

QUICK SOCIAL MEDIA GUIDE



● DECIDE WHICH SOCIAL MEDIA PLATFORM(S) TO USE

Choose one or two social media platforms and concentrate on those rather than trying to work on all platforms at the same time. This is a mistake that many organizations do, and at the end, they quit without having any benefit.

● OPTIMIZE YOUR SOCIAL MEDIA PROFILES

- Use your club's logo as your profile image
- Use a *People of Action* photo for your cover image
- Write a good description about your club:
 - What is your club's area of focus? What are you proud of?
- Include a link to your website (where applicable). On Facebook include a link in the 'About section,' on Twitter in the 'Web site Section.'
- Complete every section of your profile.

● CREATE A 30-DAY SOCIAL MEDIA MARKETING PLAN

Start thinking about the types of content that will benefit your club the most, while keeping your audience engaged. For best results, diversify your content to keep your audience interested. If you post the same type of content day after day or week after week, your audience will inevitably disengage. Below is a recommendation of content types and frequencies you can start incorporating into your social media strategies:



15%
Internal Communications



25%
Sharing RI Original Content



45%
Your "People of Action" Stories



15%
CTA Join Us Today

● DEVELOP A POSTING SCHEDULE: CONSISTENCY IS KEY TO SOCIAL MEDIA SUCCESS

Be consistent. Most studies agree that posting twice a week is optimal, with a maximum of two posts per day. Whether you publish every day or twice per week, it's crucial for your club to choose and adhere to a schedule. When your content quality, quantity or schedule isn't consistent, it can confuse your audience. Keeping with a regular posting strategy not only helps create a better end-user experience, but it also helps build credibility, reputation, and brand trust.

● REPORT OUT

Share the results of your social marketing efforts with your team. Revisit your strategy, revise your content, and adapt your strategy based on the data you've collected. The savviest marketers know they need to optimize their content with better visuals, call-to-action messages, and connecting to more resources (influencers, software, etc.).

For more information, visit brandcenter.rotary.org to access Rotary's *Quick Start Guide For Club Social Media Pages*.