Social Media – Some Basics

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Why bother?

- Like it or not . . . social media is here to stay
- It can be a huge part of a club’s outreach
- It sends a message that your club is ‘current’
- It is a GREAT way to connect and engage

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Where to begin?

Choose one to get started . . .

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Facebook Page vs. Group

Page	Group
Official profiles for entities, such as celebrities, brands or businesses	Place for small group communication and for people to share their common interests and express their opinion
Visible to public	Secret – Can't be found in search Closed – Can be found in search, but you can't see content Public – Can be found in search and content is visible to all
One or more admins control posting info that becomes visible	Member-to-member posting
Anyone can choose to 'Like' or 'Follow' page to have posts pulled into news feed	Must be a member to get posts pulled into your news feed
Supports photos and videos	Allows upload of files in addition to photos & videos

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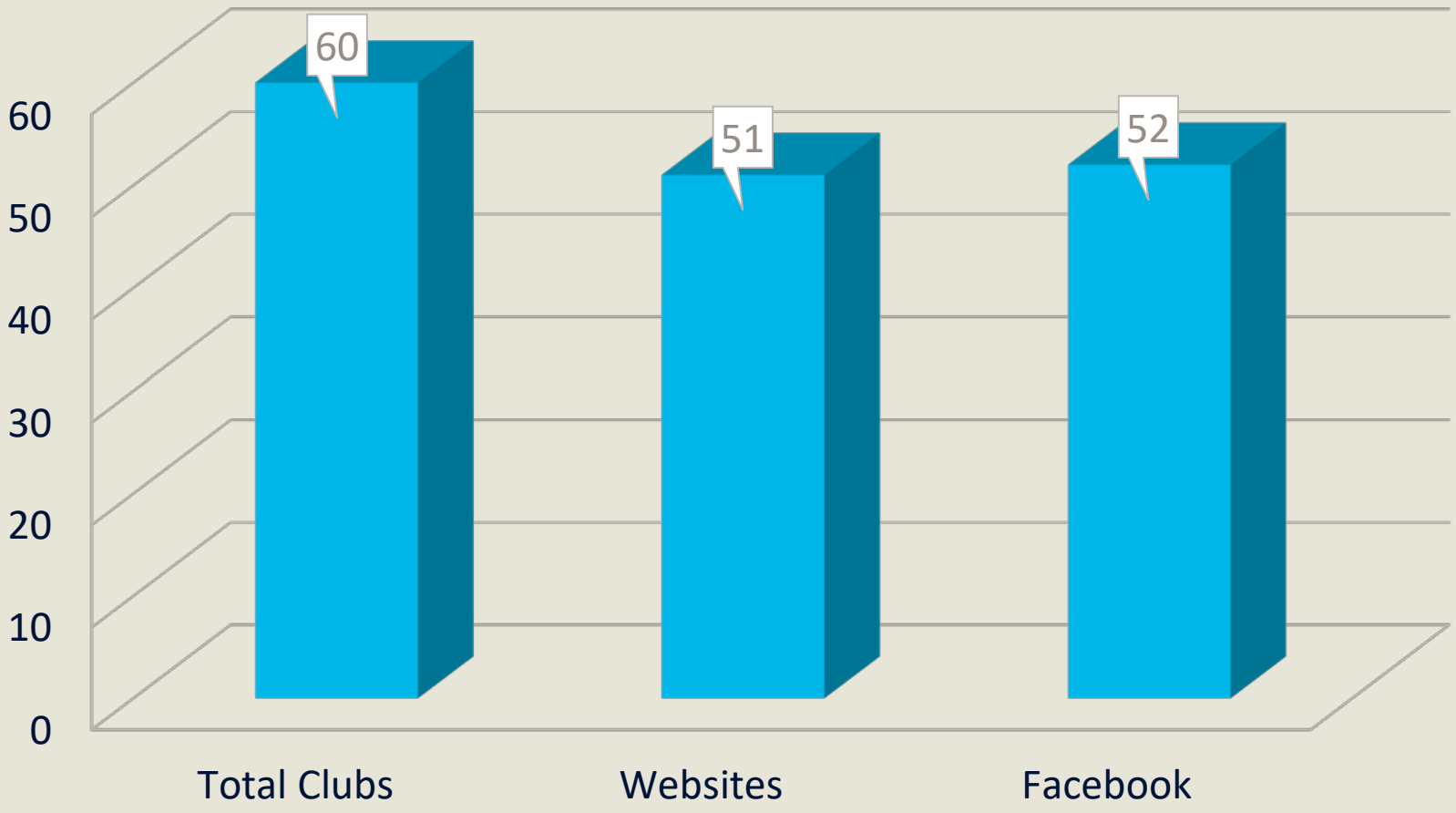
What are District 6290 clubs doing?



Four clubs have no online presence
Some clubs have a Facebook 'Page' as well as one or more 'Groups' for member-to-member communication

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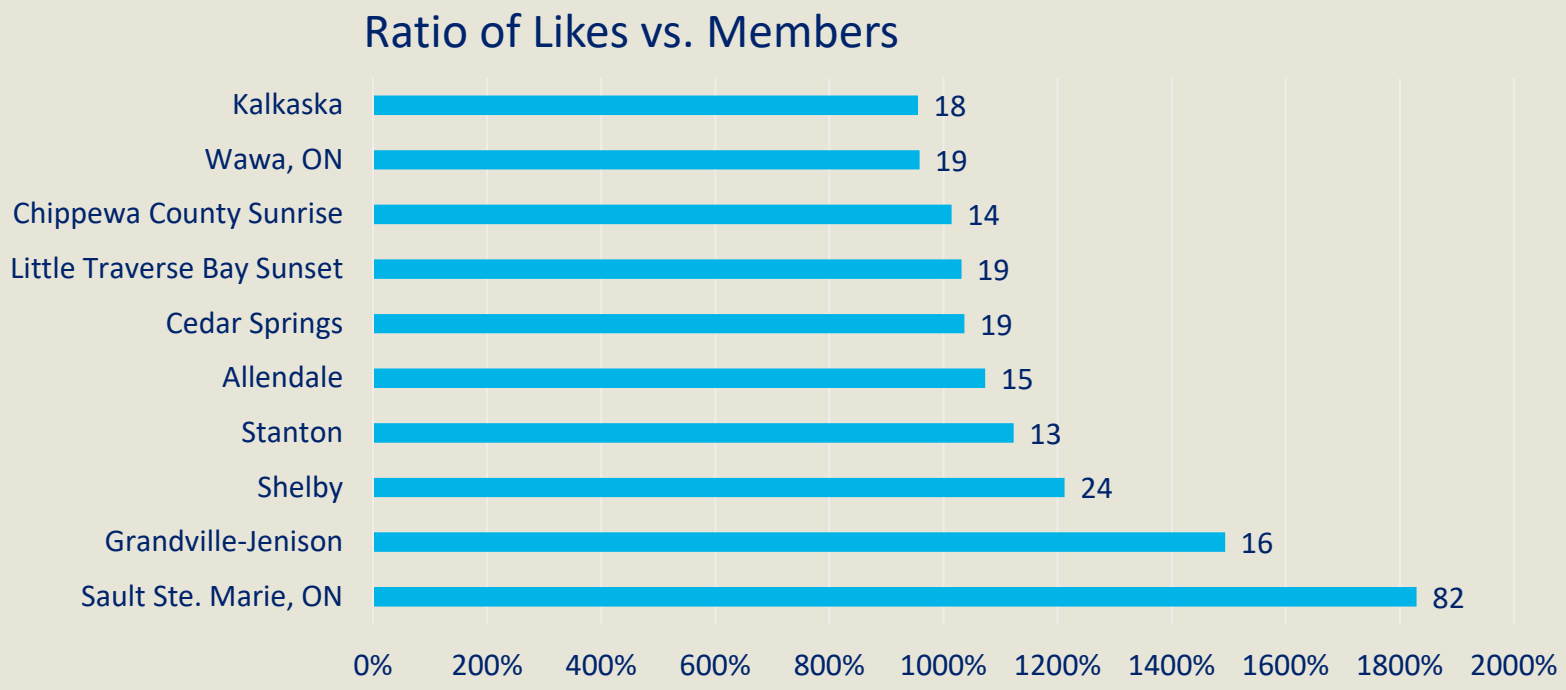
What's the benefit of social media?

- Websites tend to be static reference sites
- Social media presence can show the life . . . pulse . . .
- It offers significant, effortless reach beyond your club



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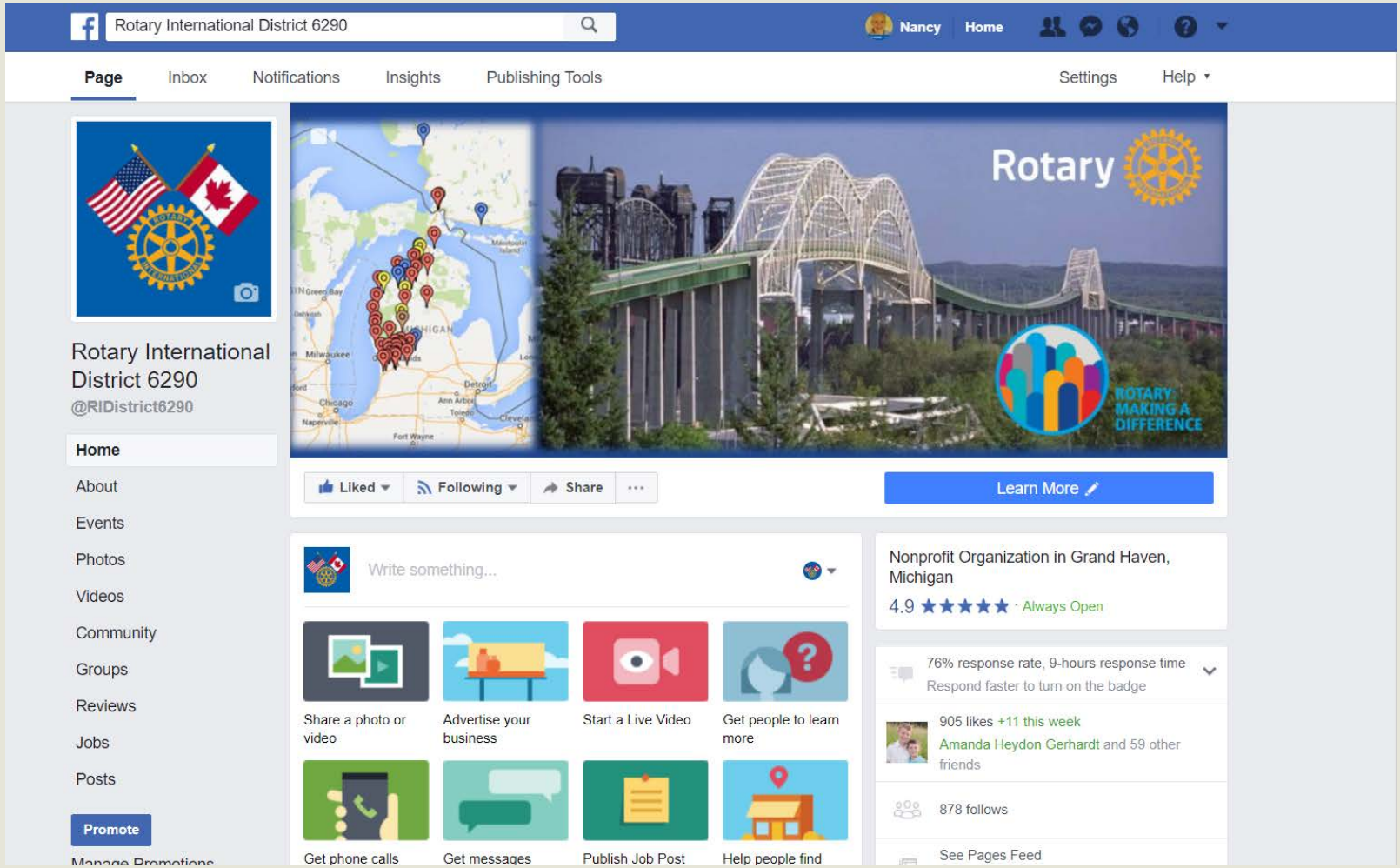
www.facebook.com/ridistrict6290



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NEVER have a single Admin

- Don’t risk having your Admin leave the club leaving you unable to manage the page
  - Consider club policy that routinely assigns admin responsibilities to club secretary just as backup
  - If necessary, ask District if they might serve as emergency admin
- Multiple Admins can share the work
  - One or two can be primarily responsible for regular posts
  - Provides consistency & backup to cover for vacations, personal emergencies etc
  - Active members with good social media skills can capture/post photos/videos while at club service projects

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Basic terminology

- **“Timeline”**
  - The posts that appear on your home page
- **“Like”**
  - Liking a *page* brings their posts into your news feed, and it also causes page to show up in list of pages you’ve liked.
  - Liking a *post/photo* from another page logs an entry into the news feed sent out by your page
- **“Follow”**
  - Brings a pages public posts into your newsfeed whether you ‘Like’ the page or not
- **“Comment”**
  - Notifies ‘owner’ of page and puts entry into your outbound news feed
- **“Share”**
  - Moves post from your news feed or from another page to your Timeline, and includes in your outbound news feed

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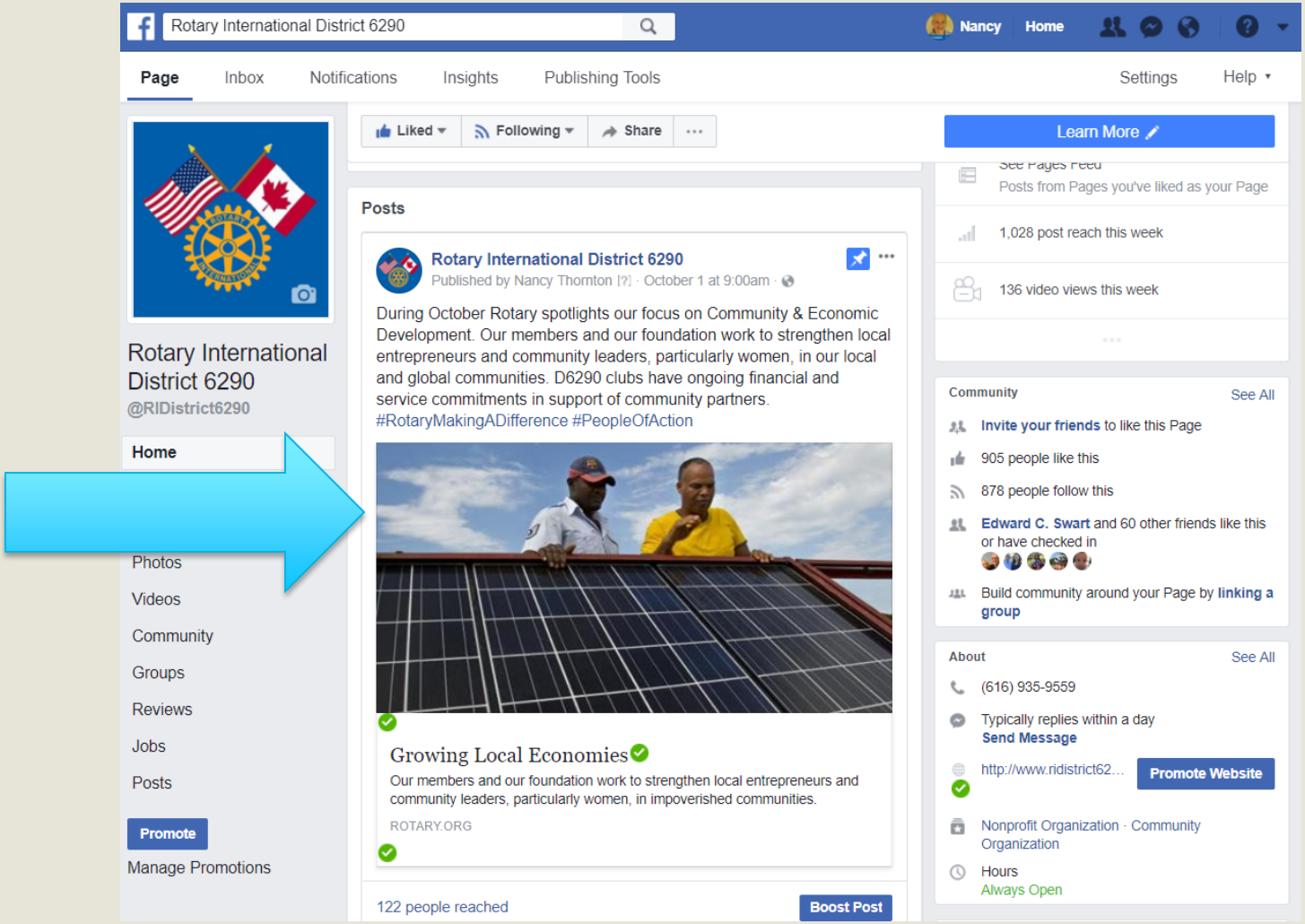
“Timeline”



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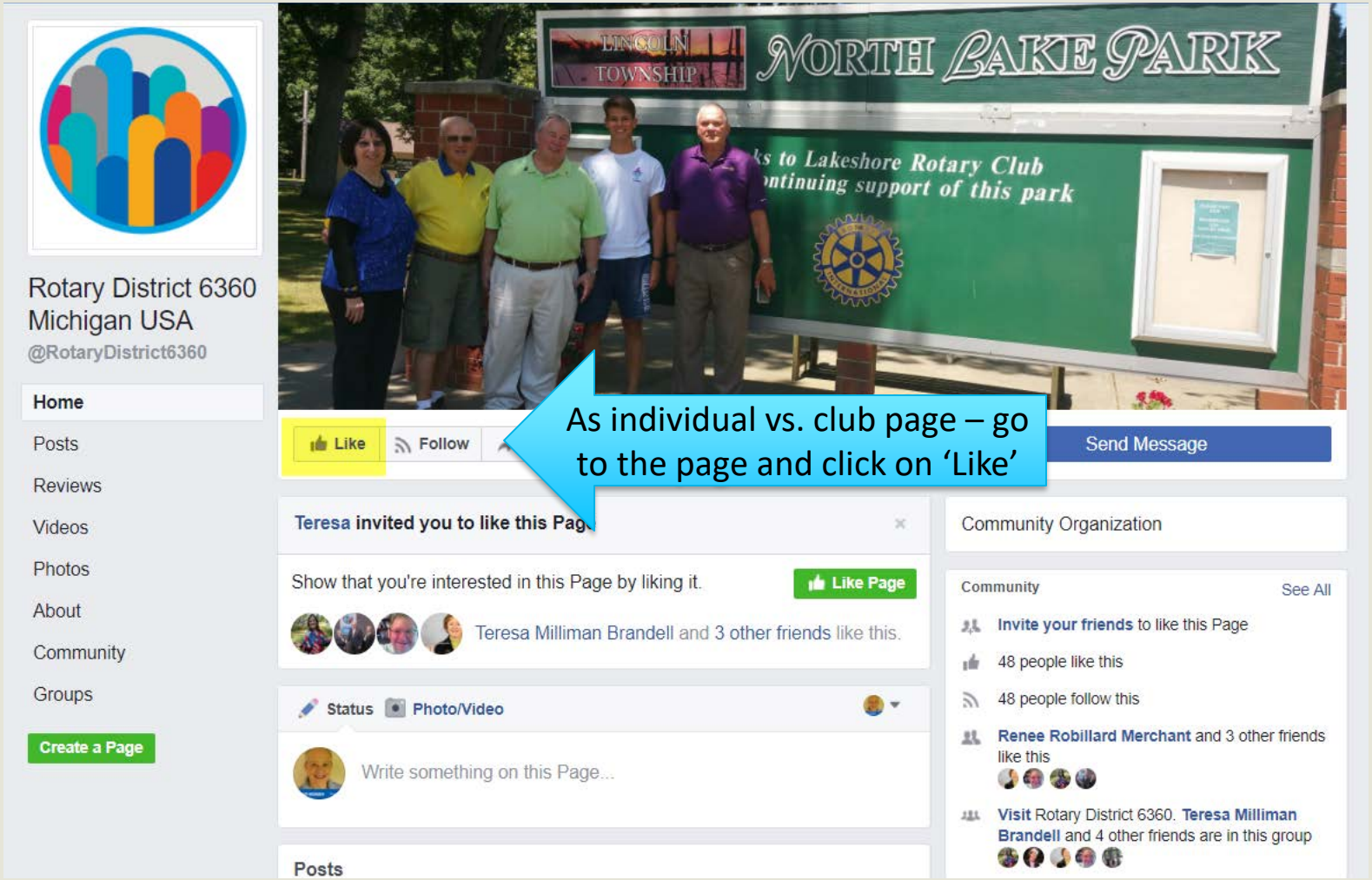
“Likes”



As individual vs. club page – go to the page and click on ‘Like’

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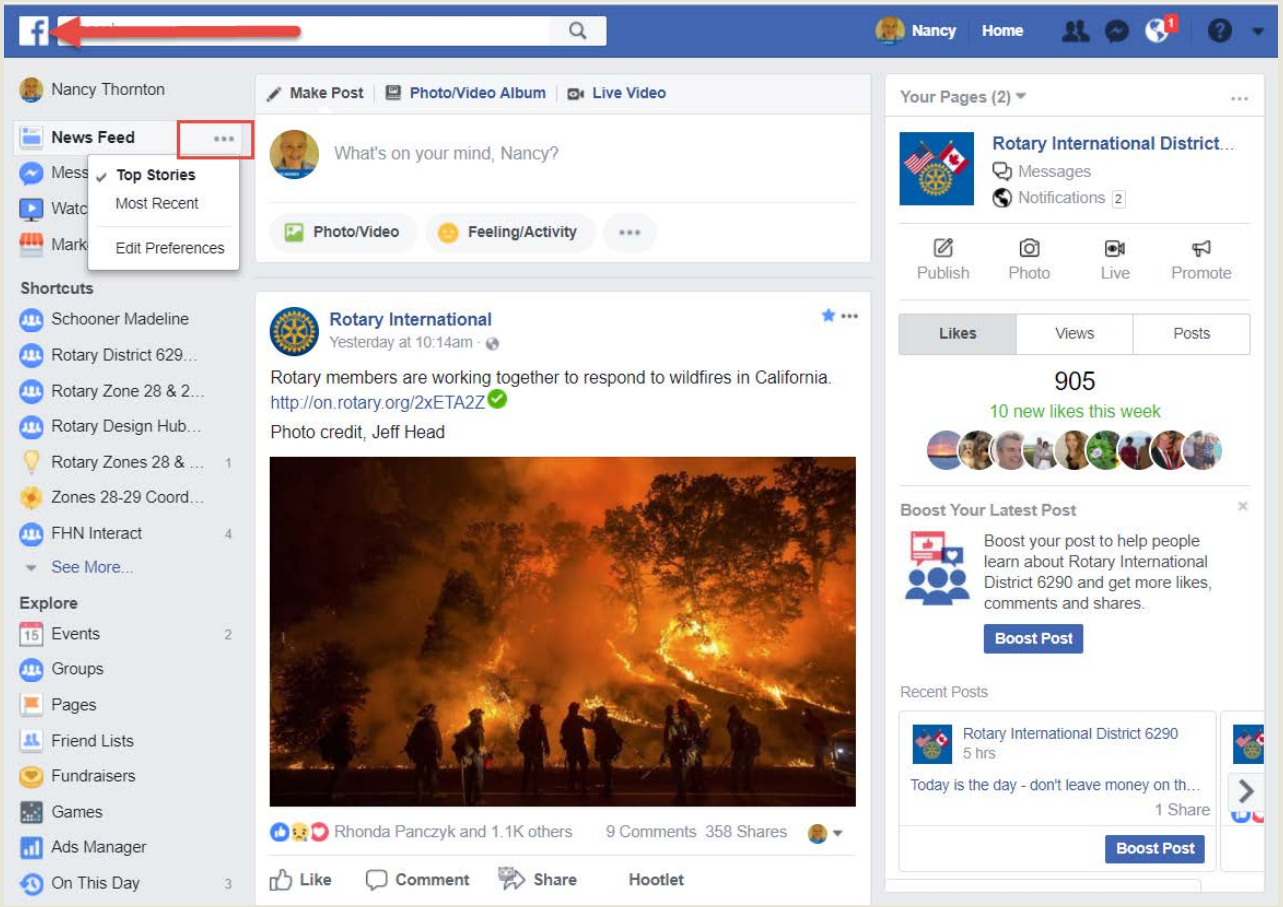
“News Feed” on Personal Page



Click on Facebook logo top left – select … to edit preferences

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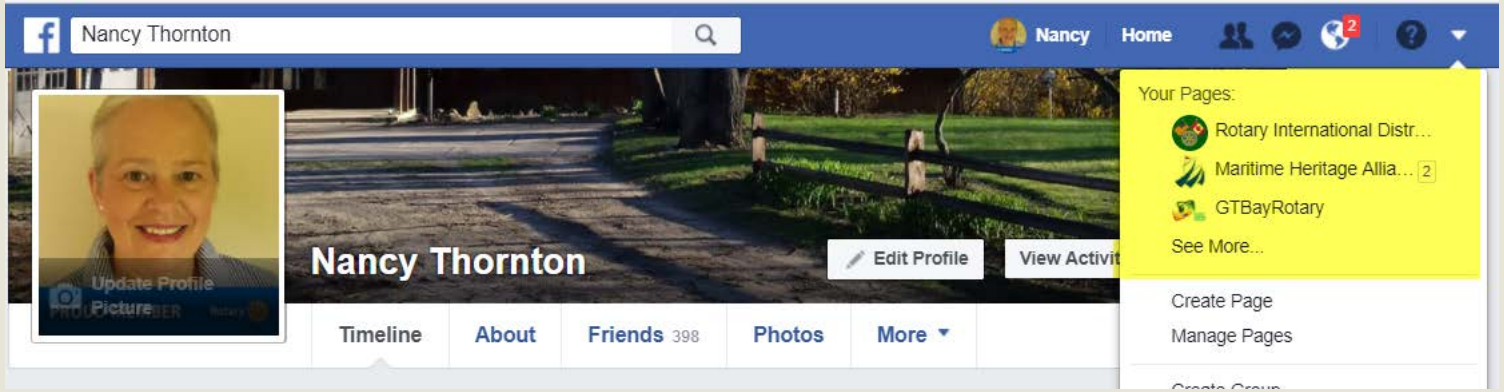
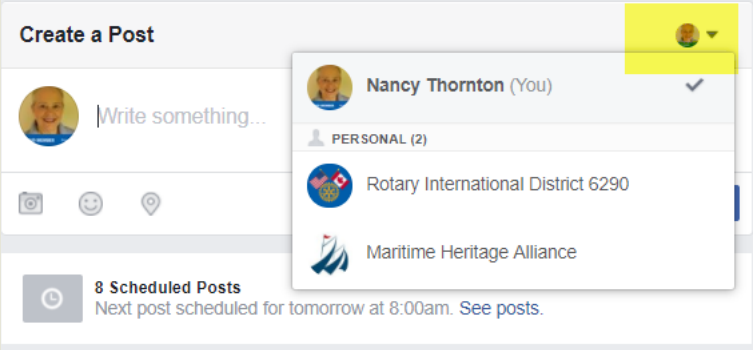
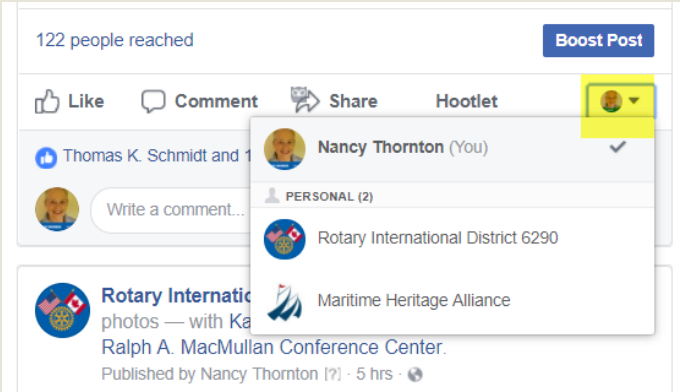
Acting as Page Admin



Select the page you want to take on as your persona and/or switch to that page when posting or commenting





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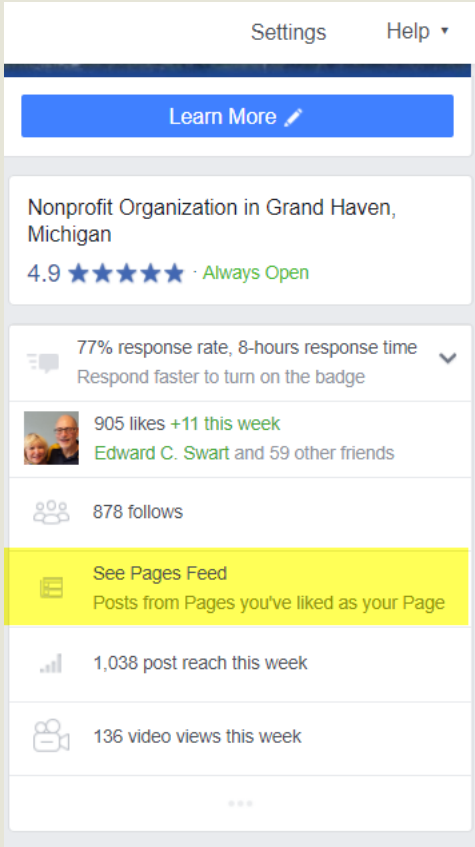
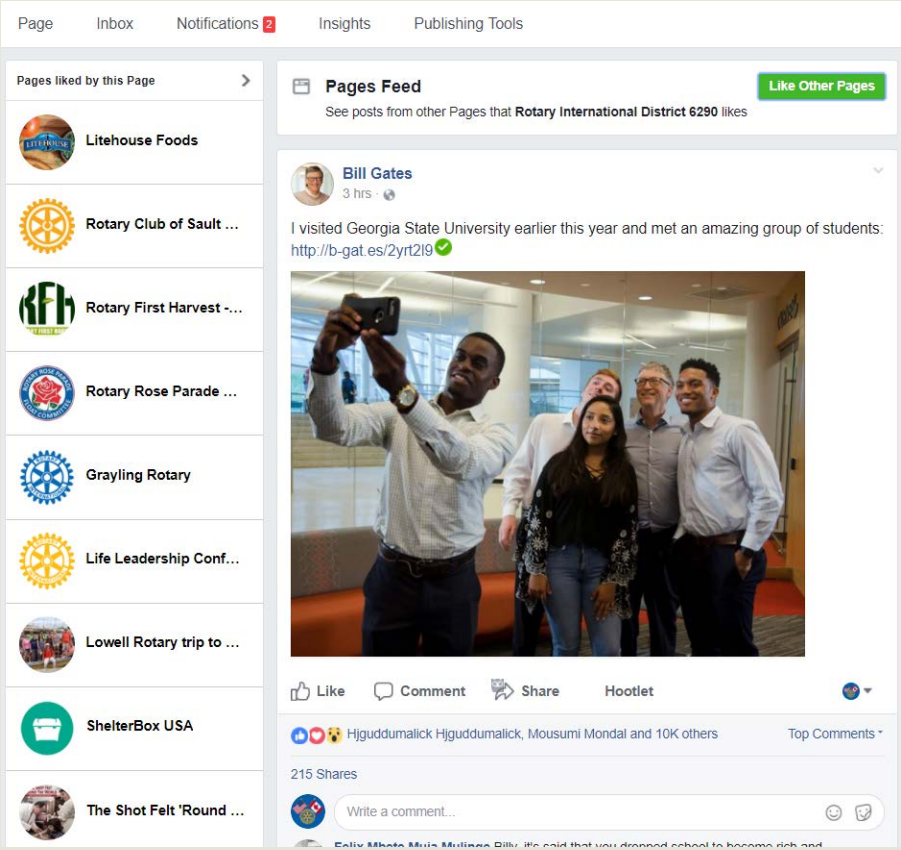
Facebook “News Feed” for Club/District page





Click on “See Pages Feed” on home page and it will open posts from pages you are following

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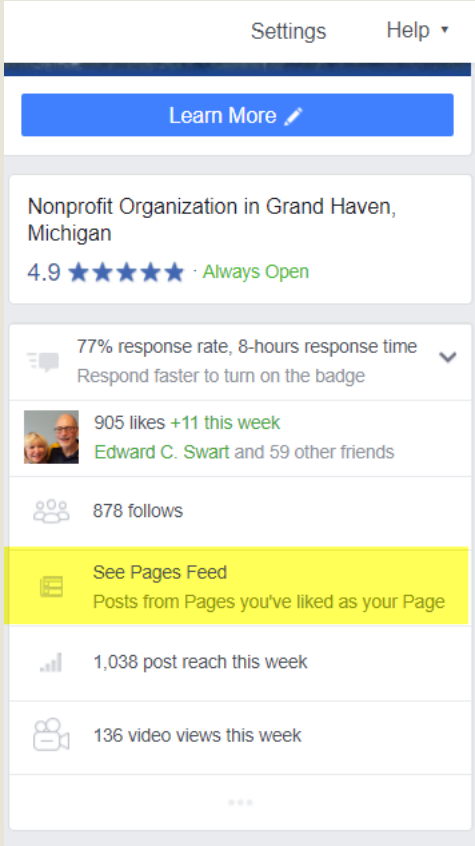
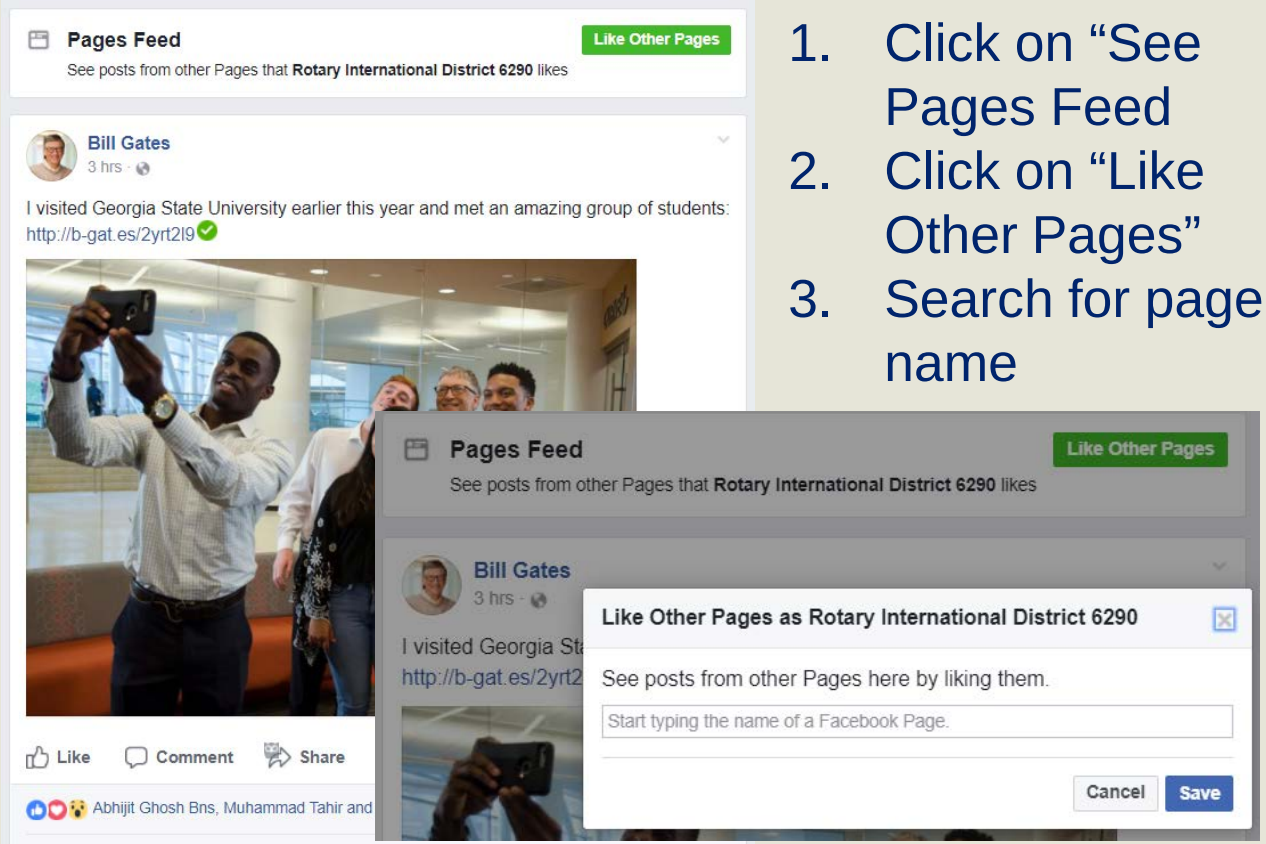
“Liking” a page as your club (Admins only)





1. Click on “See Pages Feed
2. Click on “Like Other Pages”
3. Search for page name

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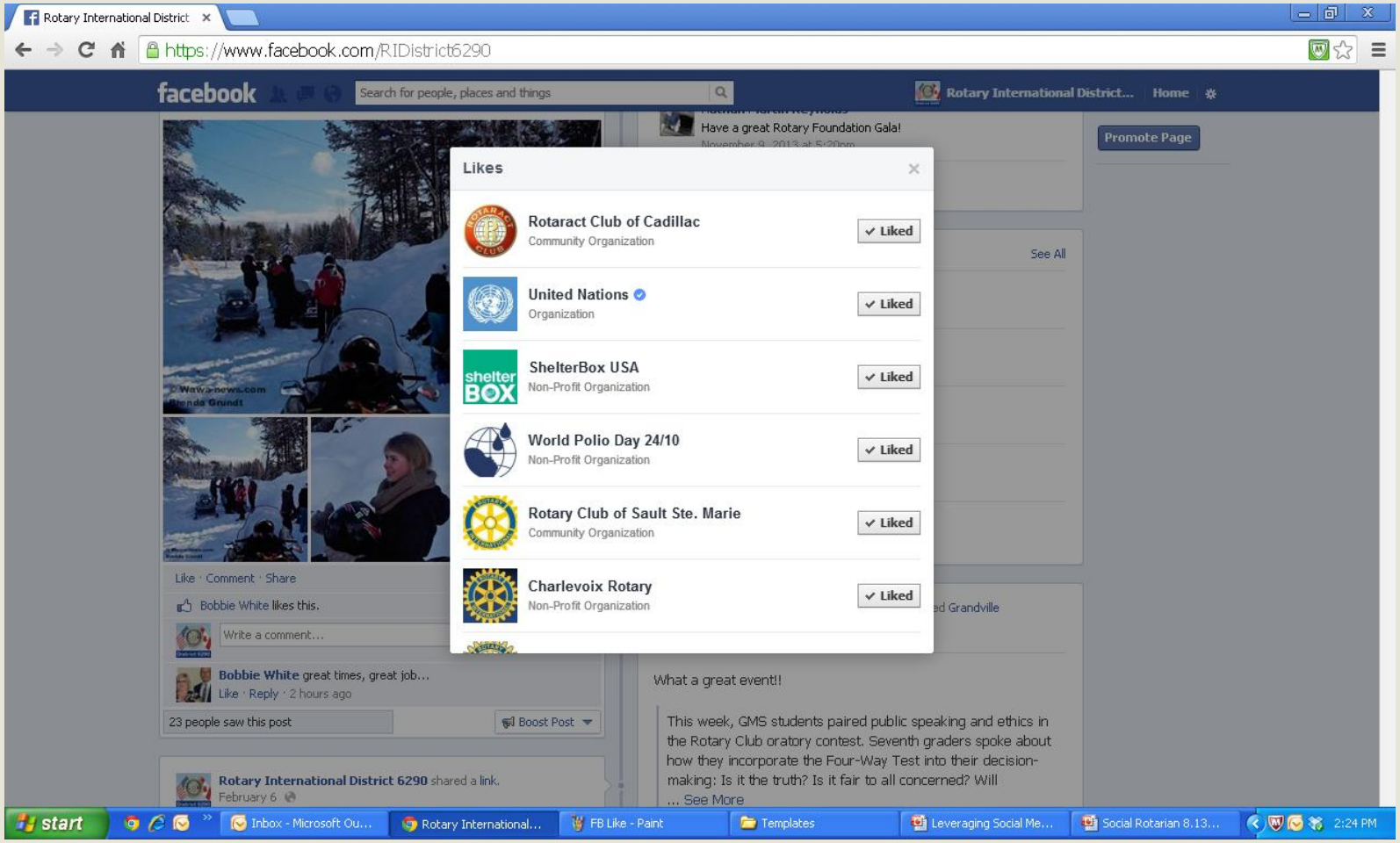
District 6290 has ‘Liked’ every club in our District



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Your “News Feed” can be your best friend!

- **Inbound News Feed**
  - Visible to page Administrators
  - Contains posts from pages your club page has ‘liked’
  - TERRIFIC source of content for your site
- **Outbound News Feed**
  - Shares your activities (Posts, Comments, Likes) with everyone that has ‘liked’ your page

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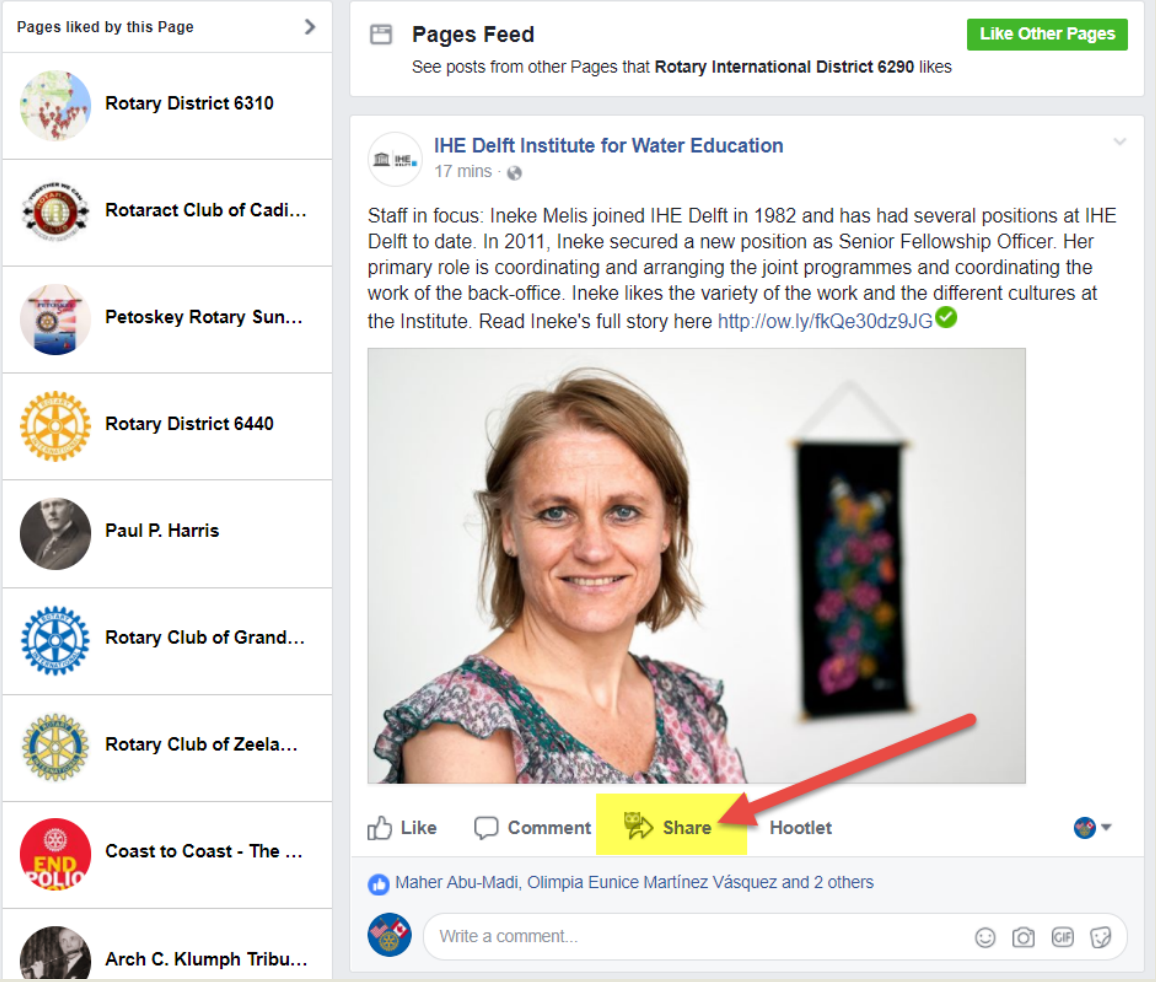
Leveraging your “News Feed”



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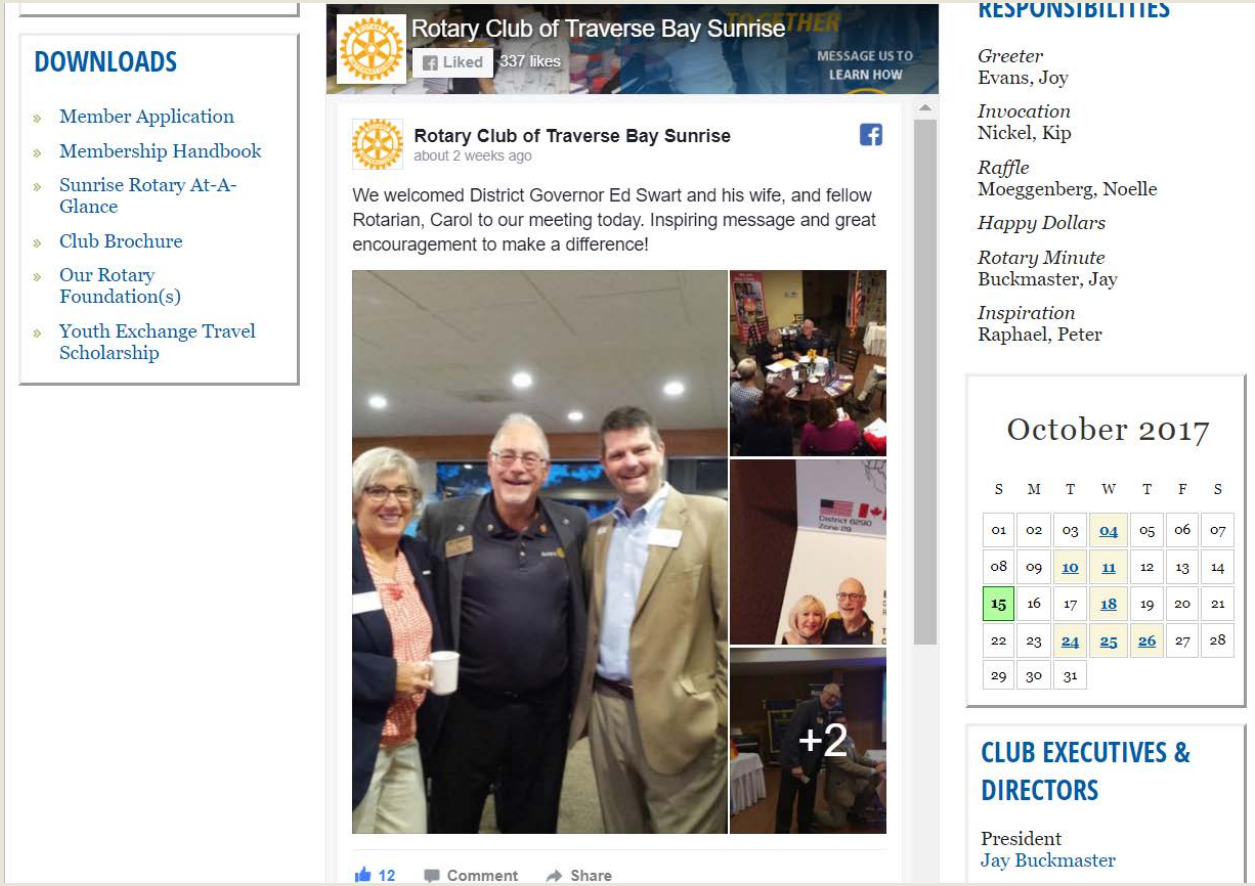
BONUS . . . it's a easy way to keep your website fresh



Use Facebook social media 'plug in' to embed FB content on your home page

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Start to create a buzz

- Allow others to post comments and photos on your page
  - Controlled via ‘Settings’
  - Posts by others not automatically in your News Feed
  - Be sure to have Facebook ‘Notify’ you of activity (in Settings)
  - You can delete unwanted posts
  - You can ‘Share’ great posts
- Encourage members to ‘Like,’ ‘Comment’ and ‘Share’ information from your Club that appears in their news feed
  - *This is your greatest opportunity to increase reach!*

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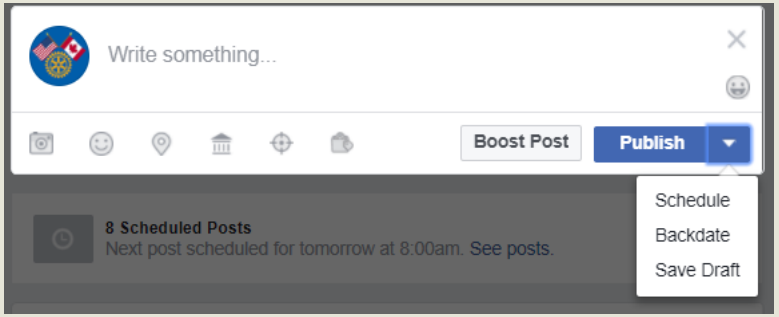
Make it EASY to maintain activity!

- ‘Like’ neighboring clubs, Rotary International, District 6290
- ‘Like’ local non-profits and other organizations you support
- Check newsfeed daily for things you can ‘Share’

It only takes a few minutes
You can even schedule ‘future’ posts



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Staying active – one approach

- Monday – Post the upcoming Speaker with picture & bio
- Tuesday – Share something from the District page
- Wednesday - Share something from the RI Facebook page
- Thursday – Grab a video from YouTube
- Friday – Post something about a new member, event, community project, etc.

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Think and act beyond the club

- Create a Facebook ‘Event’ for major activities so it’s easy for others to share and invite their friends
- Post a ‘thank you’ to FB page of your speakers’ organizations
- Post on pages of local organizations that can help promote your club events/fundraisers/projects
- Post a ‘thank you’ on pages of local media that help cover your events
- Use Facebook Ads and/or Promote posts to increase reach

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Common pitfalls

- Club creates page but doesn’t keep it active
- Club doesn’t have engaging Cover Photo
- Page has missing or incomplete ‘Page Info’ (About)
  - Include link to club website
  - Include meeting day/time/location information
  - Include your mission, your service projects, what makes you tick
- Make it easy for others to find you
  - Prominent, recognizable link at your website (use logo)
  - Create a Facebook user name, ideally matching your website domain (https://www.facebook.com/username) to eliminate long string of cryptic numbers in page path

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The importance of remaining active – D6290 FB Page Stats

Insights Category	May 2013	May 2017	Sept 2017
Total Likes The total number of people who have liked your Page	199	881	893
28 Days Page Engaged Users The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)	331	1,159	4,431
28 Days Total Reach The number of people who have seen any content associated with your Page. (Unique Users)	3,376	12,177	62,535
28 Days Total Impressions The number of impressions seen of any content associated with your Page. (Total Count)	14,514	23,859	256,709
Daily Logged in Page View Page Views from users logged into Facebook (Total Count)	148	45	293

District began regular (nearly daily) posts after May 2013 District Conference
Note the impact in 2017 – Admin was off radar in May but back in full swing in September

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Establish a policy for your club

- Will you allow others to post to your page?
  - Will you require posts be approved by admins before they are visible?
- What kinds of pages will you ‘Like’
- What ‘Posts,’ ‘Shares’ and ‘Comments’ are acceptable?
- Will you require permission to post member photos? Photos of kids?

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Example from Traverse Bay Sunrise Rotary (Nancy's Club)

Things we do . . .

- Publicize and/or re-cap club events
- Promote Rotary events/programs in general, including events/good deeds of other Rotary Clubs.
- Acknowledge Rotarians that are making a difference. Focus on our members, their volunteer and/or philanthropic efforts, and situations where a member's business is recognized in the community as a whole, such as Small Business of the Year.
- Promote community-based non-profit fundraising events, in particular those where we have a member connection.
- Post to pages of organizations/individuals who have taken the time to speak at our club or otherwise support our club.

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Example from Traverse Bay Sunrise Rotary (Nancy's Club)

Things we do NOT do . . .

- Political and/or Religious related postings.
- Promote a specific business for their commercial gain. We can acknowledge their public recognition for positive, community/charitable activities . . . in particular where it involves a member, but that's it.
- Post anything that specifically names individuals in a way that provides public notice that they will be at a particular event or away from their home.

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For additional assistance . . .

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