



CurbAppeal

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SOCIAL MEDIA TIPS - PART 1 - GETTING OFF ON THE RIGHT FOOT

by Jenna Raimbault



The time has passed when Facebook was a “good idea” for Rotary clubs to try. It’s now essential to enhancing your club’s Public Image and attracting new members. Using social media correctly gives you the chance to promote your club and find people to help with your mission. Social media marketing allows you to share your message on a global and local level, raising awareness and funds for your initiatives allowing you to do more good in the world.

One of Rotary’s founding principles is the belief that we can do more together than we can do alone. Social media is the ultimate embodiment of this principal. It allows you to speak directly to thousands of people that you’ve never even met, inviting them to get involved and support your cause. It’s not difficult, but it’s important to make sure you’re getting off on the right foot.

DEFINE YOUR TARGET AUDIENCE

Before you post a single image, video, or sentence, it’s important to figure out who you are trying to reach with your message. Think outside the box here - if you post information for other Rotarians you will miss the opportunity to reach new potential members, volunteers, and donors. This means you must consider 2 different audiences when posting - Internal and External. Internal audiences include anyone that already knows about Rotary - Rotarians, Rotaractors, Interactors, Youth Program Participants & Past Participants. External audiences include everyone else - community members, potential new members, donors, and partners.

Sometimes Rotarians can get caught in the trap of not defining their audience because Rotary is meant to be an all inclusive organization. Defining your audience will help you reach those people that are not already in your club, or not already supporting your event.



1 FIRST think about

- who would benefit the most from your message
- who would be able to help your cause the most

2 THEN think about

- Their age range
- Their interests
- What social media they are on
- What they care about

CHOOSE THE RIGHT PLATFORMS

While it can be tempting to be everywhere at once, focus on two to three platforms that you will post on regularly and keep up to date. A platform means a social media channel - Facebook, Twitter, and Instagram are examples of platforms. It's important to match the platform you choose with the specific audience you are trying to reach so that your efforts are fruitful. If you are trying to recruit teenagers to attend a youth program you are holding, Facebook won't work. If you are trying to build business partnerships you may want to look into LinkedIn. Whatever you choose, make sure that you will be able to keep your account active by posting regularly. Too many clubs start by creating accounts on multiple platforms only for them to become inactive in a matter of months - which damages your brand more than not having an account on the platform at all.

Each platform caters to a different demographic and communicates in a different way.

FACEBOOK

2 billion users (50% of all internet users worldwide)

Ages 18+

Top Content Types:

- Videos
- Photos
- News
- Events



TWITTER

330 Million users

Ages 18-45

Top Content Type

- News
- Videos
- Photos



INSTAGRAM

800 Million users (more female than male)

Ages 16-34

Top Content Types:

- Photos
- Videos



Other major social media platforms: LinkedIn, Youtube, Tumble, Tik Tok, Google+, Pinterest

It's also important to know **how** to post on each platform. On Facebook, it's important to share content people can engage with. That means videos, photos, and well put together content that people can comment on, share or tag friends. It doesn't have to be all original material, you should be sharing posts from Rotary International and any other organization your club has a direct link to.

People use Twitter for quick updates, breaking news, and interacting with brands. This is a platform where things move very quickly so you can get away with posting more to this channel than any other. Twitter limits your posts to 280 characters per tweet (including punctuation) but people often post multiple times a day.

Instagram is all about visual content. From photos to videos, strong imagery is the key to successful Instagram posts. Instagram is also a great place to showcase your culture by going behind the scenes of your event or project, showing the fun and fellowship of your club.

SET UP YOUR PROFILE COMPLETELY



A complete and well setup profile shows visitors that you're available and interested in engaging with them! Complete means that all descriptions, bios, addresses, links, and photos are relevant, well put together, and up to date. This part of your profile is for people that have never heard of Rotary or are wanting more information on your club. It's almost guaranteed that potential new members will look for you on social media to determine whether they are interested in joining. Try to include your club's values, mission, and vision states as well as information about the regular activities of your club.

You may not know this, but most social media platforms offer special features and resources for nonprofits! Facebook and Instagram allow nonprofits to add "donate" buttons and run fundraisers from their accounts. YouTube offers production resources, dedicated technical support, and fundraising tools. Take advantage of these features! (See *Social Media for Nonprofits: 11 Essential Tips for Success* to learn more)

CREATE A VARIETY OF CONTENT

Create a variety of content (written, video, and visual) and post a short paragraph or sentence and a photo as a teaser to invite your audience to click on the link for more information. Your content should inform, inspire, persuade, move, or start a conversation with your intended audience. Use a mixture of local and Rotary International posts - not just about Rotary. Content ideas:

- **Written Articles** - should be posted on your website, with a link and teaser posted in social media to attract visitors to your website. Could be stories or information pieces.
- **Images** - Photos, infographics, memes, presentations, and ads are incredibly important. They should be high quality and follow the Rotary International brand standards.
- **Videos & Video Stories** - include music, voice, and text with real video or multiple photos. These are highly engaging and will garner a lot of attention.
- **Events** - setting up events on social media keeps your page active and can invite members of the community that might otherwise not have heard about it. Always put all the information a person could need here and include a link to reserve a seat, make a purchase, or make a donation.
- **Livestreams** - When you're at an exciting event that you want to attract people to, become your own live on site reporter and use the livestream feature to speak directly to your audience.
- **Testimonials & Reviews** - These can be videos or written posts or quotes from Rotarians or partnering businesses about their experience with Rotary
- **Questions & Surveys** - these are intended to spark conversation, most social media platforms allow you to build them right into posts.
- **News & Announcements** - press releases, project announcements, and other news that would be interesting to the public can be posted. It's key to remember your audience here. Don't post club news related to internal politics or logistics, member illnesses and deaths, etc.
- **Contests** - These are highly under-used in Rotary. A great way to build your social media presence is to run contests inviting people to post friends to win a prize.
- **Holiday Posts** - remember to send out love to your audience periodically, especially during the holiday seasons. It's customary to post a nice graphic depicting the holiday in some way, and a short message to your audience.
- **Re-Posts** - not all your content needs to be created by you. Rotary international and Rotary clubs around the world create interesting and engaging content every day that you are welcome to re-post.



The goal is to create many short posts that offer your followers a lot of variety. When it comes to rules about how much text and photos you should include in each post, keep in mind that less is more. Avoid posting more than a short paragraph, or more than 5 photos in a single post. Also remember to focus your posts on PEOPLE. The people in Rotary, the people that Rotary has impacted, the people in your community, the people that follow your page, and the people Rotary could impact with the help of your audience.

RESOURCES USED IN THIS ARTICLE

Rotary International Quick Start Guide for Club Social Media Pages

<https://clubrunner.blob.core.windows.net/00000050026/en-ca/files/homepage/quick-start-guide-for-club-social-media-pages/Quick-Start-Guide-for-Club-Social-Media-pages.pdf>

Social Media Engagement, Rotary Zones 26 & 27

<https://zone2627.org/news/playbook/phase-1-our-rotary-visual-brand/setting-up-social-media/>

Social Media for Nonprofits: 11 Essential Tips for Success

<https://blog.hootsuite.com/social-media-for-nonprofits/>

Social Media for Nonprofits: How to Make an Impact with Little Budget

<https://www.sendible.com/insights/social-media-for-nonprofits>

The Complete Guide to Nonprofit Social Media: Strategy & Design Tips for Success

<https://www.canva.com/learn/social-media-for-nonprofits/>

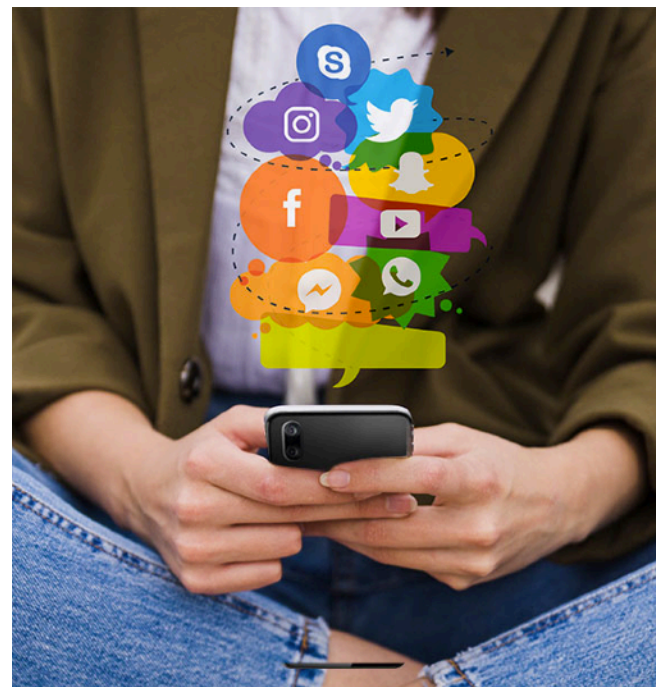
The Top 12 Types of Social Media Content to Create

<https://mailchimp.com/resources/top-12-types-of-social-media-content-to-create/>

About Jenna Raimbault

Jenna has run a successful financial planning business, and has shifted to become a promotions and marketing specialist. She was part of the team that helped the Humboldt Broncos manage the tremendous amount of media attention they faced immediately after their tragic accident. Over the past 5 years as a Rotarian she has been working on changing how Rotary views and manages public relations and marketing to attract new members and sponsors.

Look for Part 2 of this article in the January [CurbAppeal](#)



Missed a District presentation over Zoom? See if it is archived on our District Video Resources page.

