Never copy and paste emails into Facebook posts. Instead, adapt the email content to work in a post
- ❌ Limit post text to 80 characters or less. Studies have shown that status updates that are between 80-100 characters get higher engagement
- ❌ Avoid posting before 8am or after 8pm on weekends
- ✅ Post 5-7 times weekly (at least once on the weekend)
- ✅ Posting between 1pm-4pm can result in better engagement
- ✅ Peak time to post is Wednesday at 3pm
- ✅ Tag people and organizations in your posts





DEVELOP YOUR POSTING STRATEGY

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Engage Your Audience

Give your followers the information they need to advocate for your club themselves by providing them with content that they will want to share.

Focus on content that:

- ▶ Entertains/Gives Insight
- ▶ Provides value (such as “how to...” or “did you know...”)
- ▶ Is visually appealing
- ▶ Encourages action



DEVELOP YOUR POSTING STRATEGY

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Be Visual

On Facebook, images receive up to **4X** more engagement. Images are the most liked and shared form of a post, especially when they tell a story.

There are lots of ways to make a post eye-catching. Choose the type of post you create based on what the goal of the post is:

- ▶ **Video:** Videos are 7 times more engaging than other types of posts on Facebook
- ▶ **Images:** Photos and graphics can bring a post to life. Visuals can personalize your organization and the people you serve.
- ▶ **Infographics:** Infographics can help to quickly communicate data and complex ideas. They make info easy to digest, which also makes them appealing to share.
- ▶ **Links:** If you add a link to a post, it'll automatically create an image and large clickable area that sends people to the linked website. This instantly makes a posts more visual.



DEVELOP YOUR POSTING STRATEGY

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Attract Attention

A great way to get people to engage with our posts is using Call To Actions (CTA).

A **CTA** is an instruction to the audience designed to provoke an immediate response, usually using an imperative verb such as "call now", "find out more" or "visit a store today".

Here are some examples:

- ▶ **Interesting Questions** - short, easy, and quickly answered
- ▶ **Action Images** - images with a specific call to action, such as asking people to like, comment or share can increase the popularity of your post 3-7 times more than if you don't
- ▶ **"The Tease"** - something as simple as including an interesting, yet mysterious image with a link to entice fans to "click here" to a story, video, report or other information.
- ▶ **The "hook"** - craft a call to action that answers "what's in it for me?" What will they get in return for taking action?

DEVELOP YOUR POSTING STRATEGY

Who Should Post?

- ALWAYS ensure that more than 1 person has access to all social media accounts to avoid being locked out
- Don't rely on just one person to post. Try and get a group or 2/3 people together to brainstorm and share the posting load
- Don't always get the 'young' member to run social media. Ideally, you want mixture of ages posting



DEVELOP YOUR POSTING STRATEGY

Create A Plan

Using all the information we just learnt about how to develop a posting strategy, you should create your own content marketing calendar. This calendar lays out what to post and when during a certain period of time. Ask yourself:

- How often do you want to post on Facebook? e. g daily, twice a day etc
- What kind of posts do you want to make weekly? Ensure you have a variety of kinds of posts and meet the 70/20/10 rule
- `When do you want to make these posts? e. g Monday at 7am or Wednesday at 8pm
- Start with creating a plan on a monthly basis.
- Add all this information into a spreadsheet that you can refer to when posting.

Date	Title	Publish Date	Content Type
Week of April 4, 2016			
Monday, April 4, 2016	2016 Content Marketing Staffing & Tactics Outlook	Monday, April 18 2016	Blog Post- long form
Tuesday, April 5, 2016			
Wednesday, April 6, 2016			
Thursday, April 7, 2016			
Friday, April 8, 2016			
Saturday, April 9, 2016			
Sunday, April 10, 2016			
Week of April 11, 2016			
Monday, April 11, 2016			
Tuesday, April 12, 2016			
Wednesday, April 13, 2016			
Thursday, April 14, 2016			
Friday, April 15, 2016			
Saturday, April 16, 2016			
Sunday, April 17, 2016			

DEVELOP YOUR POSTING STRATEGY

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Ready To Post?

Use Facebook’s free scheduling tool to schedule posts in advance e.g set up weekly meeting reminder posts or monthly member profile posts.

- ▶ Saves you time! Spend an hour on a Sunday setting up your posts, then sit back for the next 2 weeks
- ▶ Allows you to pick date and time for the posts to go out
- ▶ Ensures that your Facebook page is posting regularly and looking active
- ▶ This does not mean that you cannot spontaneous post on your page. This just ensure the base posts are going out with ease!

How to Guide for Facebook Scheduling can be emailed to you



FACEBOOK TOOLS

Going Live

Facebook Live lets your page share live video with your followers and friends on Facebook.

- Great way to engage with followers
- Followers receive a notification that you are now live
- Lets you showcase in video what your club is like and what you do

How to Guide for Facebook Live can be emailed to you



FACEBOOK TOOLS

When To Go Live?

Use Live when you want to broadcast events or activities and interact with your supporters in real time. You must have a reason to go live and a plan of what to say/what to show in the live stream.

- ▶ Take advantage of people's interest in moment-centric content.
- ▶ Show people behind the scenes of your programs to see the impact of your programs in real time.
- ▶ Have a club members report on the progress of your work and field questions.
- ▶ Amplify the reach of in-person events by broadcasting the event to your Page followers.
- ▶ Have celebrities or influencers in your community go live on your behalf to reach new audiences.



Rotary Club of Downtown Victoria was live.

Published by Lawrence Lewis [?] · 16 December 2017 · 🌐

Our club is currently volunteering with the [Christmas Backpack Project Victoria BC!](#) Find out more about why it is so important we help the homeless at Christmas time





FACEBOOK TOOLS

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Event Planning

Use Facebook events to showcase your club meetings and events to your online audience. Most people have their Facebook events connected to their smartphones. This means you can keep your audience in the know without doing much leg work

Key Steps:

1. Pick a clear and concise event name
2. Choose an appealing event photo (so it should be 1920 x 1080 pixels (16:9 ratio))
3. Write clear description of the event. Use hashtags and @mentions in the description
4. Add location (use Facebook recognized venues)
5. Pick date and time
6. Include a ticket link (if applicable)
7. Add keywords to make it easier for people to find your event.

TIP: Regular or monthly events

To save time, you can duplicate past events under the More dropdown menu on your event page and then update any relevant event info before publishing

Connect



RECAP

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- Focus on 1/2 social media platforms and do it well
- Optimise your Facebook page to showcase your club
- Put together a team to share the posting load
- Create a clear posting strategy
- Ensure your posts are varied and engaging
- Be visual in your posts
- Make use of Facebook live to showcase club events
- Use Facebook events to share your club meetings/fundraisers



QUESTIONS?

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