INTRODUCTION

- Importance of social media for organizations

- Objectives of the presentation

Rotary
District 6540
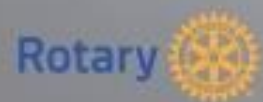
Websites: Your club website may be the first place that potential members, participants, and donors encounter your club and Rotary. Update your website frequently with images, club activities, and volunteer opportunities that provide ways for community members to engage with you.

Pro tip: Link to stories and blog entries on rotary.org that show Rotary's impact around the world.
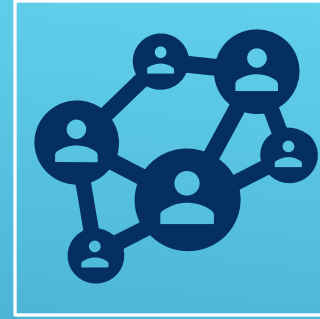
Social media: Social media is an easy way to connect with large audiences within and beyond your Rotary network. Share news about club projects and invite followers to learn more by linking to your club website.

Pro tip: Rotary International's social media content is ready-made for sharing! Follow Rotary's social media channels and share posts on your club's channels.

Events: Programs, events, and service projects help promote your club and inspire others to get involved. Plan events that appeal to your community, address local needs, and encourage the public to participate.

Pro tip: Be prepared to collect participants' names and contact information, then follow up with them.

Speaking engagements: Use opportunities in your community to speak about your club and what Rotary does. Make sure to use Rotary-branded PowerPoint templates and high-quality photos or videos.

Pro tip: Include a call to action for your audience, such as inviting them to a club meeting or event, asking for a donation, or encouraging them to visit your website.

- Choosing the right platforms for District 6540 Rotary Clubs

- Step-by-step guide for creating social media accounts

- Optimizing profiles and settings for maximum visibility

SETTING UP SOCIAL MEDIA ACCOUNTS

SET UP YOUR FACEBOOK PAGE

ROTARY IN SOCIAL MEDIA

Rotary International

- https://www.rotary.org/myrotary/en/social-media

- https://www.facebook.com/rotary

- https://twitter.com/rotary

- http://www.linkedin.com/groups?gid=858557

- http://www.youtube.com/rotaryinternational

- http://www.slideshare.net/Rotary_International
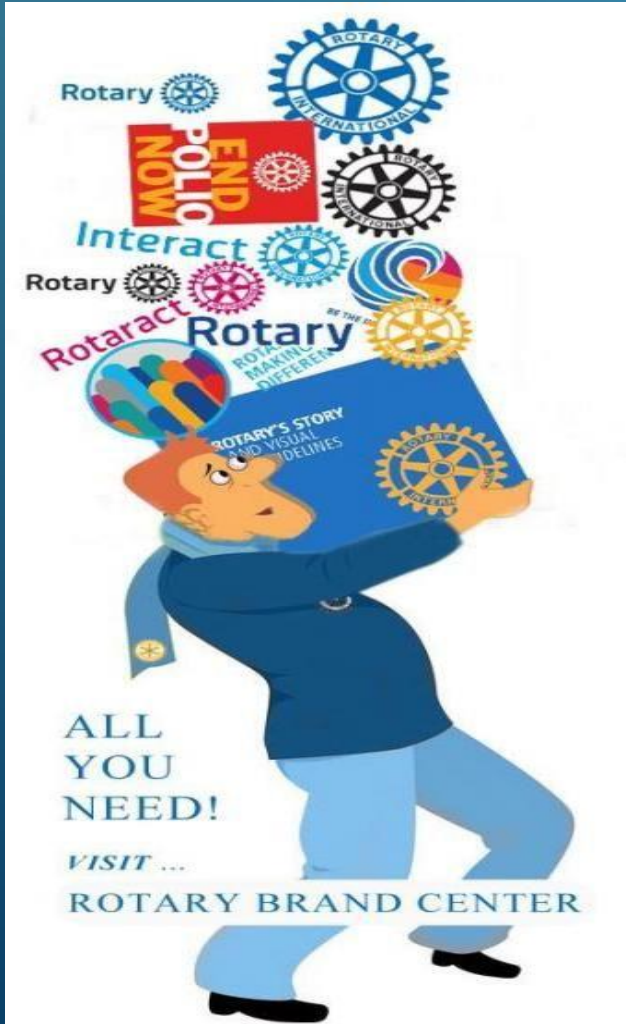
- Defining the target audience

- Types of content that resonate with Rotary members and the community

- Creating a content calendar and scheduling posts
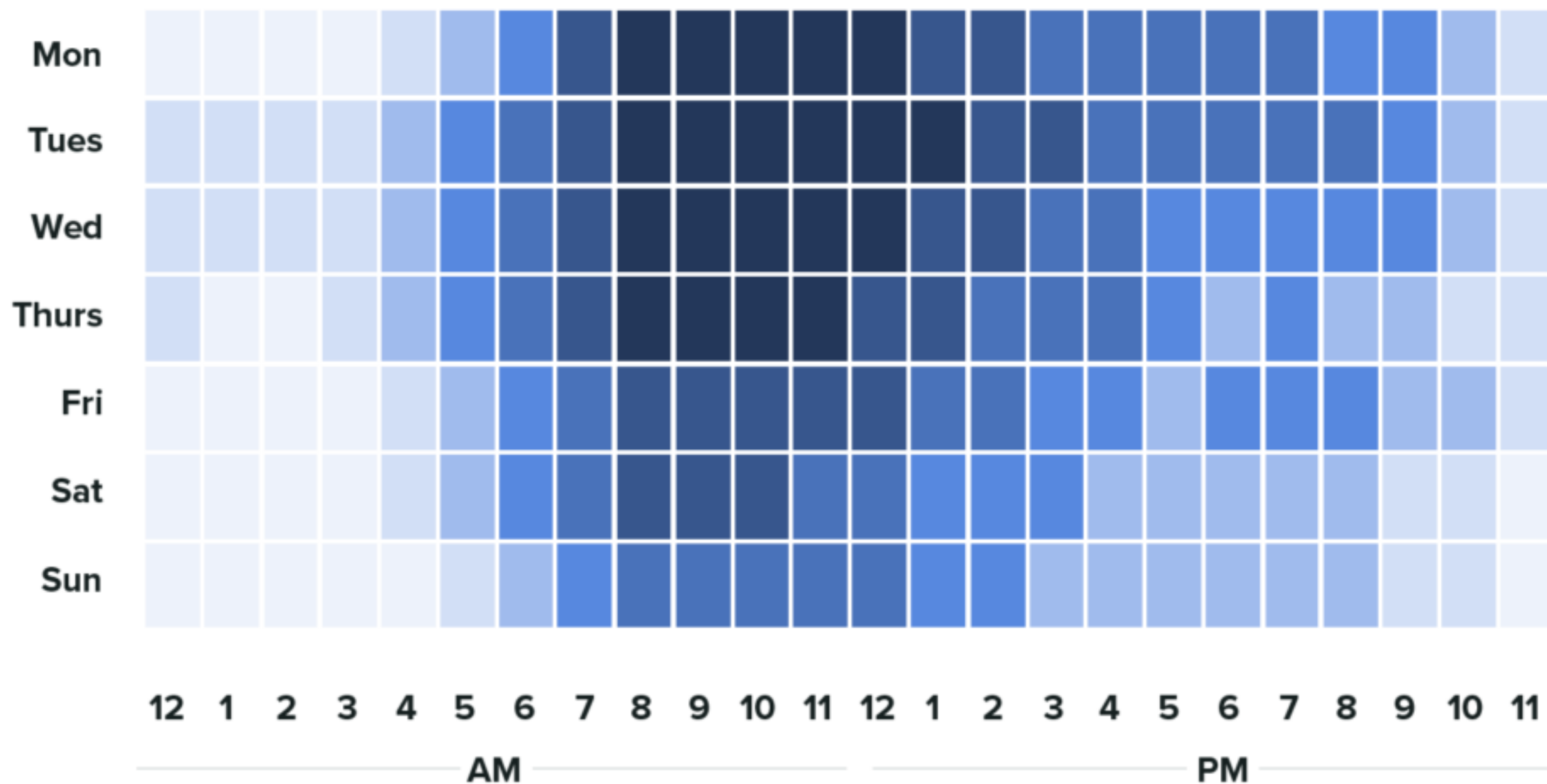
CONTENT STRATEGY

ENGAGING AND GROWING THE AUDIENCE

- Techniques for increasing followers and engagement

- Encouraging members to participate in social media activities

- Responding to comments and messages effectively

Facebook Global Engagement

sproutsocial

	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11
Mon																								
Tues																								
Wed																								
Thurs																								
Fri																								
Sat																								
Sun																								

AM   PM
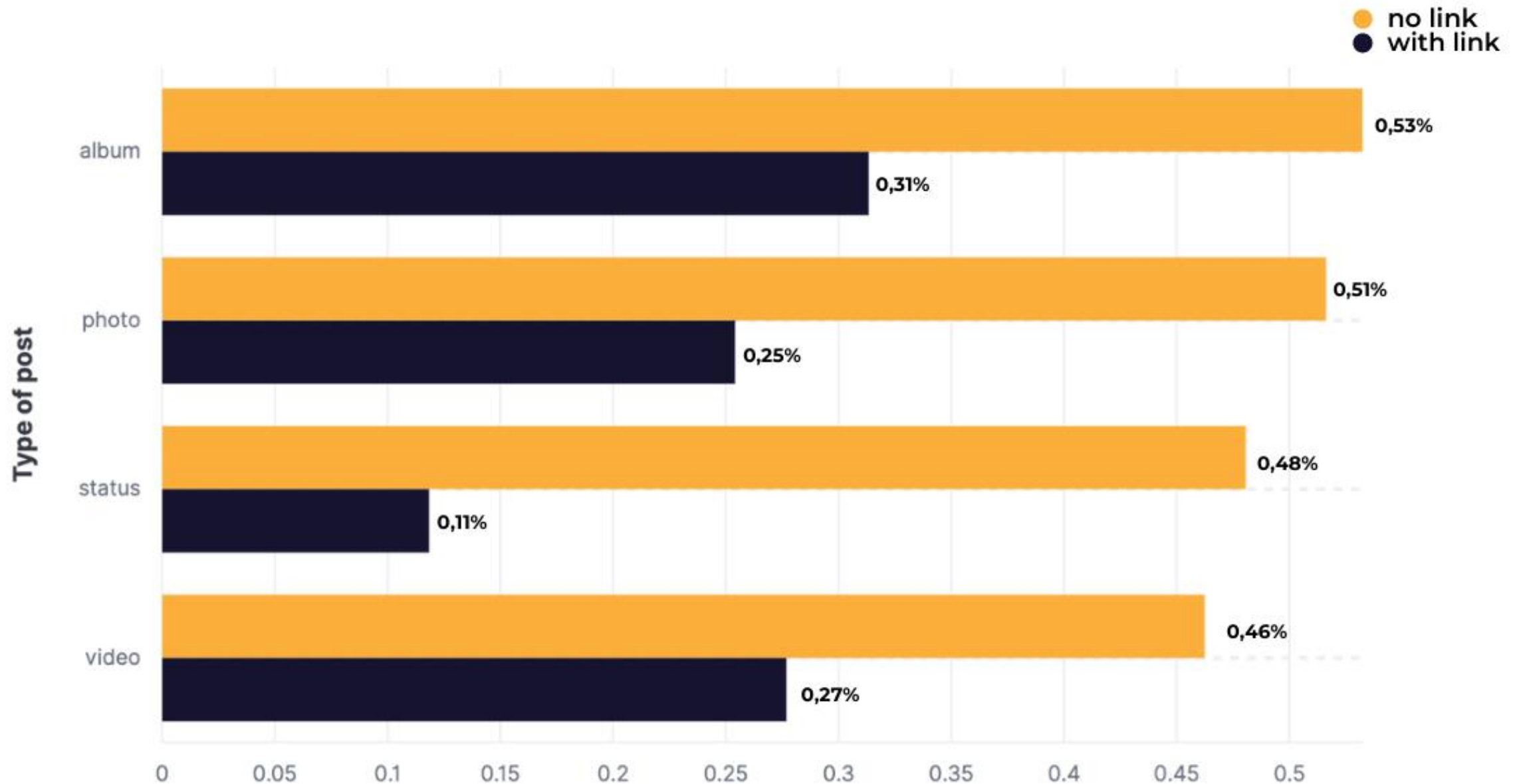
•Best times to post on Facebook:
• Mondays from 8 a.m. to 1 p.m.
• Tuesdays from 8 a.m. to 2 p.m.
• Wednesdays from 8 a.m. to 1 p.m.
• Thursdays from 8 a.m. to noon
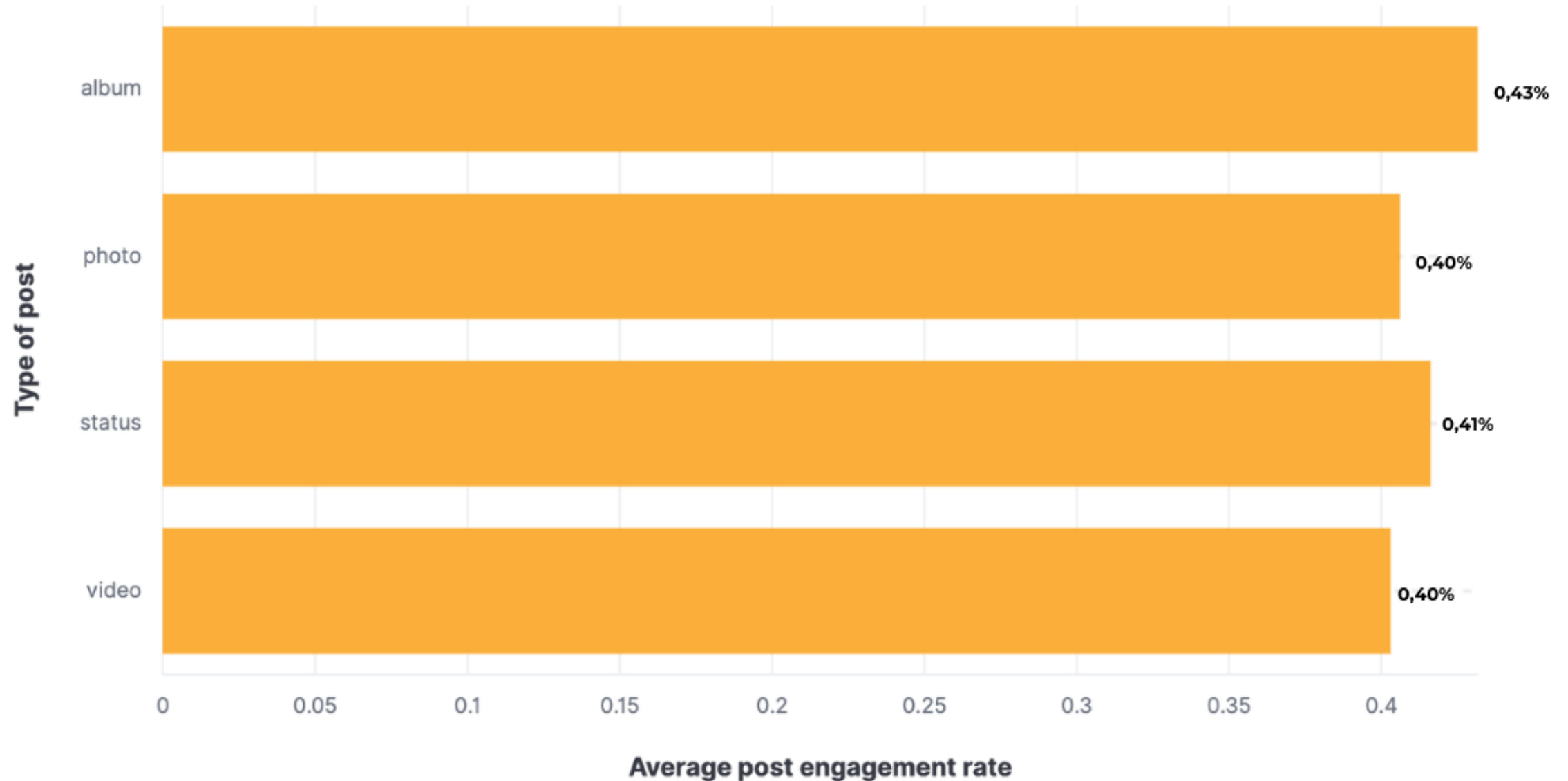**•Best days to post on Facebook:** Mondays through Thursdays
•Worst days to post on Facebook: Sundays

Facebook average engagement rate by link presence

Legend: no link (orange), with link (dark)

album: no link 0,53% / with link 0,31%

photo: no link 0,51% / with link 0,25%

status: no link 0,48% / with link 0,11%

video: no link 0,46% / with link 0,27%

Y-axis: Type of post

X-axis: 0, 0.05, 0.1, 0.15, 0.2, 0.25, 0.3, 0.35, 0.4, 0.45, 0.5

Facebook average engagement rate by type of post

Type of post	Average post engagement rate
album	0,43%
photo	0,40%
status	0,41%
video	0,40%

PROMOTING ROTARY EVENTS AND INITIATIVES

- Using social media to raise awareness about Rotary events

- Leveraging hashtags and location-based targeting

- Collaborating with other Rotary clubs and community organizations

MY ROTARY BRAND CENTER

[My Rotary Homepage | My Rotary](#)

[learn.rotary.org/members/learn/catalog/view/72](#)

[brandcenter.rotary.org/en-us/rotary-template?id=8afeddcb-9f27-4632-a4c4-640761ad7f05](#)

[Home - Rotary Club of South Bend](#)

USE THE ROTARY LOGO CORRECTLY

▸ Always use the club or district identifier when using the Rotary logo

▸ Never obscure the Rotary wheel, use a partial wheel, manipulate the wheel or use the wheel as an object in any way

▸ Do not use images or graphics within the Rotary logo

▸ Replace your heritage logos with our new refreshed logos

▸ When creating your official logo, use your club, district, or zone logo instead of the Rotary, Rotaract, or Interact Masterbrand Signature Alone

brandcenter.rotary.org/en-us/rotary-template?id=8afeddcb-9f27-4632-a4c4-640761ad7f05

- Key performance indicators (KPIs) for social media success

- Tools and analytics for tracking metrics

- Evaluating and adjusting the social media strategy

MEASURING SUCCESS

▶ Include a <u>public relations component</u> in your Plan

▶ Know your local media

▶ Write engaging press releases

▶ SHARE and follow up

- Dos and don'ts of social media for Rotary clubs

- Creating a consistent brand voice and visual identity

- Staying up-to-date with social media trends and features

BEST PRACTICES AND TIPS

CONCLUSION

- Share who you are and what you do!

- Encouraging new members to embrace social media for District 6540 Rotary Clubs

- Q&A session and closing remarks