



Using Social Media (45 minutes)

Relevance: Club presidents are responsible for enhancing their club's public image, cultivating relationships with local media, and using social media to make their community aware of club events and activities.

Workshop



Workshops work best when the objective is to teach participants a practical skill by having them practice it, or to give them new understanding through an interactive activity. Workshops should be led by experts, and require a room configuration that allows for group collaboration and space for the facilitator to circulate among participants.

Learning Objectives

- Identify ways your club can use social media to promote its activities and attract younger generations.
- Register and set up a social media account.
- Determine effective uses of social media (promotion, post-activity dialogue, calls for volunteers, etc.).

For the Trainer

Before the session:

- Find a social media expert to lead this session. Consider a Rotarian or Rotaractor who uses social media (Facebook, Twitter, LinkedIn, Bebo, Orkut, etc.) to promote club activities and projects.
- Encourage participants to bring their laptops, tablets, or smartphones.
- Have participants listen to the recorded webinar "[Using Social Media to Promote Your Club or District](#)" as a session prerequisite.
- Choose the activity that will work best. You may want to combine the activities or do them both consecutively.
- Review slides 85-88. Decide which ones you will use, make edits or additions, and think about when you will show each one.
- Make sure you have the necessary materials: laptop/computer with Wi-Fi Internet access, projector, and screen.
- If this session will be offered more than once, consider offering a basic and an advanced version.
- Consider featuring screen shots of the social media sites.

During the session:

- Review learning objectives with participants at the start.
- Provide an overview of the different types of social media and discuss how they have become the dominant communication method among younger generations.

Activities

Choose one of the following activities:

(Internet required)

1. Demonstrate how to use social media to promote a club and its service and fundraising efforts. Begin by discussing the efficiency of social media in getting the word out and then demonstrate different functionalities with different social media sites (see below). Consider conducting a quick assessment of participants' knowledge and experience with social media and tailor your presentation accordingly.

For novices, consider covering these basics, and be sure there is time for practice.

- **Facebook:** Demonstrate how to
 - Register and set up an account
 - Update their status
 - Upload photos
 - Create a group page for their club and invite people to “like” the page
 - Create an event and invite people to attend
- **LinkedIn:** Demonstrate how to
 - Register and set up an account
 - Update biographic information
 - Join the Rotary International group
 - Create a group for their club
 - Post a discussion
- **Twitter:** Demonstrate how to
 - Register and set up an account
 - Tweet out
 - Follow others tweets

For participants experienced with social media, consider demonstrating how to use sites to promote club service efforts by integrating them into a club website.

- **Facebook:** Demonstrate how to
 - Add Facebook to their club website
 - Add an RSS feed of their website to their club Facebook page
 - Measure the success of their club Facebook page with “Insights”
 - Create Facebook ads
- **General:** Demonstrate a social media dashboard like Tweetcaster, Hootsuite or TweetDeck to show the full capabilities and ease of social networking, including how to
 - Register and log in
 - Control all their social networks in one place
 - Schedule posts/updates so the same post will update all of their club's social network sites
 - Link their club's Twitter account with their club LinkedIn group

2. Ask participants to share their experiences with social media, and provide an opportunity for them to show their social media efforts to the group. Leave time for questions.

(No Internet required)

3. Post flip charts around the room and label them with the different types of social media. Ask participants to list all the ways each can be used to help promote Rotary to younger generations. Ask participants to take the top three ideas they've heard and use them during their year as president.

Note: Allow time to cover any district or regional issues pertaining to this topic.