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Today we will be covering primarily Facebook but also going into some thoughts on Twitter and Instagram.

However, discussions on content relate to just about all social media. So once you understand one platform you will be able to take the principles you used there and transfer them over to another with some slight alterations.

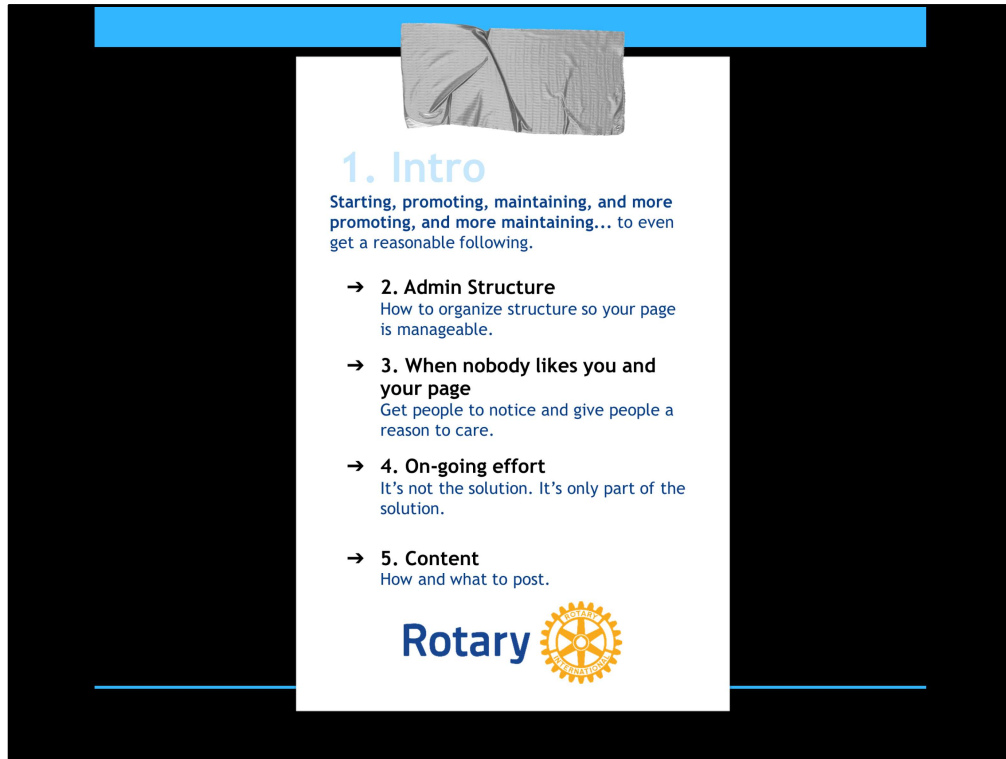
Today's Take-Away

There's very little difficulty in setting up a Facebook page.

99.9% of the work is getting people to find and notice you.



- Click and play around. It's very difficult to break things.



The slide is titled "1. Intro" in a large, light blue font. Below the title, the text "Starting, promoting, maintaining, and more promoting, and more maintaining... to even get a reasonable following." is written in a smaller, dark blue font. A list of five points follows, each preceded by a right-pointing arrow. The points are: "2. Admin Structure" (How to organize structure so your page is manageable.), "3. When nobody likes you and your page" (Get people to notice and give people a reason to care.), "4. On-going effort" (It's not the solution. It's only part of the solution.), "5. Content" (How and what to post.), and "5. Content" (How and what to post.). At the bottom of the slide, the word "Rotary" is written in a large, dark blue font, followed by the Rotary logo, which is a yellow gear-like emblem with a blue center. The slide is set against a black background with a blue horizontal bar at the top and a blue horizontal line at the bottom.

1. Intro

Starting, promoting, maintaining, and more promoting, and more maintaining... to even get a reasonable following.

- 2. Admin Structure
How to organize structure so your page is manageable.
- 3. When nobody likes you and your page
Get people to notice and give people a reason to care.
- 4. On-going effort
It's not the solution. It's only part of the solution.
- 5. Content
How and what to post.

Rotary

Facebook is an important tool today to promote your club and communicate with your members. For my Rotaract Club, it's one of our primary communication tools. Now your demographics and communication preferences will be different than ours, but we still use email for important communications, Facebook is just an additional tool to catch people who forgot to respond to that email or forgot about an upcoming event, people's lives are busy and this is another way to stay front of mind. And on top of all that it's a great way to promote your club to the community as a whole and show your friends, supporters, or fellow community members the great things you're doing in your community and abroad.

Tip

Based on recent study,
estimated 70% of
facebook pages are
inactive

Which is the better?

**a) many unique pages each with
focused posts, OR
b) ONE reputable page?**



- a.) With a small following, pages frequently “die” from eventual inactivity
- b.) With an active community, not all posts may be relevant, but at least there’s going to be decent number of people paying attention

Just have one exciting page!

More people.

More reputation.

More engagement.

(With a little help from your members)

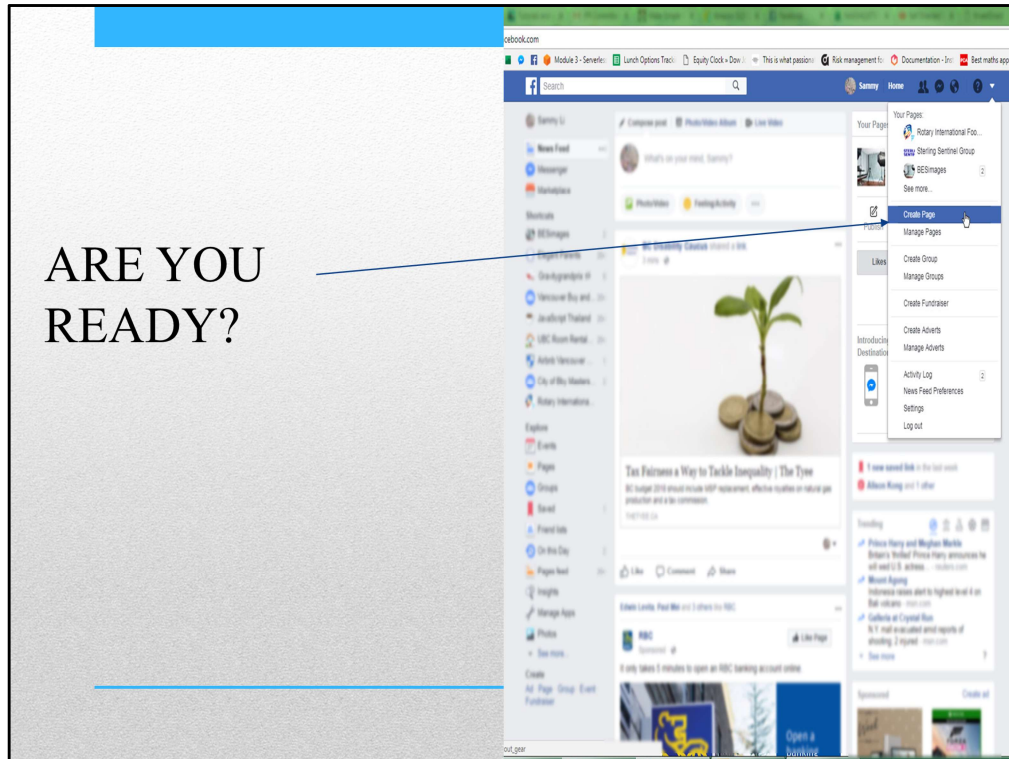


Tip

Remember. Basic human psychology applies on social media.

The more people are talking, the more people will think it's important.

- The more that's going on (eg. likes, comments, shares), the more likely your story will get shown to more people.
- Facebook algorithms often change. But right now this is the case.



You'll be asked to input a few basic information items, but other than that it's quite easy to get started.

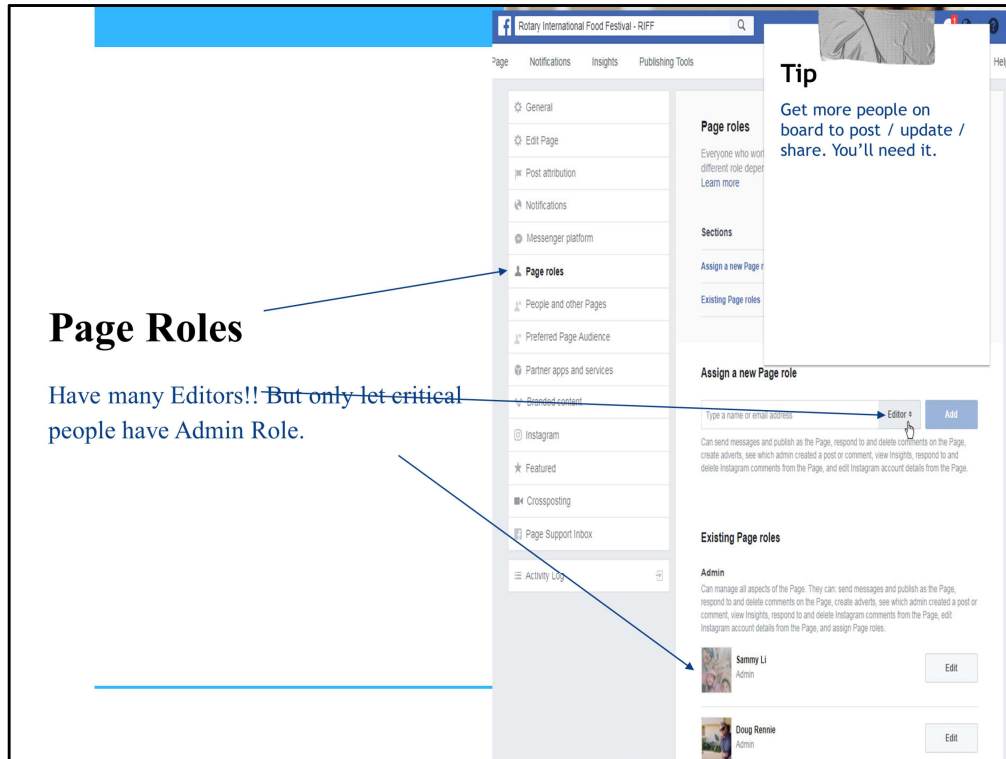


2. Admin Structure

How to organize structure so your page is manageable.

- **Power struggle**
Who is doing what.
- **How to configure everything?**
Settings, Configuration, Permissions.





Two admin minimum. If you only have one admin you run the risk of your page dying and having to start all over again.

This happened with a club I was involved with in the past. When a president who did everything themselves left the club and would not provide the club with access to the page after leaving, the club was forced to start from scratch.

Some clubs are concerned about too many people having access, or content won't be congruent...etc

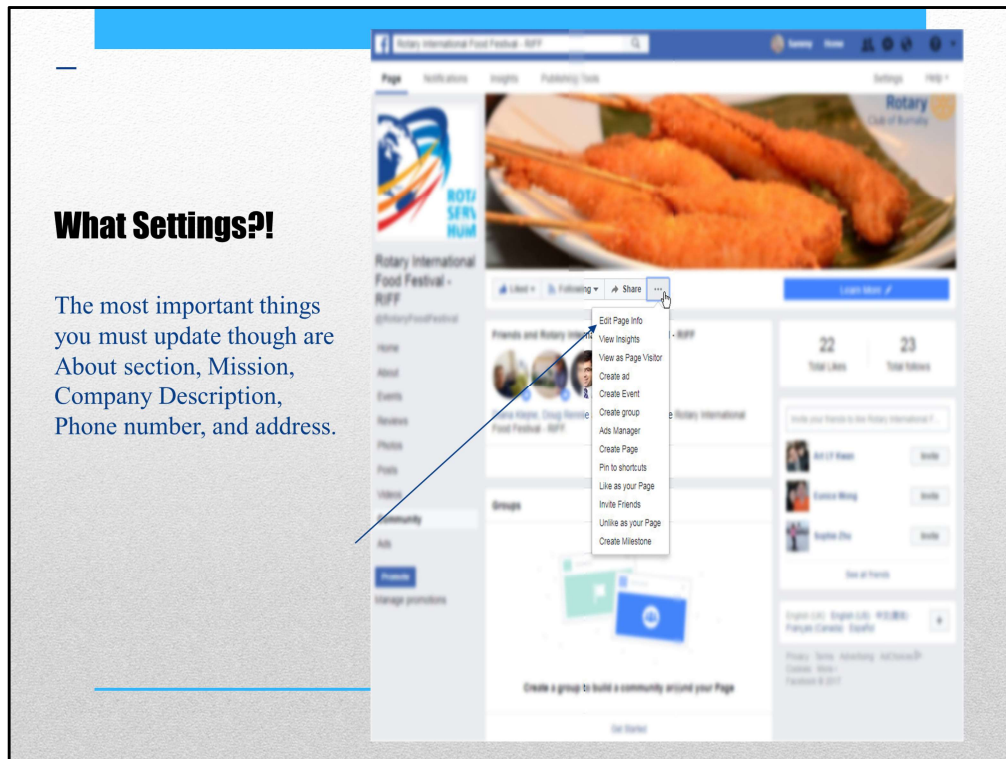
Don't be too concerned about Editors messing up. Everybody is learning. Worse case scenario – remove or edit the post.

You want to be as active and engaged as possible so have many people contributing to your page.


This way one person doesn't have to do everything.

What Settings?!

The most important things you must update though are About section, Mission, Company Description, Phone number, and address.



About section, Mission, and Company Description - Complete this as much as possible!
It will help with SEO! (search engine optimization - your page needs to be a super exciting organization for googlers to notice you)
Vanity URL www.facebook.com/vanityURL (30+ likes required) - get something easy to say or type! Otherwise known as your Facebook username. It can be changed in the about section.
Phone number and address - put it in if possible! It'll help with local search results.
Tweak-as-you-go if your club changes or information changes.



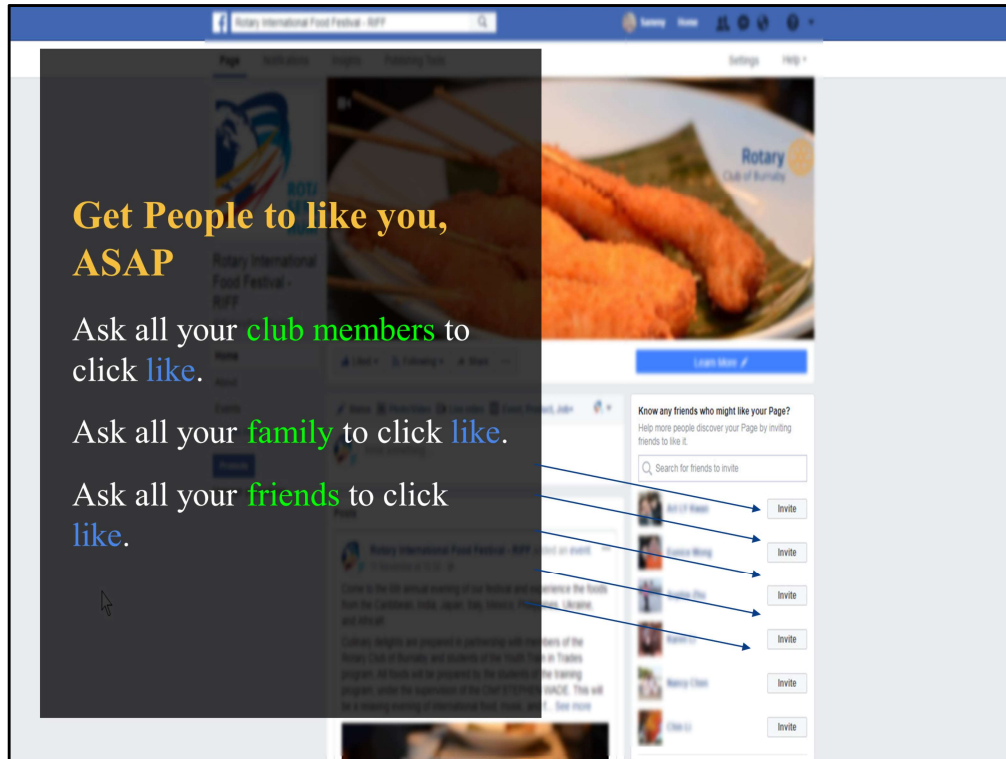
3. When nobody likes you or your page

Get people to notice and give people a reason to care.

- **Quick and Dirty**
The brute force method.
- **Keep posting, keep sharing**
Hints on not so obvious stuff.




Let's get your club out and into the world.



Like, comment and share!

Posts with more interactions get more views and are favoured by Facebook's algorithm.



Social Proof

You need **trust**, like in person to person interactions.

Give inbound links to your page! Google will view your page as more authoritative and place your page higher in search results. That is why it is very important to bloggers when they have their content linked to from other websites, blogs, etc.

And the more people who are talking about, sharing, liking and commenting on your page, the more trust it will have as well.

From inside to outside

Where it is appropriate, include a link to your Facebook page from your other digital channels, like your website, blog, Twitter profile, etc.

Tip

A successful marketing strategy requires good teamwork. Cross-promotion is a winning strategy.

Add a url to your facebook page from your club website.

Tell advertisers or news media to add a link to your website and Facebook page using that vanity url you created.



4. On-going effort

A Facebook page is not the solution. It's only part of the solution.

It's not like print ads where readers can't talk back. You want your audience to be interacting with you!

- **Keep posting, keep sharing**
Post new content, answer questions, keep topics engaging.
- **A little bit about pay for play**
Insights and results.



Post, share, engage. Repeat
Highlight problems and create STORIES

Facebook has more than a billion active users:

The platform has 1.71 billion monthly active users and 1.13 billion daily active users, on average.

Facebook boasts 1.57 billion mobile monthly active users and 1.03 million mobile daily active users, on average.

Facebook Lite, an app designed for the developing world's slower internet connections, has 100 million monthly active users.

But it's a small world after all:

Everyone on Facebook is connected to one another by an average of 3.57 degrees of separation.



Facebook is HUGE. But it's incredibly interconnected. I think that provides you with a great opportunity to build your audience. You might be just 3.57 people away from a new member or someone who would like to support your club or someone who is interested in learning more about what Rotary does.

Source: <https://blog.hootsuite.com/facebook-statistics/>

Content is KING

**Nestle produces more than
1,500 pieces of marketing
content each day for its
800+ Facebook pages.**



Tip

In social media, having quality is great, but having quantity is just as important.

Constant effort is required so keep at it.

You're not going to have 800 Facebook pages or 1,500 pieces of content.

But aim for one post per week to start. That should be easy for all of you.

Once you've got it down, try to work your way up to one post per day. We will get into the types of content you can use shortly.

Ads
(aka sponsored posts) can help...But

- Typically you see numbers spike and then drop right down.
- It's very hard to measure return on investment.
- Beware: Exposure or Engagement does not equal Results (eg. \$\$\$).
- As with google and other major search engine. (Interesting) content is king.

Tip
Make sure to monitor your spending and set limits. Take time in planning so your dollars doesn't go to waste.

Rotary International Food Festival - RIFF

Page Notifications Insights Publishing Tools Settings Help

Overview Promotions Followers Likes Reach Page views Page previews Actions on Page Posts Events Videos People Messages

Actions on Page
20 November - 26 November
We don't have data to show you this week.

Page Views
20 November - 26 November
We don't have data to show you this week.

Page previews
20 November - 26 November
We don't have data to show you this week.

Page Likes
20 November - 26 November
We don't have data to show you this week.

Reach
20 November - 26 November
1 People reached **75%**

Recommendations
20 November - 26 November
We don't have data to show you this week.

Post engagements
20 November - 26 November
We don't have data to show you this week.

Videos
20 November - 26 November
We don't have data to show you this week.

Page followers
20 November - 26 November
We don't have data to show you this week.

Help your audience take action
Want more people to click the call-to-action button on your Page? You can create an ad that promotes it to the people who matter to you. [Promote Learn More](#)

Recent promotions on Rotary International Food Festival - RIFF
All activity is reported in the time zone of your ad account. [+ Create New Promotion](#)

Promotion	Completed	1,272	17	\$27.96
BUY TICKETS NOW for the ROTARY Internatio...	Completed	People reached	Page likes	Spend of \$1.00 per...

Promoted by Sammy Li on 02/10/2017 [View Results](#)

[Manage all promotions](#)

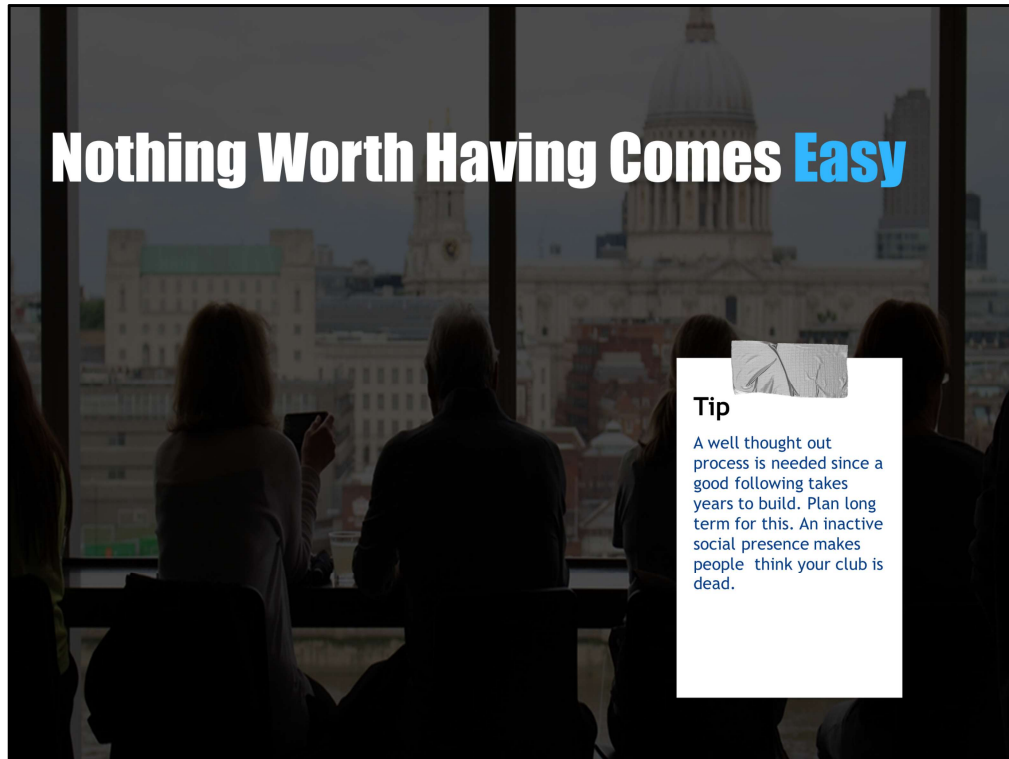
I don't recommend using Facebook ads to grow your audience unless your club already has an advertising budget for that purpose.

If it does, talk to me offline about the types of targeting you can use. That's what I do for work and it's very easy to drill down to the specific group of people you want to send your message to.

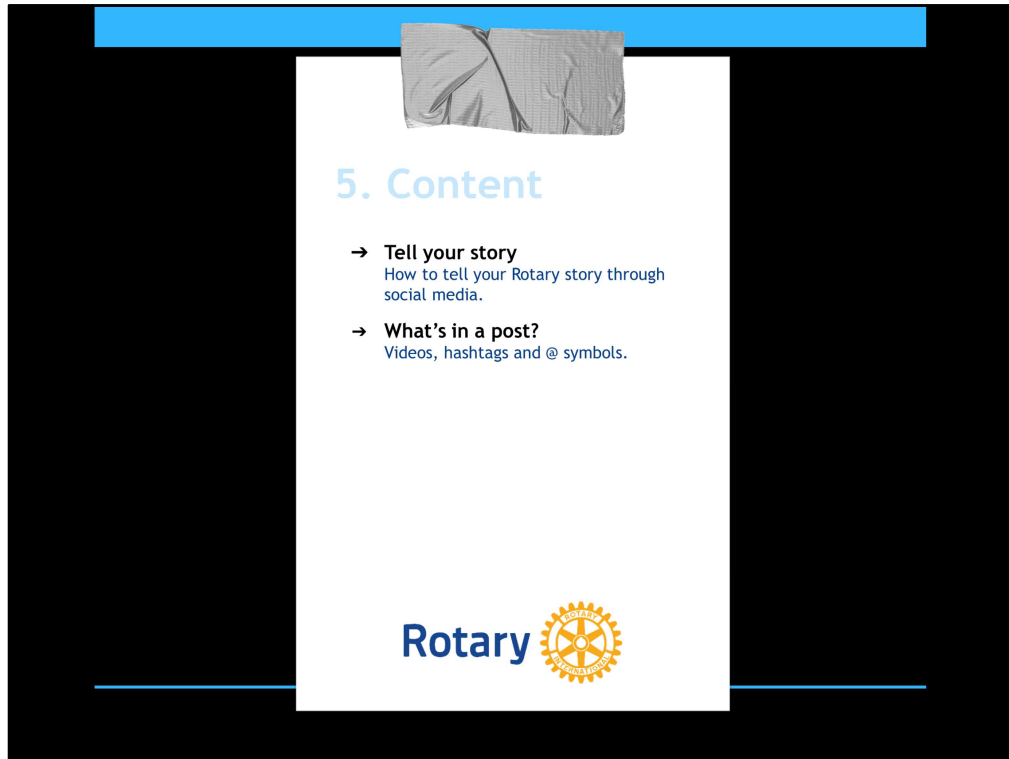
However, where your club might find a benefit from a Facebook advertising campaign is through events and fundraisers.

Your event might already have an advertising budget and maybe you spend a good chunk of that on newspaper, radio or TV ads. You might consider taking a percentage of the overall advertising budget and using it on some highly targeted Facebook advertising posts.

From interests to behaviours to very specific locations to someone's age, if you have an idea of the type of person will be interested in your event, you can target that type of person on Facebook.




If you don't want to maintain a page. Shut it down. Or at least have something that says page content or updates are elsewhere.



The slide is titled "5. Content" in a light blue font. Below the title, there are two bullet points, each preceded by a right-pointing arrow. The first bullet point is "Tell your story" with a sub-point "How to tell your Rotary story through social media." The second bullet point is "What's in a post?" with a sub-point "Videos, hashtags and @ symbols." At the bottom of the slide, the word "Rotary" is written in blue, followed by the Rotary logo, which is a yellow gear-like wheel with a cross in the center. The slide is set against a black background with a blue horizontal bar at the top and a blue horizontal line at the bottom.

5. Content

- **Tell your story**
How to tell your Rotary story through social media.
- **What's in a post?**
Videos, hashtags and @ symbols.

Rotary 

Now he's the bread and butter. The content.

Content

- Content is King
- Quality AND quantity
- Keep it tight



Social media is a great way to create a positive brand image for Rotary. We have a strong brand as is, but we can do a lot more to get our message to people in our communities.

People won't engage with your page if you don't have interesting content.

And while it's important to have great quality content to inspire potential new members, sometimes it's just posting a simple photo or video that engages your audience. That's all it will take.

So consistently update your page. Try to start with weekly posts, work your way up to two posts per week, then 10 posts per month, once you're really into it, you can get to one post per day (time permitting).

Don't write a novel. Remember that most people viewing your content on social media are scrolling through their phone and won't stop to read if it's too long.

Content Writing

- The first 18 characters of a Facebook post serve as the meta description
- That text will be considered the SEO title for that update
- Including [direct links](#) to your associated websites in your updates is also a good practice to follow



Most people are scrolling through their phone on Facebook and won't even spend three seconds looking at your post. So you have to catch their attention fast.

When I worked as a journalist, we were taught the inverted pyramid style of writing, which includes the most important information first and everything else is in descending order of importance.

Using this philosophy will serve you well on social media, but try to keep it short. If it's too long for Twitter (which is now a massive 280 characters), it's TL:DR.

Micro Content



- [Your members](#)
- [Your club](#)
- [Your projects](#)
- [Your district](#)



Content:

Celebrate the successes and milestones of your members! Or if they're taking part in another community initiative, share that to show people what else your members do in the community.

Example:

<https://www.facebook.com/VanYPRotaractClub/photos/a.1894382797494638.1073741829.1893824617550456/1963345917264992/?type=3&theater>

Photos and videos from events, meetings, community service opportunities, social gatherings, etc. You don't need professional equipment! A smart phone camera will do. Remember to tag any accounts relevant to each post and add relevant hashtags.

Example:

<https://www.facebook.com/VanYPRotaractClub/photos/a.1894382797494638.1073741829.1893824617550456/1965898197009764/?type=3&theater>

Create Facebook events! My Rotaract Club makes Facebook event pages for meetings, volunteer opportunities, fundraisers, social events, etc. It's a great way to keep our events in the minds of our members and show prospective members what types of things we have coming up. It also makes it easy for potential new members to find information about events.

Example: <https://www.facebook.com/events/163416474279816/>

Post relevant content from the rest of the Rotary network (i.e. district initiatives):
<https://www.facebook.com/VanYPRotaractClub/posts/1910983712501213>

Another thing our club does well is member profiles: headshot and short bio of members. Include why they're in Rotary, what they do for a living and some sort of quirky fun fact that they're willing to share.

Macro Content

- Rotary International
- Rotary Partners (i.e. Shelterbox)
- Inspiring content from other clubs/districts around the world



Twitter: This type of content is great on Twitter because it will promote conversations with other clubs in your district and around the world. Those conversations will hopefully be seen by more interested people who might one day join or support your club.

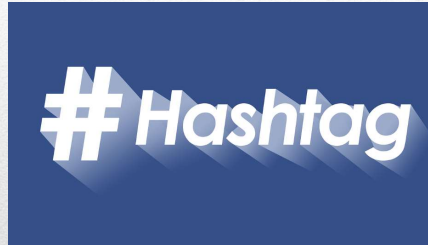
So get on Twitter and follow all the local Rotary, Rotaract and Interact Twitter handles you can. Then start following clubs from other districts, and other countries. You can create a Twitter list with all those users in it. I know Twitter can seem daunting with the non-stop stream of neverending content. But with a Twitter list you can segment that content in a more manageable way.

You should already be using Twitter to share all the Micro content we talked about earlier. But Twitter is a great opportunity for you to start a conversation with a nearby club.

It can also be a tool for your membership chair. Are there specific people in the community that they are trying to recruit? If they're on Twitter, you can reply to some of their posts and hopefully start a meaningful conversation from there to keep your club on their mind.

What the #@?!

- Hashtags (#) are labels and make searching categories easier
 - Example: #polio
- The @ symbol is used to denote a person or organization's username
 - Example:
@thomasbhmiller



Help categorise things that you post!

These are great on Twitter and Instagram. Your posts will find a far greater audience by using relevant hashtags such as #polio

And if you want to start a conversation or tag someone in a post, just type the @symbol with their username.

Images and video



- Include at least one image in every post
- Use video (live and recorded) when possible



I consider content without an image to be incomplete. Every post needs an image to catch a social media users' attention.

Photographs from local projects should be a high priority – make sure your members take lots of photos and that they send them to your social media manager. Additional photos from meetings, social events and other projects would be suitable as well.

Video is the key to their algorithm. Interview your members (briefly) at a community service initiative or meeting, take a snippet of video during a guest speaker's presentation, show your members having fun at a social event. Video is a great way to promote your projects and it is favoured by Facebook's news feed algorithm, so you're more likely to get that post in front of more people.

Instagram is an easy way for us to create great content because it's an image/video heavy medium. Take photos on your cellphone and put them online right from the Instagram app in a few taps. Connect it to your Facebook account for easy posting to both accounts. This is not necessary, however. If you're just starting out with social media and don't have a clue how Instagram works, build up your confidence by figuring out Facebook first. My generation loves Instagram. And even if you don't have a great smartphone camera, their photo filters can help you out a little bit.

Content:

Rotaract Social Event:

Example: <https://www.instagram.com/p/Bd9YbQZA2IX/?taken-by=vanyprotaractclub>

Photos of newly inducted members:

Example: https://www.instagram.com/p/BC9Rc6vHn_2/?taken-by=vanyprotaractclub

Content overview

- Promote our local and international projects
- Promote fundraising initiatives / volunteerism
- Post about external events that we are participating in, and internal events for members only
- Post local news that mentions Rotary
- Celebrate member milestones
- Celebrate partners' successes (i.e. Shelterbox)
- Tell your members' own personal Rotary stories



Social media should be an important part of your club's community outreach strategy. When our club gives back to the community, we need to let people know about that. It's not always fiscally possible to advertise that information and the news media won't necessarily cover it, but even if they do, we want to expand our reach and tell our own story. Social media is a great way to capitalize on positive brand moments.

Find someone in your club who is either social media savvy or knows how to tell a story and can at least capably use this type of technology to lead this effort. But even if you don't have any of those type of skills, it doesn't take long to learn.

Connect with me



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Please feel free to reach out if you have any questions afterwards. But I'm happy to take your questions now.