

CONNECTING
online

Social Media Tool Kit 2024



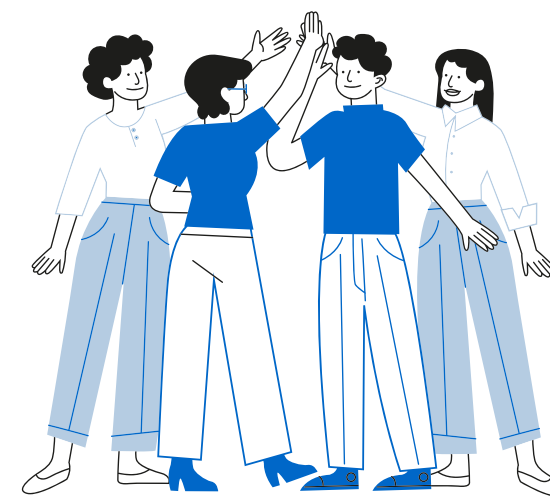
Rotary
Club of Milwaukee



Purpose



- Enhance connections between and among members
- Expand awareness of what's going on at the Rotary Club of Milwaukee
- Build a sense of pride among our members



Rotary
Club of Milwaukee

Follow our accounts to stay up to date with the latest club feeds.



[@Rotary Club of Milwaukee](#)



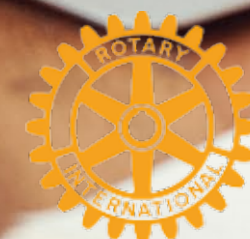
[@Rotary Club of Milwaukee](#)



[@MilwaukeeRotary](#)



[@mkerotary](#)



LinkedIn

[LinkedIn](#) is our fastest growing platform. As of March 2024, we have 1,262 followers enjoying a 30% increase last year.

It is an excellent space to connect with fellow Rotarians, share your ideas on thought-provoking Rotary programs, and more. It is easy to tag others to bring them into the conversation

What you post here will build awareness both among members and the community.



Hanna Paul • 1st

Director of Customer Success @ Ideawake | Occupational Therapist, Licensed

1mo • Edited • 🌐

When people ask me, 'what are you up to these days?', I am always chatting up about the Domes and of course, how [Rotary Club of Milwaukee](#) gives me a sense of purpose/hope for our community and beyond, being surrounded by people of action.

This week's program facilitated deeper conversations to discover the 'traditions that connect us' (shoutout [Ryan Daniels](#) for that slogan)

AND!! Our own table member, Natraj, won the lucky prize for dinner at Saffron.

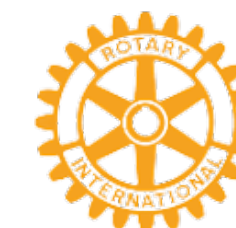
Thank you for your openness and listening ears [Karen Hung](#), [Natraj Shanker](#), John Franke, Jackie Fredrick and [Annemieke van der Werf](#)!

Happy Thanksgiving wishes to you all 🍷 🍁



👍❤️🌱 You and 44 others

1 comment • 1 repost



Rotary

Club of Milwaukee

Facebook

Facebook is a well-rounded platform actively used by some members. As of March 2024, we have 1,210 followers after a 10% increase in 2023.

This can be a great tool to share club events and news with your friends, family members, and other colleagues who are already connected to you on Facebook.

Facebook content will mostly be used to build curiosity among the community.



 Jonathan Ward
December 9 at 4:32 PM · 🌐

Some cheery [Rotary Club of Milwaukee](#) friends inspired me to empty my change jar for The Salvation Army Milwaukee County at the Milwaukee Public Market!



  You and 68 others

6 comments

 Like

 Comment

 Share



Rotary
Club of Milwaukee

Instagram

Visual storytelling is the strength of [Instagram](#). A few of our members use Instagram to share their Rotary experiences.

We are easing our way on to Instagram by posting tasteful and stylish photos from our visually compelling events.

For the insta-savvy out there, you can help us find ways to grow our page even more!



jeffyeff53202 • Follow
Northpoint

jeffyeff53202 A wonderful @mkerotary opportunity to tour one of our neighborhood gems, an early #franklloydwright family home.
-
-
-
#franklloydwrightarchitecture #franklloydwrighthouse #franklloydwrightdesign #historichomes #historichouse #historicpreservation #historicarchitecture #oldhouselove #oldhouses #oldhouse #architecture #architecturephotography #interiordesign #interiorstyling #interiordecor #milwaukeehome #milwaukeehomes #milwaukeeerealestate

1w

steph.caryl Looks like one I was about to stage... 😊

1w 1 like Reply

23 likes
December 7



Rotary
Club of Milwaukee

YouTube

[YouTube](#) is where we house the video content of Rotary.

You can watch and share all our Tuesday Programs from 2020 - onward, as well as special videos created for our Rotary Person of the Year, Guatemala trips, and more.

You do not need an account to access our videos, which makes sharing on social easy.



Rotary Club Of Milwaukee

@MilwaukeeRotary · 307 subscribers · 322 videos

The Rotary Club of Milwaukee is the city's leading service organization with 400 members ... >

milwaukeeerotary.com

Subscribe

Home Videos Live Playlists Community

Tuesday Programs ▶ Play all

Tuesday, February 20th 2024
Brandon Tschacher
Executive Director of Milwaukee Esports Alliance
Rotary Club of Milwaukee | CONNE 42:09

Tuesday Luncheon - Brandon Tschacher, Executive Direct...

Rotary Club Of Milwaukee
77 views · 2 weeks ago

Tuesday, February 13th 2024
Ian Bassin
Executive Director, Protect Democracy
Rotary Club of Milwaukee | CONNE 48:44

Tuesday Luncheon - Ian Bassin, Executive Director o...

Rotary Club Of Milwaukee
94 views · 2 weeks ago

Tuesday, February 6th 2024
Rob Henken
President at Wisconsin Policy Forum
Rotary Club of Milwaukee | CONNE 48:09

Tuesday Breakfast - Rob Henken, President at the...

Rotary Club Of Milwaukee
36 views · 4 weeks ago

Tuesday, January 30th, 2024
Chad Bauman, Executive Director
Milwaukee Repertory Theater
Rotary Club of Milwaukee | CONNE 37:59

Tuesday Luncheon - Chad Bauman, Executive Director...

Rotary Club Of Milwaukee
84 views · 1 month ago



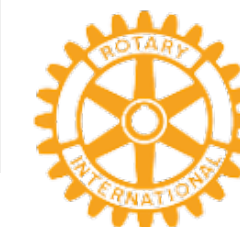
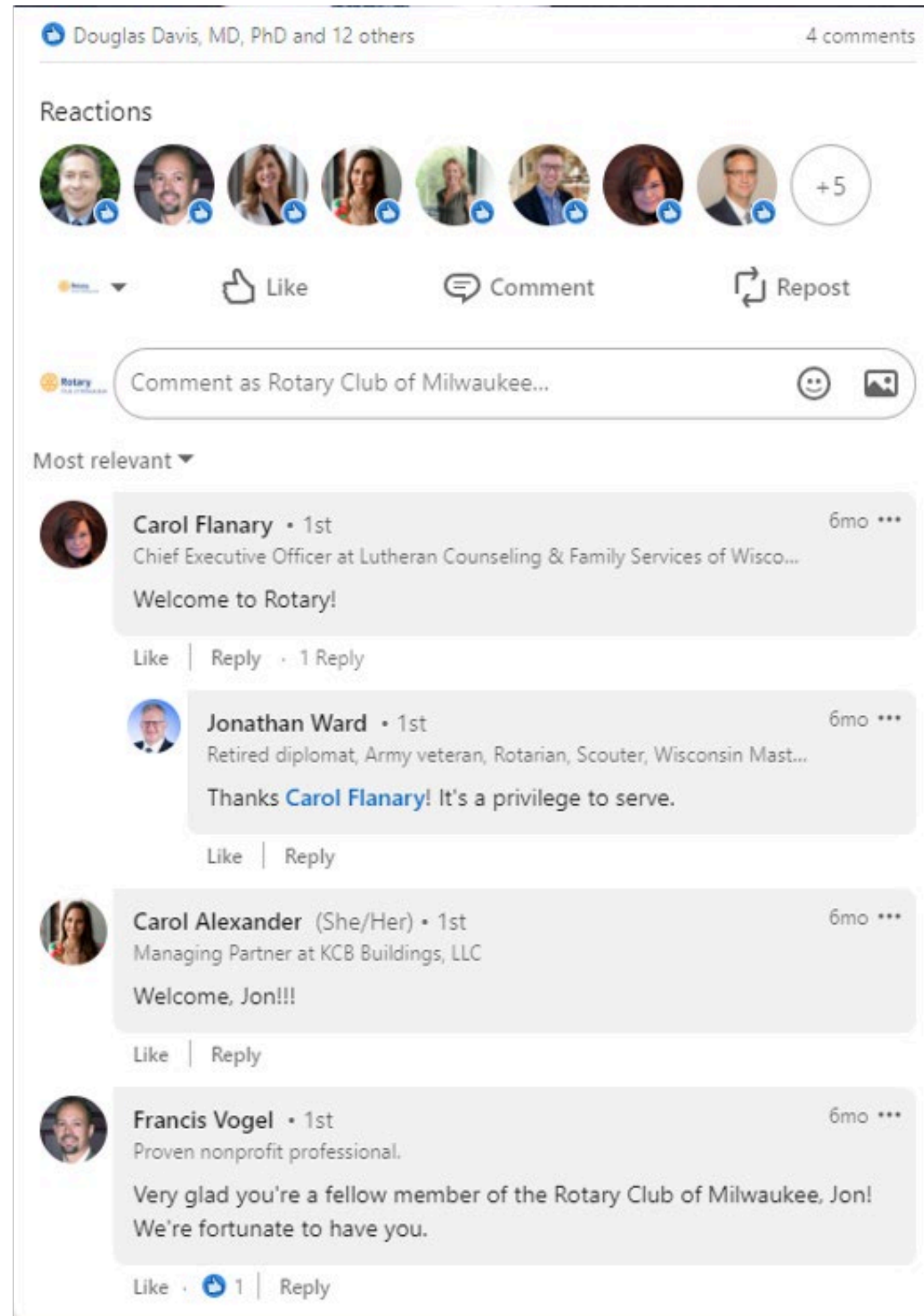
Rotary
Club of Milwaukee

How to Engage

Please be an engaged follower by liking, commenting, or reposting our club's content.

When members see you engaging with Rotary's posts, it encourages others to join in on the conversation, too.

Let's make it a Rotary Party!



Rotary
Club of Milwaukee

How to Engage

Commenting is great, but posting is better!

And here's some sample messaging to use for our events...

Posting about a Tyrotarian Tour on Facebook

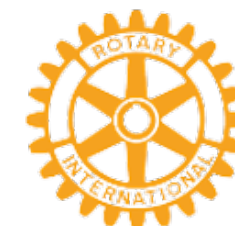
Enjoyed another fascinating Tyrotarian Tour with @Rotary Club of Milwaukee today—the F.G. Bogk house designed by Frank Lloyd Wright.

The tour was given by fellow Rotarian Margaret Howland, who grew up in the home. We all enjoyed the exquisite design details and furnishings!

Posting about a Speaker on LinkedIn

Our speaker @Dale Kooyenga delivered an exceptional story about his life and his vision for the @MMAC at the @Rotary Club of Milwaukee lunch today.

#Milwaukee #Rotary



Rotary

Club of Milwaukee

How to Engage

...and here's how it's done

Chris Marschka • 1st
Senior Vice President, Commercial Banking Market Leader at PNC Wisconsin...
4mo • Edited •

Serving as a greeter today with **Ann Navin** at our weekly **Rotary Club of Milwaukee** gathering reminded me of the diverse and influential membership represented here. Message me if you're interested in learning more about the meaningful work that Rotary is engaged in OR join me as a guest and learn first hand!



16

Jonathan Ward
May 21, 2023 •

Amazing experience yesterday helping to plant prairie grasses with the **Rotary Club of Milwaukee** at the **Urban Ecology Center**.



Lindsey M. McKee (She/Her) • 2nd
Storyteller / Writer / Communications Leader / Diversity, Equity, Inclusion...
1mo •

I am fully in the holiday spirit thanks to the **Florentine Opera Company** performers who serenaded Rotarians at our **Rotary Club of Milwaukee** Holiday Luncheon. Music is the best Christmas gift.

🎄
🎵
🎁

#Milwaukee #music #opera #christmas #holidays



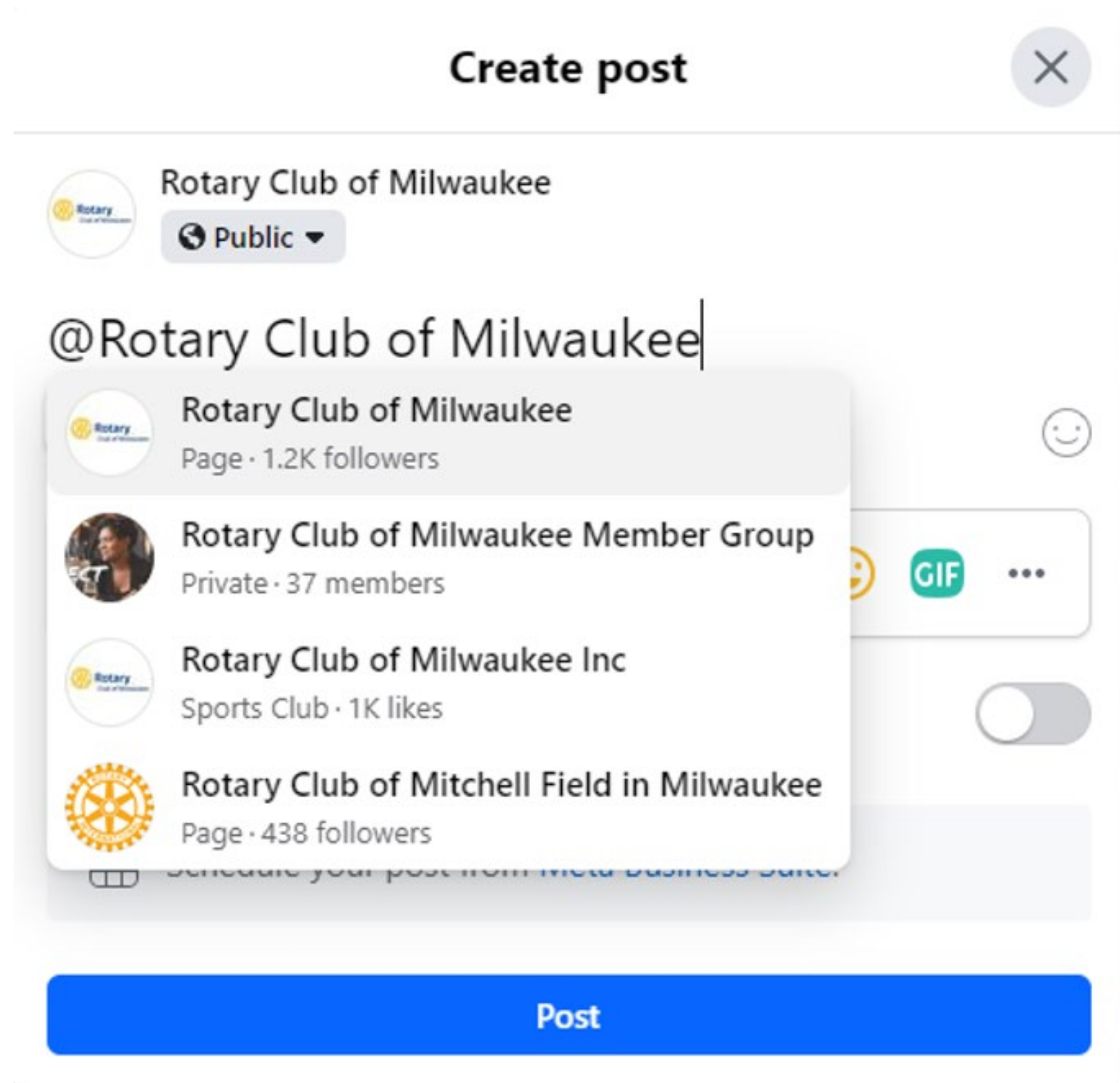
with Rotary Club of Milwaukee and 2 others

How to Tag Us

Be sure to properly tag the Rotary Club of Milwaukee.

On all platforms, type in **@Rotary Club of Milwaukee** and a dropdown box will appear allowing you to select our club's page.

Rotary Club of Milwaukee will then appear as either light blue or bolded in black in your post.

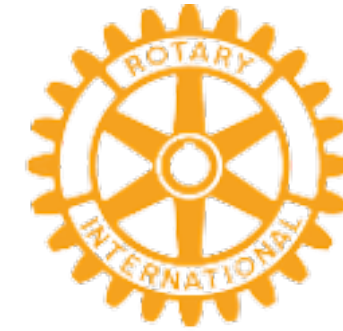
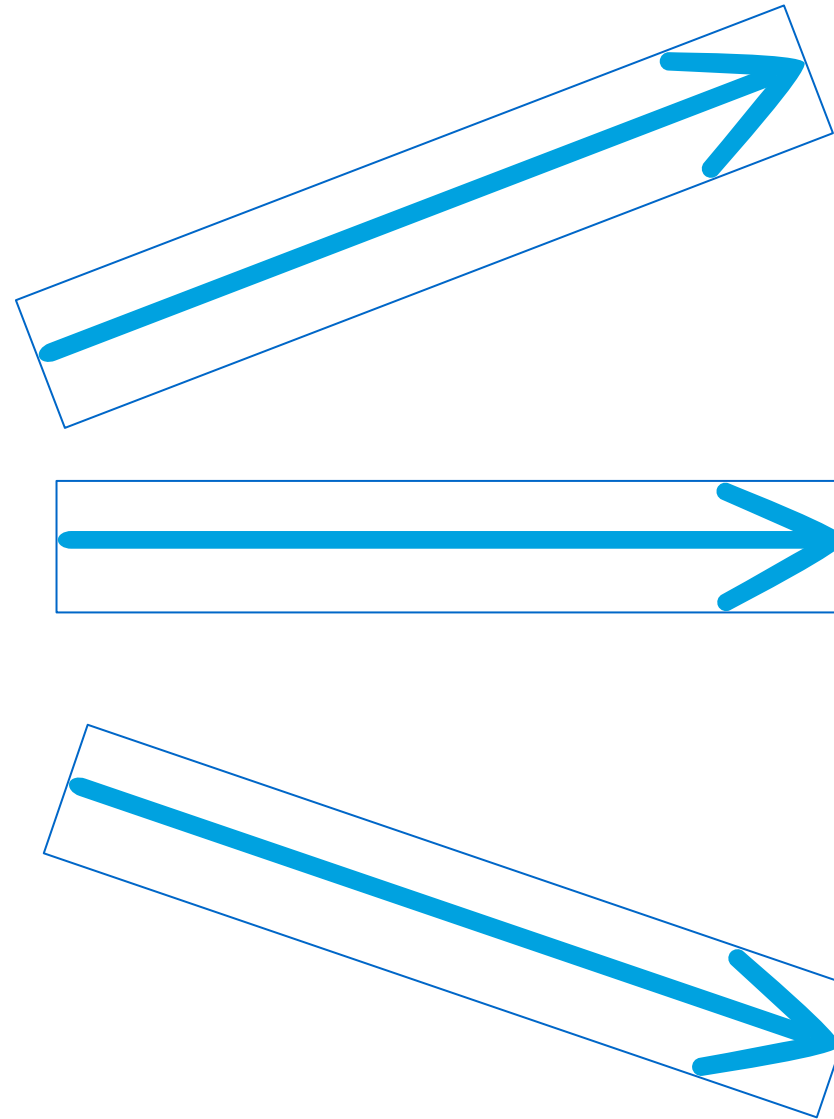


Creative Elements

The best content is the content you create— whether that's a photo at a Tyrotarian Tour, or a video of a Tuesday Speaker.

However, feel free to download and use our club logos or taglines in your posts.

And if you need a specific CONNECTING logo, give Aaron a call.

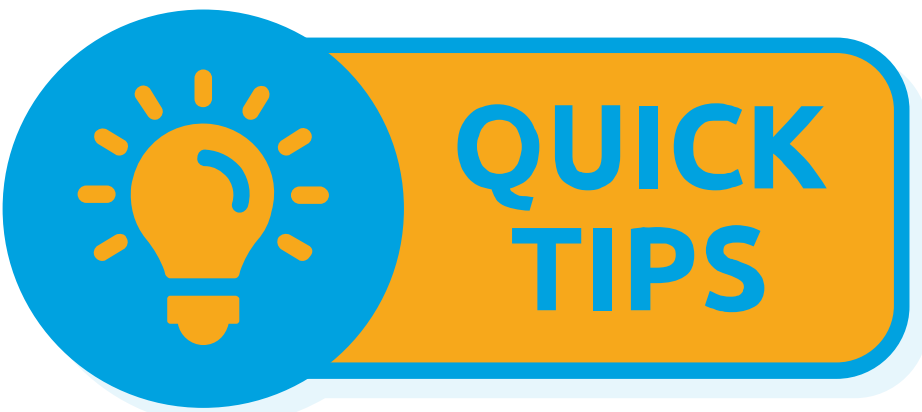


Rotary

Club of Milwaukee

CONNECTING
to the community

**CON
NEC
TING**



- Connect with others! Like, share, and comment on posts not only from the RCM account, but with other Rotarians too.
- Be sure to properly tag [@Rotary Club of Milwaukee](#) on your posts so it ends up in our feed.
- Add a call to action with information such as “Shoot me a message if you’re interested in attending a luncheon.”
- [Click here to subscribe](#) to our event calendar to add all upcoming speakers, tours, volunteer events and socials to your personal calendar.

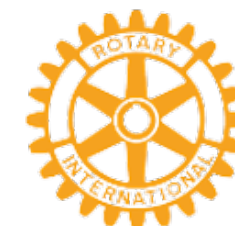
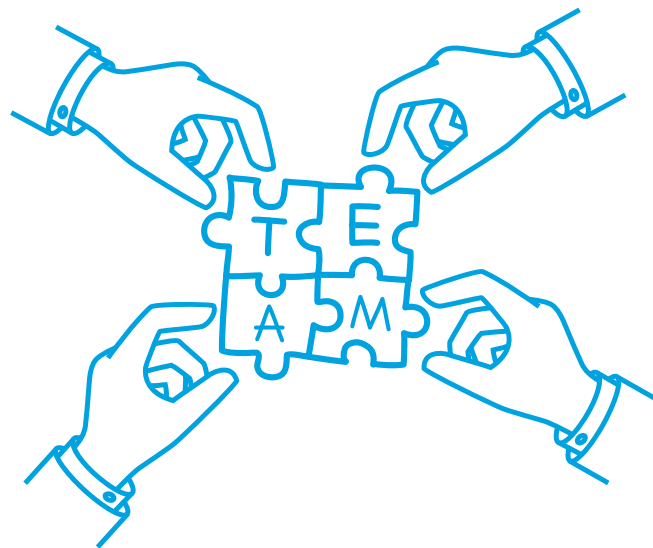
Rotary and You

Our Role:

We post to introduce new Rotarians, tell the public of the consistent good work our members accomplish, weekly top-notch speakers, exclusive access to behind-the-scenes tours, lively social events, and more.

Your Role:

You are the driving force behind Rotary's online presence. While we can post all we want about how great we are, (and we are), your friends, family and colleagues online are going to take your word for it, not ours.



Rotary

Club of Milwaukee

Social Media Policy

Encouraged:



- Follow the “4-way test” when posting:
 - Is it the truth?
 - Is it fair to all concerned?
 - Will it build goodwill and better friendships?
 - Will it be beneficial to all concerned?
- Engage in discussions on Rotary topics and interact with each other.
- Celebrate the programs, activities, friendships and more available through Rotary.

Prohibited:



- Messages that are inconsistent with Rotary values of service, fellowship, diversity, integrity and leadership.
- Messages that are religious, political, sexist, ethnically or racially offensive, or obscene messages are not permitted.
- Solicitation of donations for non-Rotary events.
- Solicitation of business.

The Executive Director has final decision on all member postings featuring the Rotary Club of Milwaukee name.



Rotary

Club of Milwaukee

More Sample Posts

Use as inspiration for your own posts!

Rotary Club of Milwaukee reposted this



Daniel Bergen, Ph.D. (He/Him) • 2nd
Innovative | Collaborative | Community-oriented | Executive Leader
1mo •

[Dale Kooyenga](#) delivered an exceptional story about his life and his vision for the [MMAC](#) at the [Rotary Club of Milwaukee](#) lunch today.

"Happiness = meaningful work and meaningful relationships"



You and 56 others

2 reposts



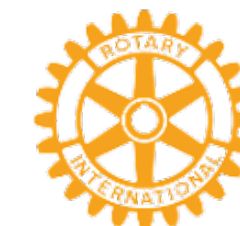
Jeff Martinka is at Rotary Club of Milwaukee.

December 3, 2022 · Milwaukee, WI ·

You must do what you can do. About 100 volunteers organized by UMANA and the Rotary Club of MKE packed tons of donated medical supplies which will soon be shipped to Poland and then Lviv. Friends [Karen Grunow](#), Bob Gleeson, [Kevin Shafer](#), Tom Gale and I joined the effort.

You can help, too, at the links below.

Here is a video of our work... See more



Rotary

Club of Milwaukee

More Sample Posts

Use as inspiration for your own posts!

 **Mary Gellerup Bolich** (She/Her) • 1st
I have a way with words.
1mo • 🌐

We had such a lovely [Rotary Club of Milwaukee](#) Coffee Connector at the new home of Pat Algiers. It was fun to see her gorgeous, creative place and enjoy great coffee, delicious bakery and good conversation (and phone booth selfies).




with Theresa Reagan and 6 others

You and 9 others

1 repost

Reactions



 **Lindsey M. McKee** (She/Her) • 2nd
Storyteller / Writer / Communications Leader / Diversity, Equity, Inclusion...
2w • Edited • 🌐

The Baird Center expansion is looking awesome! Thank you to [Wisconsin Center District President & CEO Marty Brooks](#) for leading the [Rotary Club of Milwaukee](#) on a hard hat tour of the new space.

[#Milwaukee](#) [#Wisconsin](#) [#BuildingMore](#) [#conventioncenter](#) [#meetingspace](#) [#mkerotary](#)

