

QUICK START GUIDE FOR CLUB SOCIAL MEDIA PAGES

INTRODUCTION

Social media is part of our everyday lives, both personally and professionally. To stay connected with your members and community, you need more than a club website; you need a strong social media presence too.

These guidelines will help you quickly build your social media pages and keep them up-to-date. You'll learn:

- Which social media platforms are right for you
- How to understand your audience
- What types of content to post and when
- How to develop a social media plan, plus much more

Use these recommendations as a starting point. Your club will learn what works best for it through experimentation.

THIS GUIDE COVERS THESE TOPICS:

- › GETTING STARTED WITH SOCIAL MEDIA
- › CHOOSING THE RIGHT PLATFORM
- › WHY AUDIENCE MATTERS
- › CREATING YOUR CONTENT PLAN
- › CREATING YOUR PROFILE
- › RESOURCES

THE BENEFITS OF SOCIAL MEDIA

Social media is a way for your club to connect with current and past members, prospective members and donors, and friends. It's also an effective way to increase awareness of your club and its activities in your community.



GETTING STARTED WITH SOCIAL MEDIA

GETTING STARTED WITH SOCIAL MEDIA

Social media is an extension of your club online so make it a part of your communications toolkit, along with email, newsletters, and your website.

A social media plan will help you determine what you want to achieve, which social media platforms are right for your club, and what you want to communicate to your online community.



STEP 1: SET GOALS AND OBJECTIVES

Focus your efforts by identifying the objectives you want your club to achieve through social media and setting goals that will mark your progress. Keep your goals specific and measurable. Increasing fans and followers is a good objective. One related goal could be to increase followers by 5% from the previous year.

Tip: When you're writing or sharing a post, ask yourself, "Is this helping to reach our goals?"

SAMPLE GOALS

1. Invite email contacts and Facebook friends to like my club page, with a goal of increasing fans by 10%
2. Add a Donate button to my club's Facebook page to promote our fundraising efforts, with a goal of raising \$100
3. Create Facebook events for upcoming club meetings and invite prospective members; increase attendance by 10%
4. Calculate how many donations my page gets through Facebook each month to set a benchmark to inform goal setting

STEP 2: START SMALL

You don't need to create an account on every social media network. Start small and focus your efforts. To decide which platform is right for you:

1. Research the social media networks that are used most widely in your community.
2. Think about who you want to reach and where those people are spending their social media time.
3. Understand the commitment involved. Who can manage your social media presence, and how much time can this person or group dedicate to it?

RECOMMENDED POSTING SCHEDULE

Plan for one hour daily to:

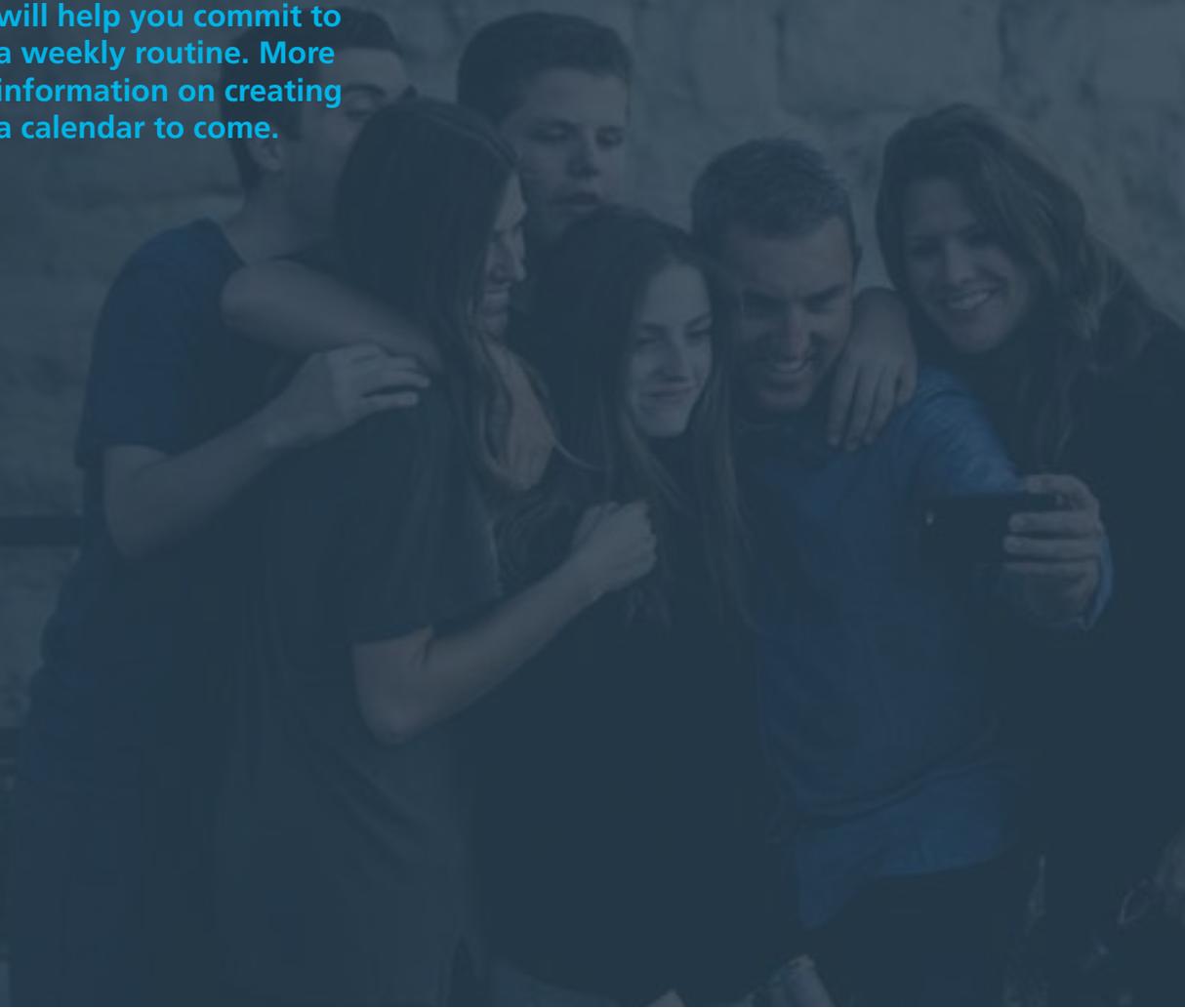
- Find and post content
- Monitor your pages for questions and comments
- Connect with fans and followers online (reply, like, and share relevant posts)

STEP 3: POST CONSISTENTLY

As you learn more about your fans and followers, you'll grow more confident about what types of content resonate with them. You can cultivate your social media fan base by commenting on followers' posts and responding to their messages.

If your club can maintain consistent quality and responsiveness, you'll win over your followers.

Tip: A content calendar will help you commit to a weekly routine. More information on creating a calendar to come.



CHOOSING THE RIGHT PLATFORM

CHOOSING THE RIGHT PLATFORM: FACEBOOK

DEMOGRAPHICS

- 2 billion users
- Mostly ages 18-54
- Reaches over 50% of all internet users worldwide and 79% in the U.S.

TOP CONTENT TYPES

- Videos
- Photos
- News
- Events

BEST FOR

- Building relationships
- Communicating with prospective members and the local community
- Reaching members who are already using social media
- Establishing a presence on the most popular and widely used social networks

CHALLENGE

- Limited reach without paid advertising (you'll learn more about paid advertising later in this presentation)



CHOOSING THE RIGHT PLATFORM: TWITTER

DEMOGRAPHICS

- 330 million users
- Mostly ages 18-49
- 79% of users are outside the United States; the U.S. has the most users, followed by Brazil, Japan, and Mexico

TOP CONTENT TYPES

- News
- Videos
- Photos

BEST FOR

- Building your online community
- Promoting your club and its events locally
- Connecting with a global audience
- Finding new partners

CHALLENGE

- 280-character limit per tweet (includes punctuation, links, and hashtags)



CHOOSING THE RIGHT PLATFORM:

INSTAGRAM

DEMOGRAPHICS

- 800 million users
- Mostly ages 18-34
- More female than male users
- 80% of users are outside the United States; the U.S. has the most Instagram users, followed by Russia, Brazil, Turkey, and the United Kingdom

TOP CONTENT TYPES

- Photos
- Videos

BEST FOR

- Building relationships
- Searching for topics (using hashtags)
- Feeding other social media networks (can share posts to Facebook and Twitter)

CHALLENGES

- Limited scheduling tools
- Videos limited to 60 seconds



CHOOSING THE RIGHT PLATFORM:

OTHER SOCIAL MEDIA NETWORKS

LinkedIn

- Demographics: 530 million users; mostly ages 30-54
- Top content types: news and feature stories; conversation
- Best for: business development; business-to-business communication
- Challenge: limited interactions

YouTube

- Demographics: 1 billion users, all ages
- Top content types: how-to and entertainment videos
- Best for: brand awareness
- Challenge: labor-intensive

Google+

- Demographics: 200 million users; mostly ages 24-34; 67% male
- Top content types: news and feature stories
- Best for: search engine optimization (SEO); technology and design businesses
- Challenge: not widely used

WHY AUDIENCE MATTERS

WHY AUDIENCE MATTERS

FINDING THE RIGHT APPROACH REQUIRES FIRST UNDERSTANDING YOUR TARGET AUDIENCE:

Who are they?

What do they like and dislike?

What do they expect from you?

INTERNAL AUDIENCES

**Rotarians
Rotaractors
Interactors
Rotary Peace Fellows
Youth Exchange participants
Alumni
Rotary International staff**

EXTERNAL AUDIENCES

**Potential members
Young professionals
Partners
Donors
Community members**

RESOURCE

[101 Ways to Get Social Media Followers](#)

CREATING YOUR CONTENT PLAN

Research and trends show that when it comes to social media, people engage with visual content (videos, photos, infographics) because it:

- Relates to their passions
- Gives them ideas and inspiration
- Helps them achieve their goals
- Entertains them

Show your club in action: helping in the community, networking, and socializing. Keep club meeting content to a minimum.

Examples

- Share stories from Rotary's website, **rotary.org/news**
- Promote club events
- Highlight community involvement
- Feature your members
- Post photos from special events or service projects
- Share a mix of local club-focused content and content available on **Rotary.org** and through the **Brand Center**

Resources

- **How to Create a Social Media Content Calendar: Tips and Templates**
- **26 Tips for Saving Time on Social Media**

BUILDING A CONTENT CALENDAR

A content calendar will keep you organized and help ensure that your social media content is always fresh and accurate. Use your calendar to coordinate communication across all of your promotional channels, including social media, email, public relations, websites, and newsletters.

You might want your calendar to include special Rotary events, like the Rotary International Convention and World Polio Day, along with United Nations observances.

CREATING YOUR CONTENT PLAN

CONTENT PLANNING RESOURCES

- [Hootsuite Social Media Calendar Template](#)
- [Hubspot editorial calendar templates](#)
- [CoSchedule Content Plan template](#)
- [Rotary calendar](#)

CREATING CONTENT TO SHARE

CONTENT TYPES

When creating or reposting content, think about your audience and write in a way that reflects the best version of your club. Does it help tell the People of Action story, Rotary's new public image campaign? The content should make the reader want to learn more about your club and Rotary.

COMMON CONTENT TYPES INCLUDE:



WRITTEN

The most flexible content type. Post a status update on your Facebook page to remind your audience about an upcoming event, write a blog post about a guest speaker and link to it on your social media networks, or tweet about your next service project.



VIDEO

Today's technology makes it easy to tell your story through video. Take a behind-the-scenes video at your next event or record a series of interviews that feature club members and partners in your community.



VISUAL

From photos to GIFs and infographics, visuals can bring your club's story to life. Add an image to existing content to draw attention to your message in a compelling way.

CREATING CONTENT TO SHARE

SOURCING CONTENT

As you develop your content plan, decide how much original content to use and how much content to share from other sources. Experiment to find out what resonates with your fans and followers.

Here are some sources you can use to tell your club's story:

- Rotary's social media networks: Find a list of all our networks at [rotary.org/social-media](https://www.rotary.org/social-media).
- Trusted partners or organizations: Share content from **Rotary's partners**, local news sources, and organizations you partner with in the community to give your posts variety and relevance.
- People in your club, district, or zone: Take advantage of posts that other Rotary members have created. By doing so, you give your audience a sense of the activities and vibrancy of your organization, and you support your fellow members' publicity efforts.

HOW OFTEN SHOULD YOU POST ON SOCIAL MEDIA?

CHANNEL

POSTING FREQUENCY AND OTHER RECOMMENDATIONS

Facebook

- 3-4 original posts per week
- Share an interesting or inspiring post from someone else every other day

Twitter

- 1-3 tweets per day
- Retweet or curate about 2-3 tweets a week

Instagram

- 2-3 original posts per week
- Repost when relevant to your audience

LinkedIn

- 2-3 posts per week
- Share an article every other day

RESOURCES

- [Rotary Voice and Visual Identity Guidelines](#)
- [Phone Photography 101](#)
- [How to Use Hashtags](#)

CREATING YOUR PROFILE

BUILD YOUR PROFILE

Now that you've decided which social media networks to focus on, what you hope to achieve, and the type of content you want to post, it's time to create your social media profile. Your profile is what people use to find and engage with you on social media.

Your profile may be many people's introduction to your club. Here are some tips for making that first impression a positive one.

RESOURCES

- [Social Media Image Sizes: An Always-Up-to-Date Guide](#)
- [11 Ways to Make Social Media Marketing a Little Less Overwhelming](#)

FACEBOOK

PROFILE CHECKLIST



- Create** a Facebook page (**learn** the difference between a Facebook page and a group)



- Choose your categories (you can select up to three)



- Add a profile picture and cover photo (consider an image of your club participating in a service project or social outing)



- Choose a username for your page to make it easy for people to find it, remember it, and message you



- Add a short description (up to 255 characters)



- Complete the About section to help people connect with your club



- Add details that tell people more about your club, including its mission, its website, and the date, time, and location of meetings



- Bonus: Enter milestones that highlight significant club events. Click the three dots under your cover photo (next to Share) and scroll to the bottom of the list.

TWITTER

PROFILE CHECKLIST



Sign up for Twitter



Profile photo



Header image



Name



Bio (up to
160 characters)



Location



Website

Tip: Preview your Twitter account from a mobile device — your profile and cover image might look different on your phone or tablet.

INSTAGRAM

PROFILE CHECKLIST



Sign up for Instagram



Name



Username



Website



Bio (up to 150 characters)



Email



Phone number

SOCIAL MEDIA RESOURCES

RESOURCES

Brand Center

- [Guidelines](#)
- [People of Action campaign](#)

Facebook

- [Help](#)
- [Facebook marketing tutorial](#)
- [Facebook blueprint — online modules for learning basic and advanced tactics](#)

Twitter

- [Help](#)
- [Using Twitter — online modules for learning basic and advanced tactics](#)
- [Twitter Flight School](#)

Instagram

- [Help](#)
- [Instagram basics](#)

Paid advertising

- [Facebook](#)
- [Beginner's Guide to Facebook Advertising](#)
- [Twitter](#)
- [Instagram](#)

Glossary

- [Glossary of social media terms](#)

This guide will be reviewed each year to ensure that it's current and accurate.

We need your comments to continue improving the information we give clubs. We'd love to hear from you. Tell us what you think at social@rotary.org.