



Rotary and Social Media

What's it all about?



LinkedIn

flickr



YouTube



Social Media Defined

Social media includes web and mobile-based technologies which are used to **turn communication into interactive dialogue** among organizations, communities, and individuals.

Rotary and Social Media

Lots to choose from:

* Facebook



* Twitter



* Google+



* Blogs



* LinkedIn



* Flickr



* YouTube



* RSS





Facebook

- * Started in 2004 for University Students – 2006 for everyone else.
- * Facebook has an estimated billion users! 1 in 7 on the planet.
- * 750,000 Facebook users in District 7820 over the age of 25. Almost 50% of our total population!
- * While it started with young people it has a growing segment of “mature” types.
- * 14 clubs in District 7820 have Facebook Sites
- * District site. **Rotary International - District 7820**



Edit Profile Picture

Rotary International - District 7820

114 likes · 3 talking about this

Liked



Organization

Welcome to the official FaceBook page for Rotary Clubs throughout District 7820 and the east coast of Canada. Find out what Rotary has done, is doing, and plans to do.



114



About

Photos

Likes

Highlig...

Status

Photo / Video

Event, Milestone +

Write something...



Rotary International - District 7820 shared a link.
18 hours ago

Good resource for Rotary Information



Rotary Leader - July 2012
www.rotaryleader-en.org

Rotary Leader: helping clubs and districts achieve success. This multimedia, online publication features practical information and links to help...

Like · Comment · Share

34 people saw this post

18 Friends

Like Rotary International - District 7820



+9

Recent Posts by Others

See all



Jim Goit

Rotary.org: News - Rotarian Action Group expands mat...
27 July at 23:02



Kimberly-Ann McDonald

Kimberly-Ann posted a photo.
16 July at 17:34



Jim Goit

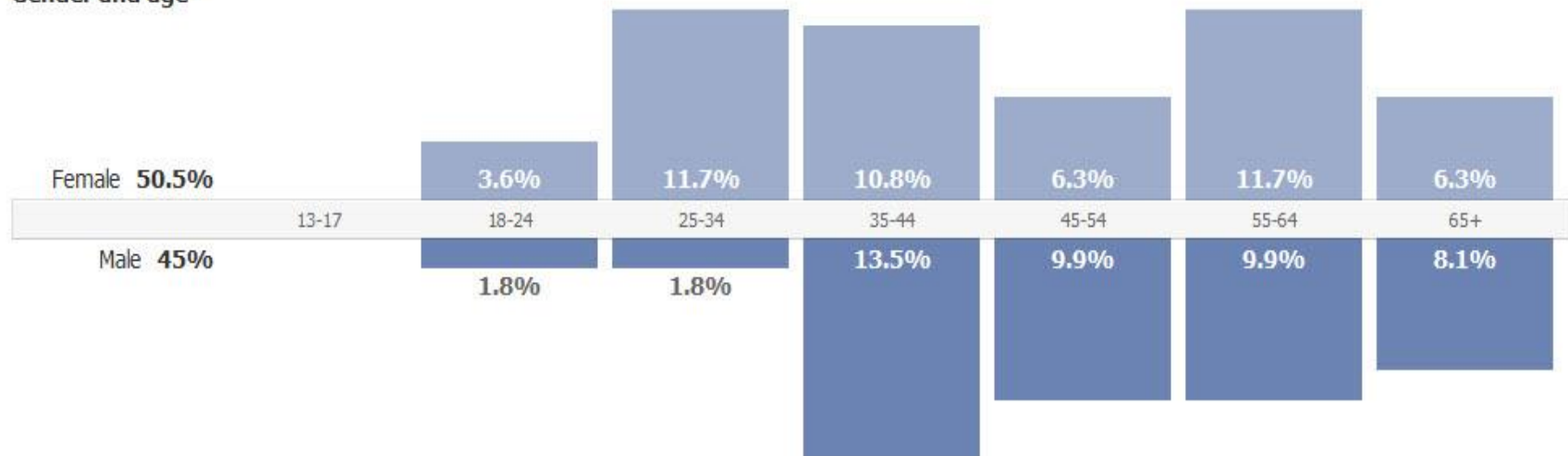
Rotary Friendship Exchange Opportunity posted to Dist...
25 June at 15:39

Facebook “Like” Stats

People Who Like Your Page (Demographics and Location)

See Likes

Gender and age?



Countries?

- 103 Canada
- 2 United Kingdom
- 1 Peru
- 1 Romania
- 1 United States of America
- 1 Taiwan
- 1 Colombia

Towns/cities?

- 21 Halifax, Nova Scotia
- 16 St. John's, Newfoundland
- 7 Charlottetown, Prince Edward Island
- 6 Truro, Nova Scotia
- 5 Sydney, Nova Scotia
- 4 Corner Brook, Newfoundland
- 4 Summerside, Prince Edward Island

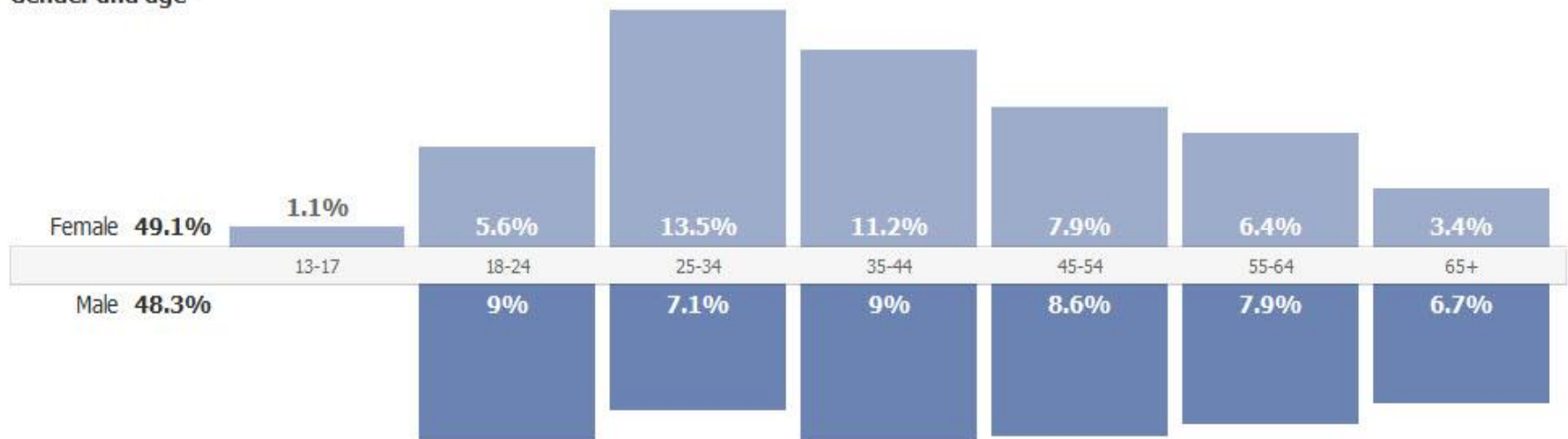
Languages?

- 83 English (US)
- 23 English (UK)
- 1 Spanish (Spain)
- 1 Arabic
- 1 Romanian
- 1 Traditional Chinese (Taiwan)
- 1 Spanish

Facebook “Reach”

Who You Reached (Demographics and Location)

Gender and age?



Countries?

- 191 Canada
- 18 United Kingdom
- 13 Taiwan
- 13 United States of America
- 5 Philippines
- 4 Argentina
- 3 Nepal

Towns/cities?

- 37 St. John's, Newfoundland
- 35 Halifax, Nova Scotia
- 18 Truro, Nova Scotia
- 10 Charlottetown, Prince Edward Island
- 8 Taichung, T'ai-wan
- 6 Grand Falls, Newfoundland
- 5 Corner Brook, Newfoundland

Languages?

- 180 English (US)
- 58 English (UK)
- 12 Traditional Chinese (Taiwan)
- 5 Spanish
- 4 Spanish (Spain)
- 1 Hebrew
- 1 Portuguese (Brazil)



Twitter

- * Started 2006
- * 500 million users and growing fast
- * Micro blogging tool. Tweets limited to 140 characters.
- * Immediate response. Like people talking.
- * Most effective for handheld Smartphone users.
- * Only 3 club in the District using twitter (that I know of).
- * Connected District Facebook to District Twitter account. **RotaryDist7820**



Rotary Dist7820

@RotaryDist7820 FOLLOWS YOU

Twitter Account for Rotary District 7820 and the Rotary Clubs in Atlantic Canada.

UT: 44.6482129,-63.6244617

<http://www.clubrunner.ca/Portal/Home.aspx?accountid=60083>

Following



104 TWEETS

483 FOLLOWING

272 FOLLOWERS

Tweet to Rotary Dist7820

Tweets

Following

Followers

Favorites

Lists

Recent images




Similar to Rotary Dist7820


 **Rotary District 4450** @rotary4450
Follow

© 2012 Twitter About Help Terms Privacy
 Blog Status Apps Resources Jobs
 Advertisers Businesses Media Developers

Tweets

 **Rotary Dist7820** @RotaryDist7820 18h
 Good resource for Rotary Information <fb.me/1xYYMuKIL>
 Expand

 **Rotary Dist7820** @RotaryDist7820 9 Aug
 What are you doing for membership month? <fb.me/1QHbHMCRO>
 Expand

 **Rotary Dist7820** @RotaryDist7820 9 Aug
 Community project that will make a difference in someone life.
<fb.me/1bopIOEQS>
 Expand

 **Rotary Dist7820** @RotaryDist7820 1 Aug
 A good project of the Rotary Club of Truro is completed.
<fb.me/SvTr8e9c>
 Expand

 **Rotary Dist7820** @RotaryDist7820 30 Jul
 Looks like a REALLY fun time! <fb.me/1JWazHtFt>
 Expand

 **Rotary Dist7820** @RotaryDist7820 30 Jul
<fb.me/1Yez6zog0>
 Expand

 **Rotary Dist7820** @RotaryDist7820 30 Jul
 Rotary and the Olympics. International goodwill. <fb.me/PAM7J8h0>
 Expand



Jim Goit

[View my profile page](#)

393

TWEETS

26

FOLLOWING

51

FOLLOWERS

Compose new Tweet...

Who to follow · [Refresh](#) · [View all](#)



Charles F. Cox @cfcoxlawoffice

Followed by G & G Computers an...

[Follow](#)



SellOffVacations NS @SellOffTr...

Followed by Truro News and others

[Follow](#)



Engadget @engadget

[Follow](#)

[Browse categories](#) · [Find friends](#)

Trends · [Change](#)

Paul Ryan

#RomneyRyan2012

Elena Lashmanova

Tabriz

#FamousLinesInSchool

Joe Biden

#5BandsIWantToSeeLive

Ayn Rand

Iran

USS Wisconsin

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Tweets



ClubRunner Services @ClubRunner

1h

The latest version of the #ClubRunner Mobile App is now available in the App Store! Features added support for iPads & more enhancements!

[Expand](#)



Coady Institute @CoadyStFX

23h

We mourn the passing of a StFX graduate and supporter of Coady Institute. fb.me/21ZFaqxD

Retweeted by StFX Alumni Affairs

[Expand](#)



The Canadian Press @CdnPress

5h

Pomp, circumstance and the Spice Girls: #Olympic closing ceremony a symphony of British pop huff.to/OawUrA

[Expand](#)



University of Guelph @uofg

5h

Ornamental Trial Garden Hosts Open House bit.ly/MMpDvb

[Expand](#)



Marigold Centre @MarigoldCentre

6h

trurodaily.com/News/Local/2012/08/11/marigold-centre-hosts-open-house fb.me/25v0uEs2B

[Expand](#)



Truro News @TruroNews

6h

Radio company sees profits slip 36% during Q2 - TheChronicleHerald.ca - bit.ly/PLRtlf

[Expand](#)



Truro News @TruroNews

7h

SPORTS IN BRIEF | August 11, 2012 - TheChronicleHerald.ca - bit.ly/MM1WTL

[Expand](#)



Truro News @TruroNews

7h

MacMillan wins senior golf title - TheChronicleHerald.ca - bit.ly/MM2CbH

[Expand](#)

Social Media Engagement

- * Social Media is too big to ignore as a means of contacting community directly and for “engagement” of members. -
- More than attendance.
- * How does Rotary use it? How do you?
 - * Stories
 - * Pictures
 - * Questions
- * All about sharing.
- * Rotary clubs can do the same.

Social Media and Website

- * Does it replace your website?
 - * No. Complements and adds to it. Extends the features.
 - * Drives traffic to the website
 - * Great place to **announce** longer, more detailed info on website.
 - * Each tool has its strengths.
 - * In my experience, Facebook is a better place for photos for example.
 - * Easier to reach with handheld devices.
 - * Can have many contributors more easily than websites.

Social Media Opportunities

- * **Other opportunities**

- * Facebook Ads

- * Reach a much wider audience a very low cost.

- * Used for Truro Rotary Auction for last two years.

- * Can be very specifically targeted.

- * Great stats and immediate feedback.



Jim Goit

Update info Activity log

- Worked at NSAC (Executive Director)
- Studied at University of Guelph
- Lives in Truro, Nova Scotia
- Married to Barbara Goit

About



Friends 179



Photos 65



Map 74



Likes 68

Sponsored Create an advert

Thailand Rotary



English-language gateway to Rotary projects and activities in and around Bangkok, Thailand

Like · Mark Linehan likes this.

FREE Red Hot Super Slots

Play Now!



Jason Goyt played DoubleDown Casino.

Glowing Bike Tubes



Give your bike some pizzazz with this beautiful, colored light tube. Shop Fab now.

211,645 people like Fab.com.

Now

- July
- 2012
- 2011
- 2010
- 2009
- 2008
- 2007
- 1976
- 1975
- 1970
- Born

Status Photo Place Life event

What's on your mind?

Public Post



Jim Goit answered a question. 23 hours ago

Lone rider or social bird - how do you most often work out? Alone



John E. MacIntinch · Jim Goit Thursday near Westbrook, CT

Hi Jim. Will we see you at the NSAC Class of 1956 Reunion on P Island? You should have the agenda by now. Ted.

Unlike · Comment

Activity Recent



Jim tracked a 81.91 km bike ride on Endomondo Sports Tracker.

Like · Comment

2



Jim watched Love, Wedding, Marriage on Netflix.

Like · Comment



Jim wants to read Flashman on the March (Th... on Goodreads.

Like · Comment

More recent activity

Friends 179 Friends

See All



John E. MacIntinch



Stuart Rath



Mike Pauley



Lyn Martyn



AUCTION

Truro Rotary

Saturday, August 11, 2012

- Home
- Browse Items
- Premier Items
- Donors & Sponsors
- Rules & Regulations
- Contact Us
- How this site works

QUICK BID

In order to place a quick bid you must *register* first, one time per year only.

Forgot your PIN #?

Enter Item #:

Enter PIN #:

Enter your Bid Amount:

Whole \$ No Cents

VIEW MY BIDS

In order to view your bids, you must *register* first, one time only.

Forgot your PIN #?

Email Address:

Enter PIN #:

Welcome to the official
Rotary Club of Truro Auction website!

The 2012 Auction has closed
Over \$36,000 was raised during the 2012 auction.
Thank you to everyone for your support. [List of all Donors.](#)

See you next year.

Helpful Videos

[Video on registering for a PIN.](#)

[Finding Items to Bid on](#)

[Making a Quick Bid](#)

Problems Bidding: e-mail: auktion@trurorotaryauktion.com or call 893-9825

The Auction is a major fundraiser that enables us to support the many charitable efforts of our club. **100% of all proceeds from the Auction go back to the community.** We accept cash donations to the auction. Please e-mail, call or drop by the centre.

The website makes bidding even easier and more fun. There is advanced searching capabilities and pictures of many items. Click on the picture to get a larger view. All of these are in an effort to make your Rotary Auction experience more enjoyable.

- On-line bidding will start **March 12, 2012 at 8:00 am**. The rules and regulations can be [found here.](#)
- **Auction Centre and Phone Bid line 902-893-9825**
- All on-line bidders must register to bid online. [Click here to register.](#) A PIN# will be sent to you by email.
- If you forget your PIN#, during the auction, [click here](#)
- Make sure the e-mail address auktion@trurorotaryauktion.com is in your e-mail address book or spam "white"/safe list so incoming e-mails from the site are not rejected by your spam filter.
- Pickup and payment (*VISA, MasterCard, American Express, debit card, cheque or cash*) of items will be available at the auction room in the Truro Centre Mall, 82 Esplanade (next to Murphy's Fish and Chips), Truro, 902-893-9825

In 2011, the Truro Rotary Auction raised over \$40,000 through its auction with the generous support of donors and bidders. This year we would like to do even better!

Please support the Rotary Club of Truro Auction!

Thank you everyone.

Laurie Sandeson,
2012 Auction Chair

[Special Message from the the Auction Chair](#)

The Rotary Club of Truro wishes to thank our Major Supporters Bell Aliant for telephone and internet services and Truro Centre Ltd for space for the auction room. Thank you so much.

Proud member and supporter of the
Rotary Club of Truro, NS and
the Online Rotary Auction


INSURANCE

Truro
Box 543, 643 Prince Street
Tel. 902.893.4204

Elmsdale
205 Highway 214
Tel. 902.883.1550
info@cral.com www.cral.com

Check out all the sponsor's Ads

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Block
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[Will Kare Paving & Contracting](#)

Truro Rotary Auction

- * There were over 57,000 accesses on the Auction website over the two week period.
- * The Facebook campaign gave over 2.7 Million impressions of our ads over the two week period.
- * The club reached 100% of the 20,000 Facebook users over the age of 18 within 40k of Truro.
- * There were over 1000 click throughs to our auction website as a result of the ads. This is almost twice the 2011 figure.
- * The activity on the general club Facebook page was dramatically increased during the auction and we had at least a dozen new “Likes” from people who now follow our activities.
- * Replaced TV AND Newspaper listings with Internet
- * **Cut costs, made more money AND increased profile for the Rotary Club of Truro.**

Facebook Ad Stats

Report type
Advertising performance

Summarise by
Campaign

Time Summary
Custom

Date range
 Lifetime

2,705,358 Impressions **1,027** Clicks **9** Connections **0.038%** CTR **\$636.38** Spent **\$0.24** CPP **\$0.62** CPC

Date range ?	Campaign ?	Impressions ?	Clicks ?	CTR ?	CPC ?	CPM ?	Spent ?	Connections ?
Lifetime	2012 Auction Ask	36,448	5	0.014%	0.54	0.07	2.72	0
Lifetime	2012 Auction Last Day	365,867	234	0.064%	0.80	0.51	187.50	0
Lifetime	2012 Auction	2,303,043	788	0.034%	0.57	0.19	446.16	9

Social Media and Rotary

- * **Like** the District Facebook Page
 - * **Rotary International – District 7820**
- * **Follow** District Twitter feed
 - * **RotaryDist7820**
- * **Contribute** to your own Facebook page and **SHARE** with District
- * **Engage** your members and public with Social Media