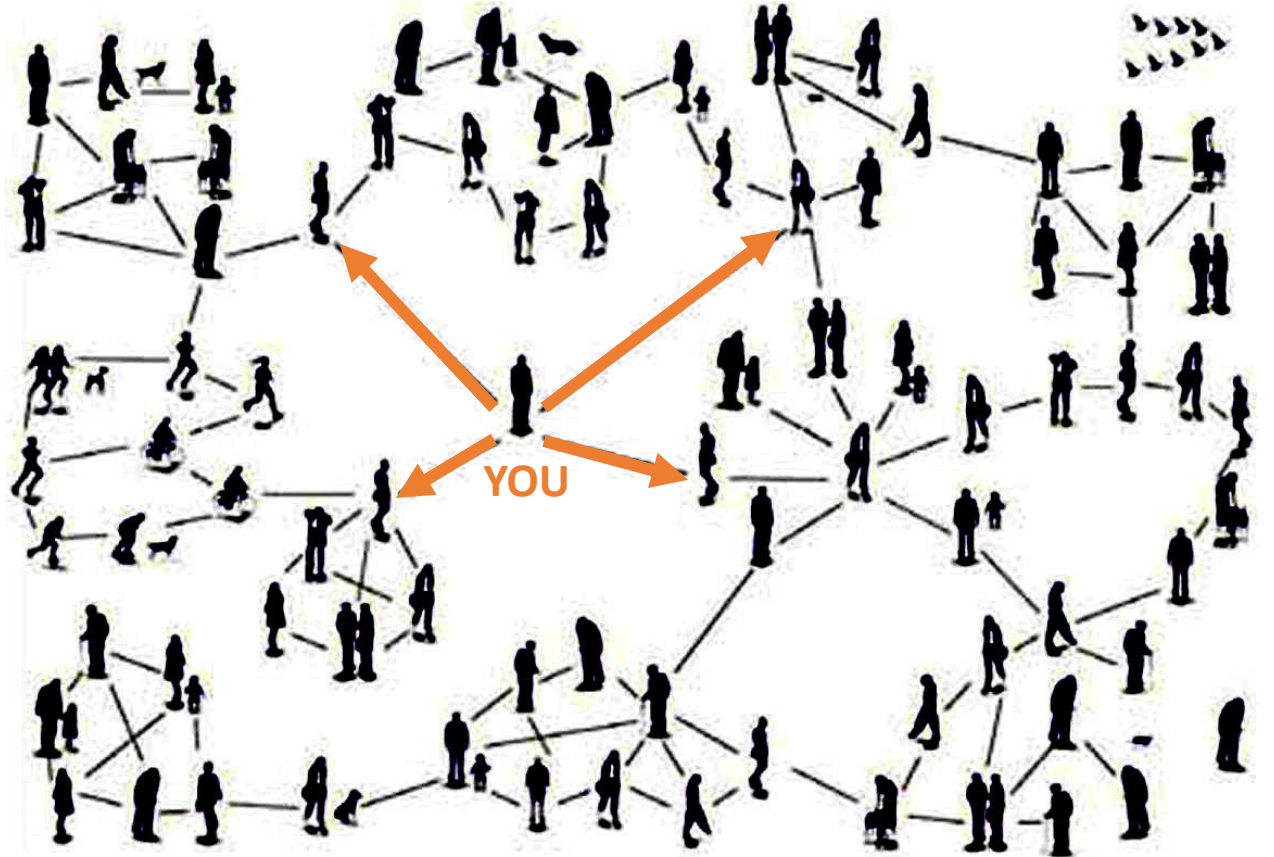




# Why is using Social Media Important?

- The success of the Art Sale is dependent on the number of people who know about it
- We want you to encourage your friends and family to pass on the word!



# We need your help!

Members who have Social Media accounts :

- **Follow** RCCHP on Facebook / Twitter / Instagram to get event updates (e.g. photos of donated art)
- **Share** Event information with your networks
  - Facebook :
    - **Share** event page and click “**Going**” or “**Interested**”
    - **Share** event updates
  - Twitter :
    - **Retweet** RCCHP tweets
  - Instagram :
    - **Re-post** RCCHP posts
- Encourage friends who are Social Media users to do the same!



Join us April 14, 2018 at the Second Chance Art Sale operated by the Rotary Club of Calgary Heritage Park. Proceeds will be used to benefit humanity in our community and around the world.

## WANT TO DONATE ART?

We are looking for donations of paintings, drawings, photos, posters and prints, original or reproduction, framed or unframed. Art donations will be accepted from January 15<sup>th</sup> to April 7<sup>th</sup>.

Donations can be dropped off at any of these locations:

**Digital Post**  
DESIGN • COPY • PRINT • SIGNS • BANNERS • PROMOTIONS

**LA Z BOY**  
FURNITURE GALLERIES®

**Rotary**  
Club of Calgary  
Heritage Park

GIVING OLD  
ART A NEW  
HOME

SATURDAY  
APRIL 14, 2018

9:00 AM TO 5:00 PM

ST. PETER'S  
ANGLICAN CHURCH

903 - 75<sup>TH</sup> AVE SW  
CORNER OF ELBOW DRIVE  
AND 75<sup>TH</sup> AVE SW

## QUESTIONS

Email  
[rotaryartsales@gmail.com](mailto:rotaryartsales@gmail.com)

Website  
<http://bit.ly/2ALWH7A>

# Where to Find RCCHP Social Media Connections

Go to RCCHP website (<https://portal.clubrunner.ca/385>)

The screenshot shows the website for the Rotary Club of Calgary Heritage Park. An orange arrow points to the 'Social Media Connections' dropdown menu in the top navigation bar, which is circled in orange. The dropdown menu lists: FaceBook, Twitter, Instagram, and Rotary You Tube Channel. A red rectangle highlights the 'Club Information' section, which includes a welcome message, a club logo, and meeting information. The left sidebar contains links to 'Site Pages' (The Standard, MEMBERSHIP INFORMATION, Our Committees, Webmaster) and 'Rotary News Feed' (The power of light, Rotary advisers put polio on world stage, On the road, Six reasons you should give to Rotary on Giving Tuesday). The right sidebar lists 'Speakers' with their names, dates, and topics.

Club of  
Calgary Heritage Park

Member Login

Search

Club Executives & Directors Member Quick Links ▾ Standard Links ▾ Calendar Home Page **Social Media Connections ▾**

FaceBook  
Twitter  
Instagram  
Rotary You Tube Channel

Site Pages

The Standard

MEMBERSHIP INFORMATION

Our Committees

Webmaster

Rotary News Feed

The power of light

Rotary advisers put polio on world stage

On the road

Six reasons you should give to Rotary on Giving Tuesday

Rotary Connections

Rotary Connections

Rotary Club of Calgary Heritage Park

Be a gift to the world

Club Information

Welcome to the Calgary Heritage Park Rotary Website!

Service Above Self

We meet Fridays at 7:00 AM

Speakers

Al Hardstaff & Neil Cameron  
Jan 08, 2018  
Classification Talk

Sheralee Stelter  
Jan 12, 2018  
"Cerebral Palsy - Kids and Families"

Graham Drake  
Jan 19, 2018  
International Youth Exchange

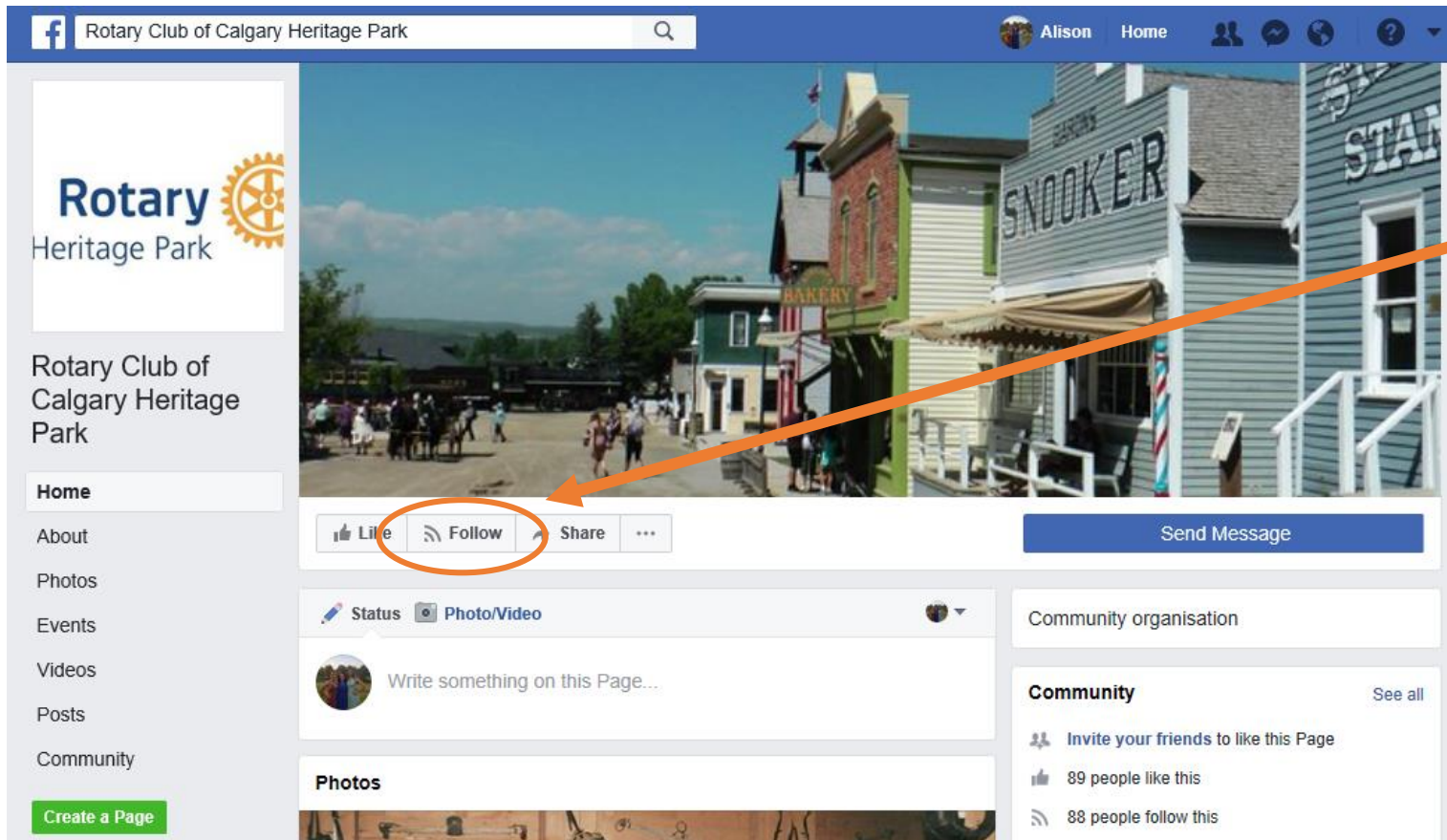
Jim Hutchens "Robbie Burns"  
Jan 26, 2018

Joint Meeting Police Chief TBC  
Feb 02, 2018

[VIEW ENTIRE LIST...](#)



# How to Follow RCCHP on Facebook



Clicking on the Facebook link will bring you to the RCCHP Facebook home page

Click on "Follow" to start following RCCHP

"Following" or "Liking" a page on Facebook means that you will see updates from the RCCHP Facebook page and RCCHP events when they are created

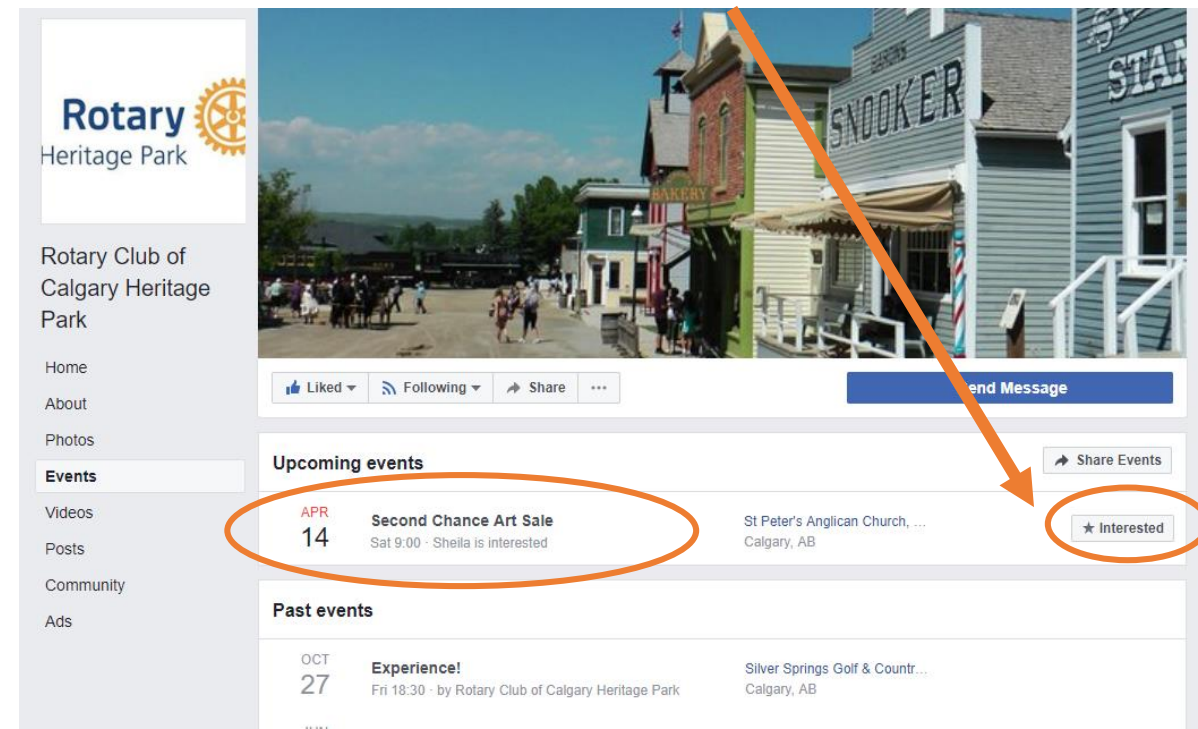
# How to Find Event Page on Facebook



Clicking on the Facebook link will bring you to the RCCHP Facebook home page

Click on Events to find “Second Chance Art Sale”

Click “Interested” or “Going” to receive updates about the event (including photos of the art as it comes in)



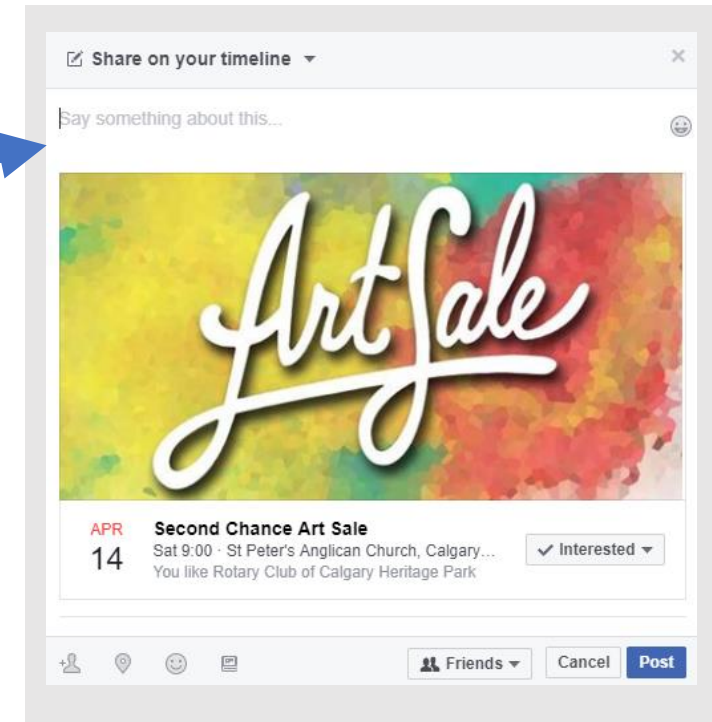
# How to Share Event Page on Facebook

From the Event page, you can share the event info or event posts with your friends on Facebook



Add a description to :

- Add a personal touch to the message
- Provide instructions to your friends to share
- Remind your friends about the great work that RCCHP does!



An example description could be :

***Check out our upcoming Spring Fundraiser!***

***Are you spring cleaning? Do you have art that's looking for a new home? We'll take it all!***

***Please share with your friends and click "Interested" if you want more updates (like photos of the great art we're collecting!)***

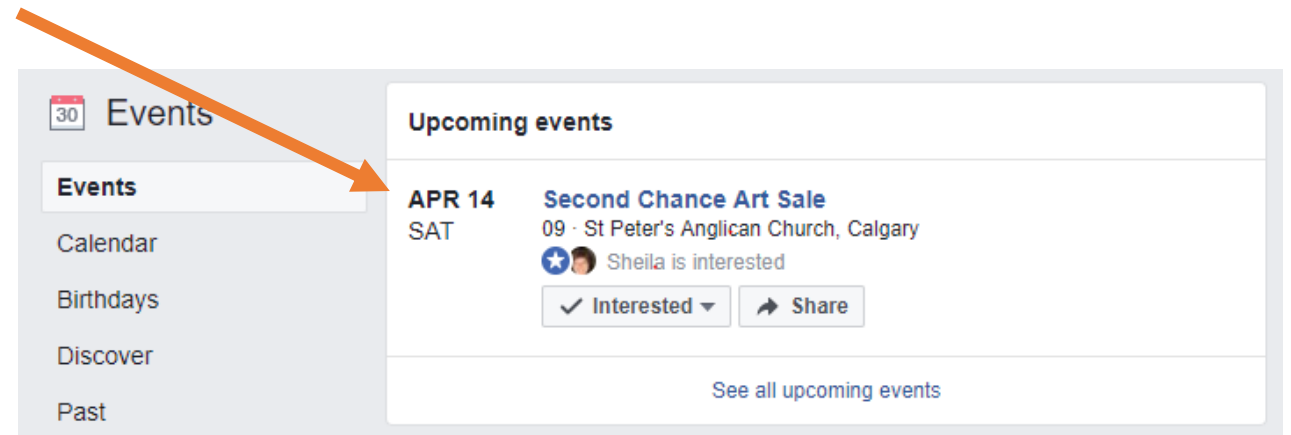
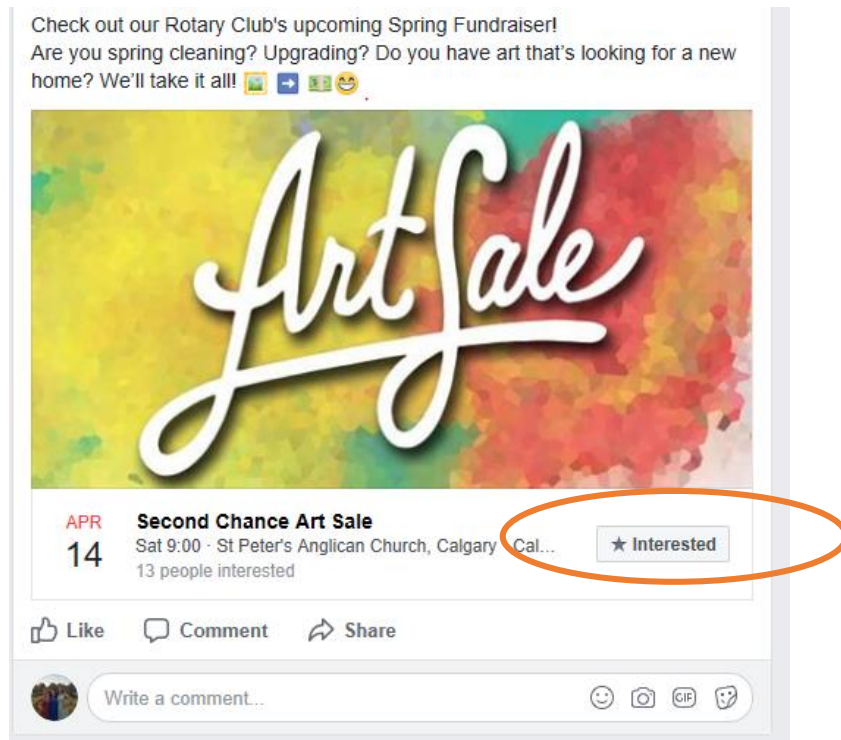


# Be “Interested”!

But a one time update isn't enough! We want the event to stay top of mind!

We want you and your friends to click “Interested” or “Going” to continue to receive updates about the event (including photos of the art as it comes in)

This will add the event to their Calendar and list of upcoming Events





# What happens when you Share or Follow?

A shared event or post will show up on your timeline and your friends news feed once

Any updates from events that you are “Interested” in or “Going” will also show up on your news feed

Any updates from groups that you follow will also show up on your news feed

Newsfeeds are full of this stuff!

The screenshot shows a Facebook interface. On the left is a sidebar with navigation options: News Feed, Messenger, Marketplace, Explore, Events, Pages, Groups, On this Day, Friend lists, Pages feed, Photos, Games, Offers, Suggest Edits, and a 'Create' section with options for Ad, Page, Group, Event, and Fundraiser. The main content area shows a post from Alison Ferrise with the prompt 'What's on your mind, Alison?'. Below this is a post shared by Eve Robertson for the Rotary Club of Calgary Heritage Park's event. The post includes a colorful graphic with the text 'Art Sale' and details about a 'Second Chance Art Sale' on April 14th at St Peter's Anglican Church. The post has 13 people interested and includes interaction buttons for Like, Comment, and Share. At the bottom, there is a comment input field and a sponsored post from World Health Calgary.

Alison Ferrise

News Feed

Messenger

Marketplace

Explore

Events

Pages

Groups

On this Day

Friend lists

Pages feed

Photos

Games

Offers

Suggest Edits

See more...

Create

Ad · Page · Group · Event · Fundraiser

Compose Post | Photo/Video Album | Live Video

What's on your mind, Alison?

Photo/Video | Feeling/Activity

Eve Robertson shared Rotary Club of Calgary Heritage Park's event.

Just now · 11

Check out our Rotary Club's upcoming Spring Fundraiser! Are you spring cleaning? Upgrading? Do you have art that's looking for a new home? We'll take it all!

Art Sale

APR 14

Second Chance Art Sale

Sat 9:00 · St Peter's Anglican Church, Calgary · Cal...

13 people interested

Interested

Like | Comment | Share

Write a comment...

World Health Calgary shared an offer.

Sponsored

# How to Follow RCCHP on Twitter

- Click “Follow” to see updates from the RCCHP twitter account



# How to Retweet a Tweet on Twitter

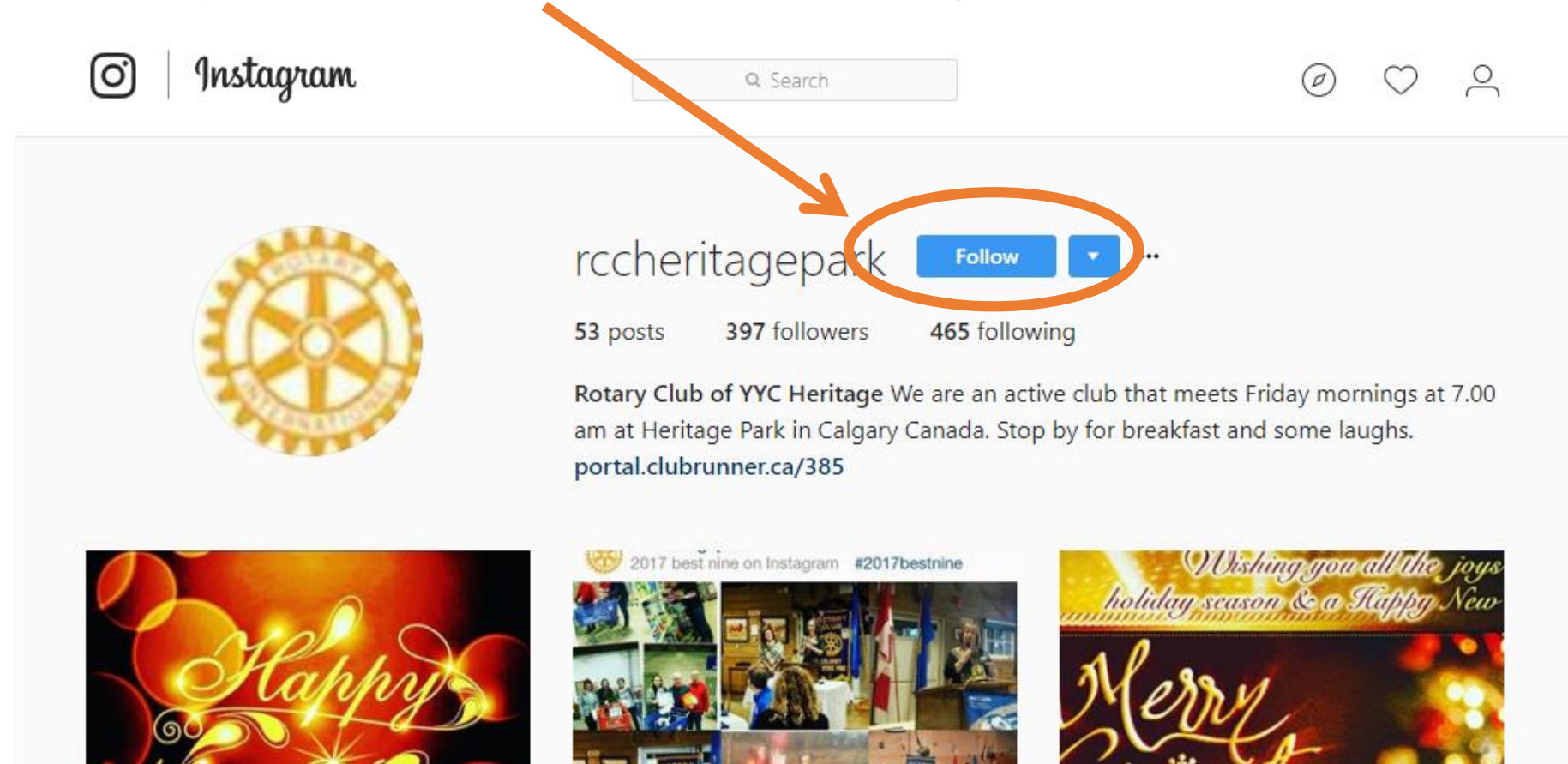
- Click “retweet” to share the tweet with your followers
- This will add the tweet to your twitter feed for your followers to see





# How to Follow RCCHP on Instagram

- Click “Follow” to see updates from the RCCHP Instagram account



# Everyone else!

- Stay tuned for an email with links to the event information and RCCHP Facebook / Twitter / Instagram pages
- Please forward the email to your friends with social media accounts so they can help to continue to spread the word!



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## QUESTIONS

Email  
[rotaryartsales@gmail.com](mailto:rotaryartsales@gmail.com)

Website  
<http://bit.ly/2ALWH7A>