

The background is a dark blue field filled with various social media icons and emojis. These include blue circles with white thumbs-up icons (Facebook 'like' buttons), red circles with white heart icons (Instagram 'love' buttons), and yellow circular emojis with expressions of surprise (wide-open mouths), happiness (squinted eyes and wide smiles), and sadness (frowns and a single tear).

# **Promoting Rotary Through Facebook**

# TOPICS

- **Why Facebook is an essential communication tool**
- **How to create posts that break through the clutter**
- **How club members can accelerate your success on Facebook**
- **How to 'Boost' Facebook posts**
- **How to measure the impact of your posts**

## Dan Dubreuil

- Rotarian for 2 Years
- Rotary Burlington North
- Director of PR D7080
- Retired in 2018
  - 15 years in marketing
  - 15 years in consumer insights
- Enjoy instructing, fundraising, travel, skiing, guitar, singing and napping

## James Weber

- Rotarian for 8 Months
- Rotary Passport Club South
- Vice President and Treasurer Elect of the Rotaract Club of Halton
- Co-Chairperson of the District 7080 Environment Committee
- Member of D7080 PR.
- Working in the Insurance Industry
- Enjoys chess, golfing, boxing.

# Questions?



Please ask in Chat.

Will be addressed at end of session.

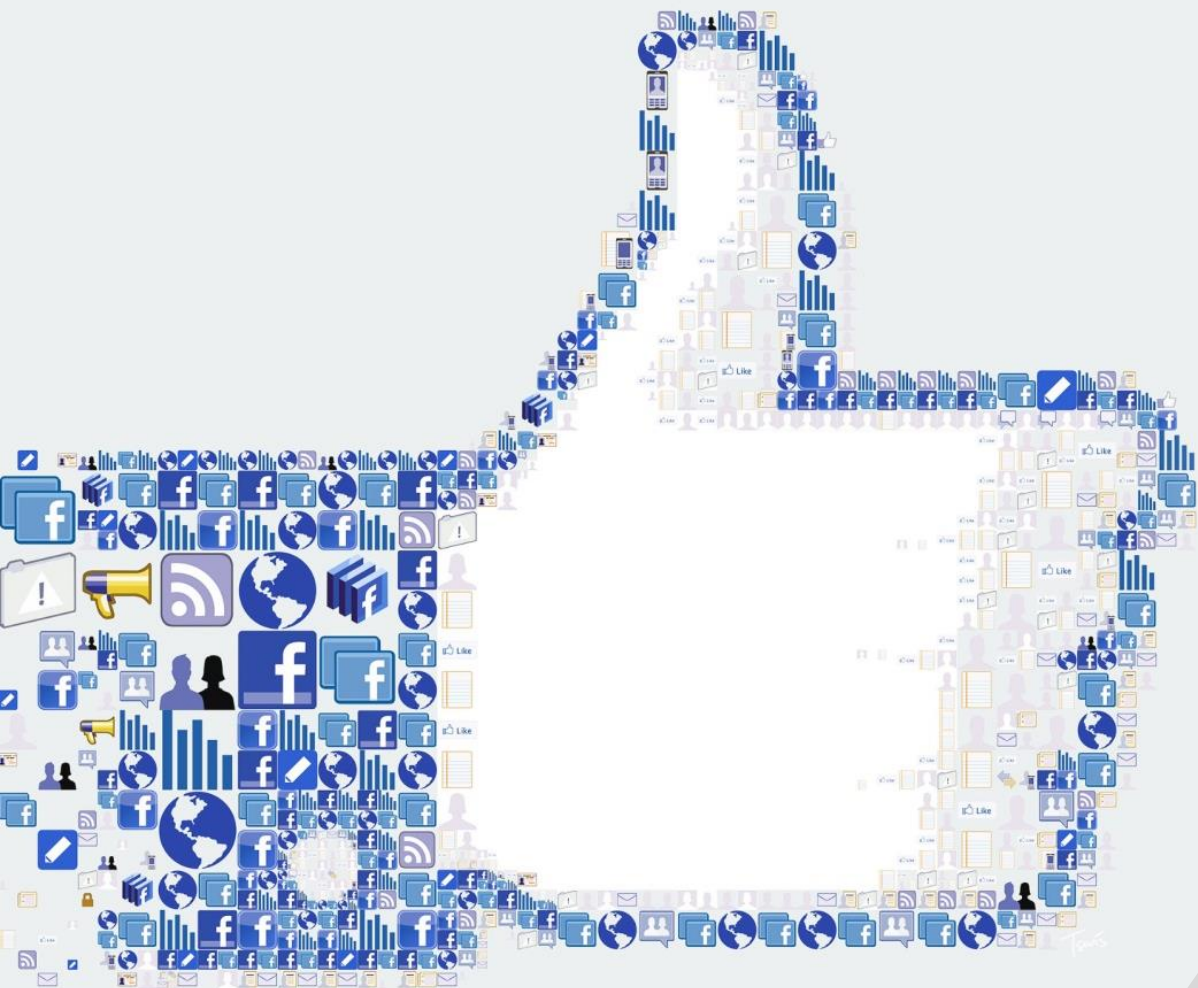
# FYI

- A PDF of today's presentation is available on PR Page of the District 7080 website.
- A copy of today's webinar will be posted to our district's YouTube channel.

<https://bit.ly/7080youtube>



→ You already have a basic understanding of Facebook, and have posted something on your personal timeline or your club's Page.



Why Facebook  
is an Essential  
Communication  
Tool.



# Social Media Usage – Canada 2020

- Facebook remains the dominant Social Media platform in Canada, with strong adoption across all age groups.

## % of Online Adults with an Account

	All Online Adults	18–24	25–34	35–44	45–55	55+
Facebook	83	84	93	88	84	76
YouTube	64	90	81	76	66	43
Instagram	51	89	76	59	45	28
LinkedIn	44	35	53	49	47	40
Twitter	42	65	54	49	43	27
Pinterest	40	54	50	44	36	30
Snapchat	27	78	49	28	16	6
Reddit	15	41	30	18	9	3
TikTok / Douyin	15	55	24	17	6	3
Tumblr	9	27	17	10	5	3

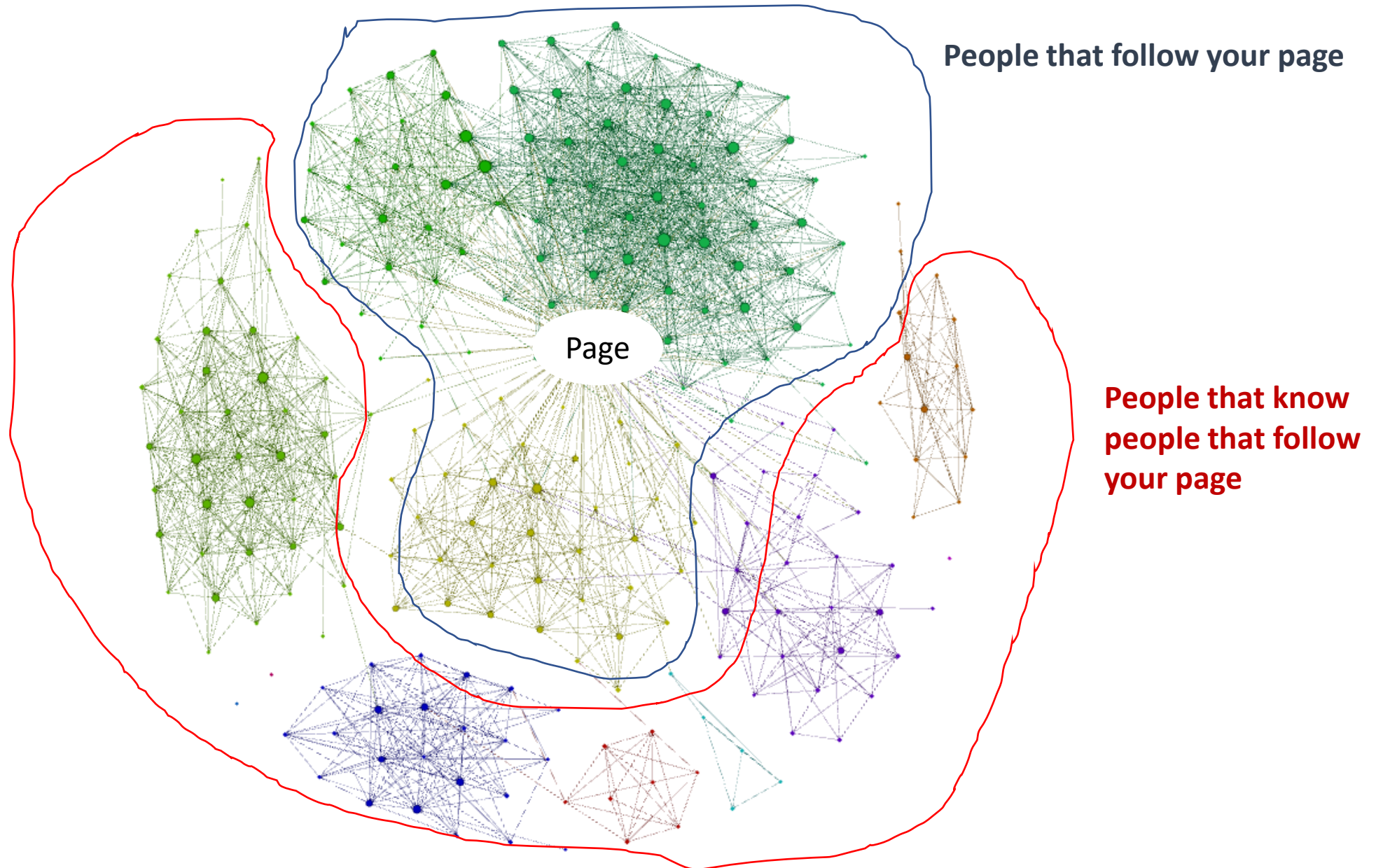


# Why is it Important to Get Followers?

- **Allows you to get your message out to ...**
  - **people that have an interest in your page (Followers)**
  - **the friends of your Followers, if they choose to share your post**



# The Reach of Social Networks





How to Create  
Posts That  
Break Through  
The Clutter

# Facebook's Algorithm

## What is it?

- The Facebook algorithm controls the ordering and presentation of posts, so that users see what is most relevant to them.

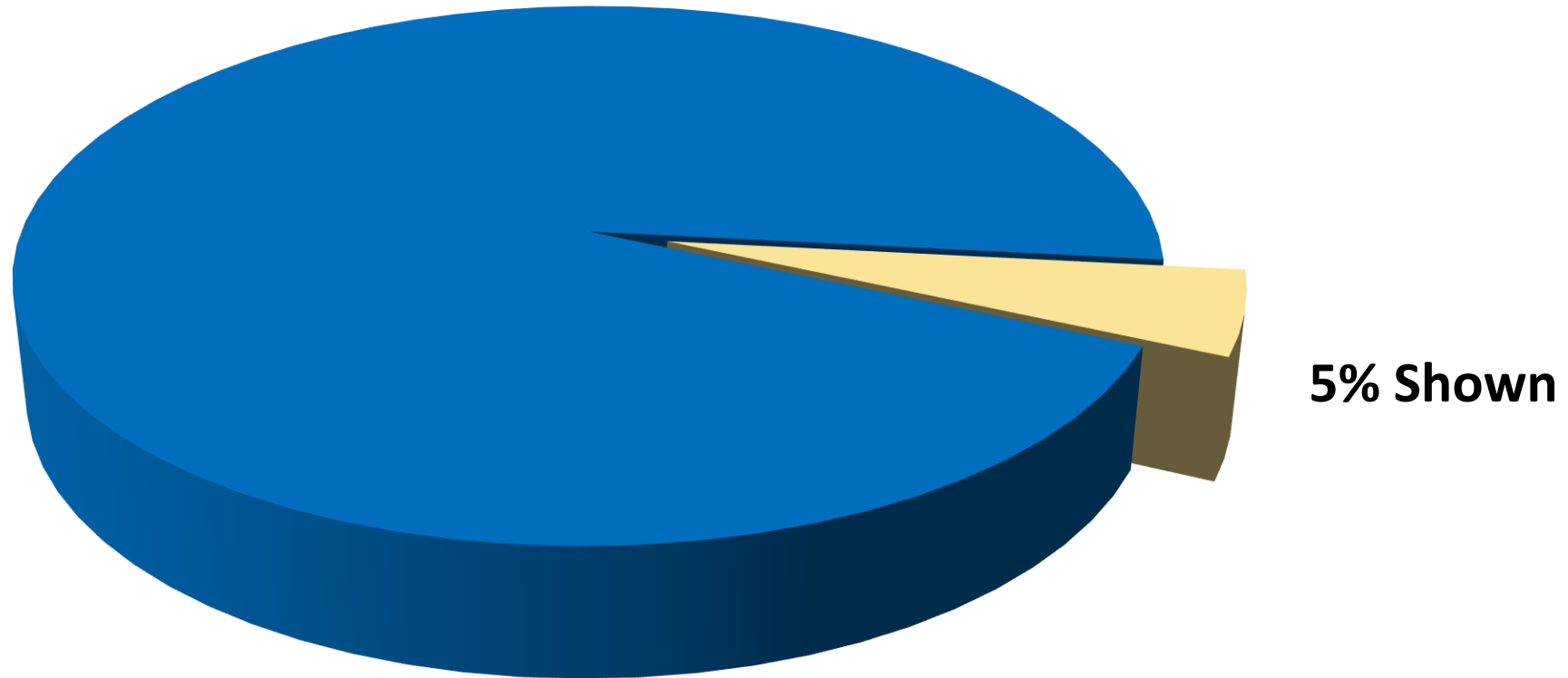
## Why important?

- The more you know about the algorithm, the greater the chance you will create posts / ads that Facebook will show to your Followers.

A close-up photograph of a computer screen displaying JavaScript code. The code is syntax-highlighted with various colors: blue for keywords like 'function', 'for', 'if', 'var', 'this', 'new', 'delete', 'typeof', 'void', 'break', 'continue', 'return', 'throw', 'try', 'catch', 'finally', 'with', 'yield', 'await', 'super', 'import', 'export', 'from', 'as', 'namespace', 'module', 'class', 'extends', 'implements', 'interface', 'enum', 'type', 'of', 'in', 'instanceof', 'is', 'isPrototypeOf', 'hasOwnProperty', 'propertyIsEnumerable', 'toLocaleString', 'toString', 'valueOf', 'hasOwnProperty', 'isPrototypeOf', 'propertyIsEnumerable', 'toLocaleString', 'toString', 'valueOf'. The code includes comments like '/\* ... \*/' and '// ...'. The background is dark, and the text is light, making it easy to read. The image is slightly tilted and has a soft focus, giving it a professional, tech-oriented feel.



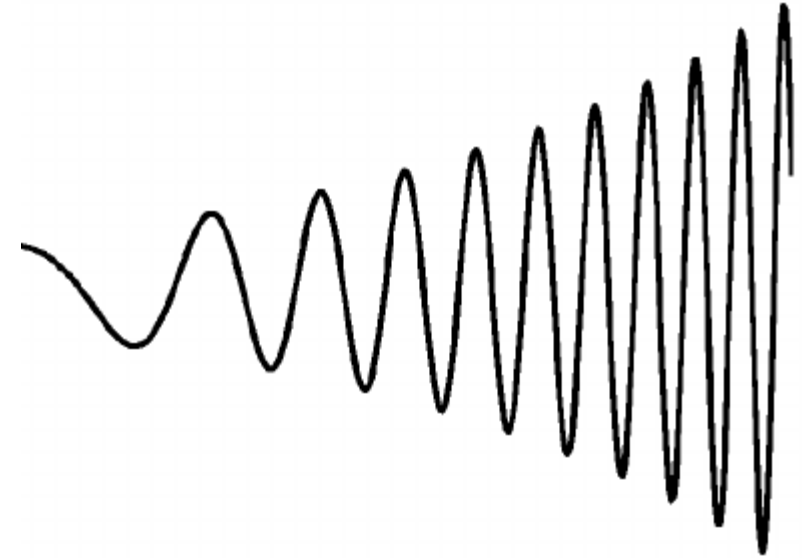
**On average, ONLY 5% of your Club's FB posts will get shown to its Followers (organically).**



# Why?

- Facebook is an advertising company. It wants you to buy ads in order to share your message.
- Competition: The average user has about 1,500 posts or ads competing to appear in their News Feed every time they log on.
- In order for FB to thrive, it MUST ensure that users see relevant and engaging content every time they log in.

**Facebook's Algorithm is always looking for interesting content. As soon as it recognizes that a post is generating engagement among users, it automatically starts sharing that post with more users.**





# Facebook's algorithm favours the following content:

## Posts that...

- Generate a strong emotional reaction
- Generate comments / discussion
- Get shared / re-shared
- Come from consistent contributors



## Content that has...

- Native video, especially those that are +3 minutes long
- Simple animation (GIFs)
- Images
- Tags



# How to Drive Engagement



# **ALWAYS** Post with a Purpose

- Who is the target?
- What is the key message you want to communicate to them?
- Why is your target interested in that message?
- What response do you want to generate from that target?

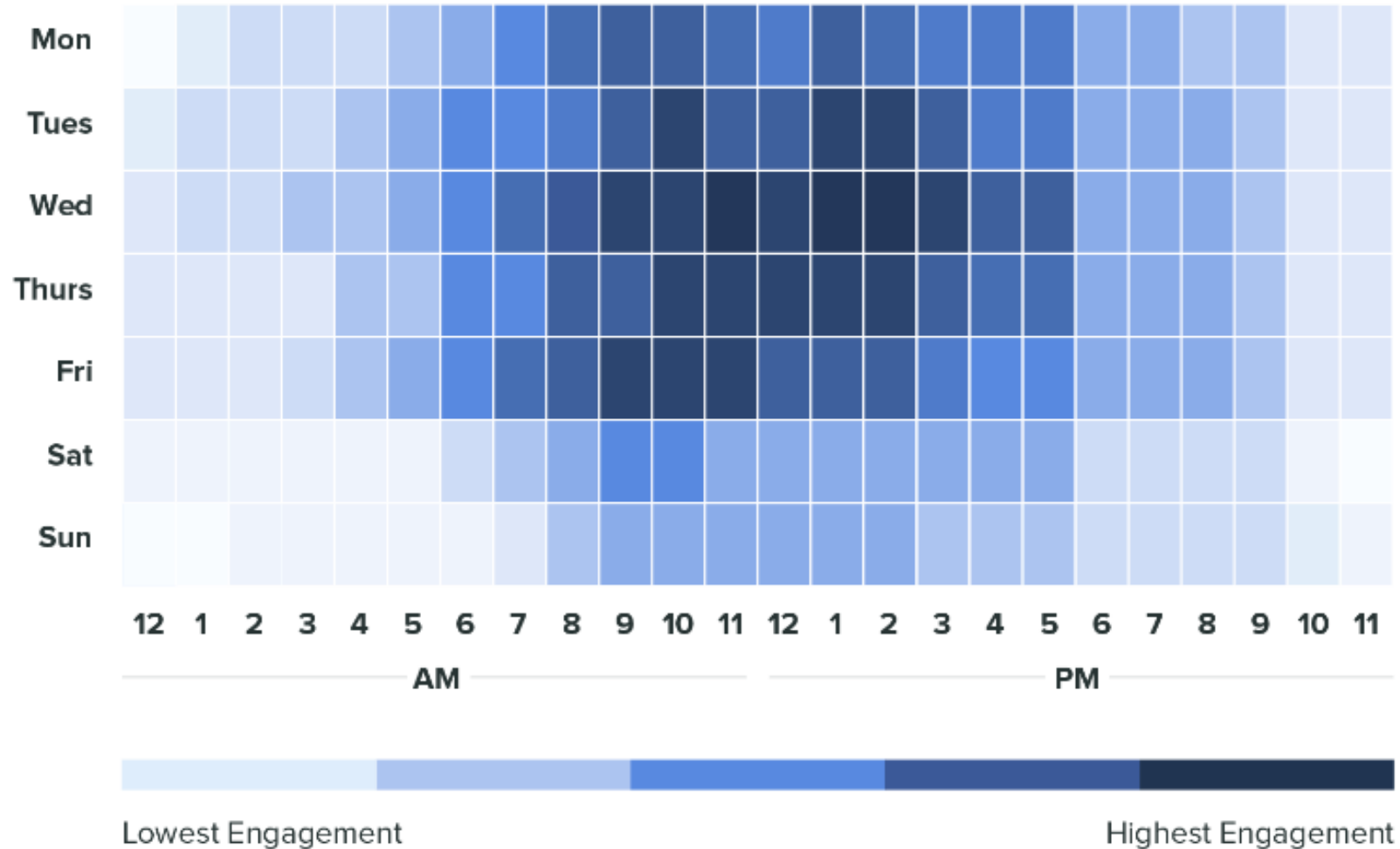
**Use this check list for each post to ensure it has a clear purpose!**



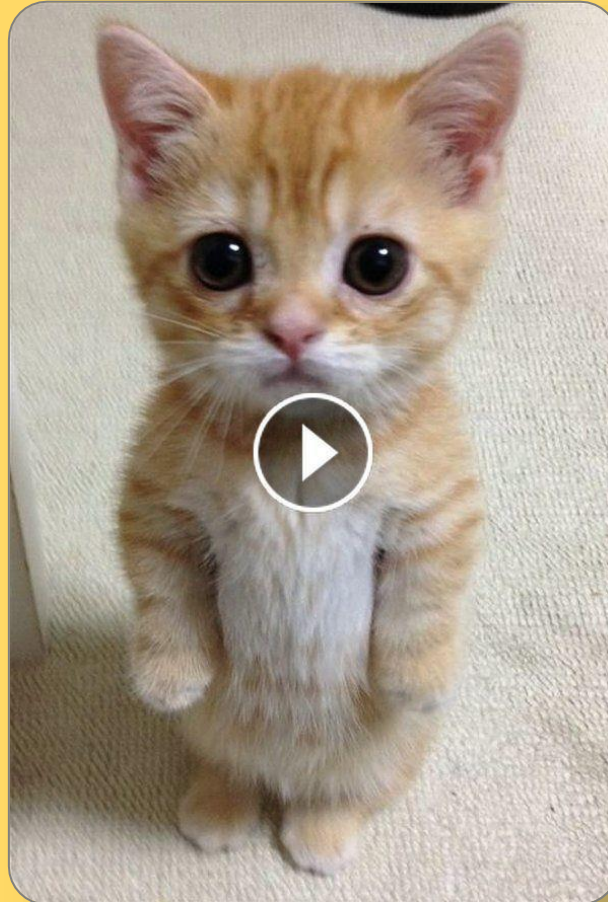
# Pick the Best Times to Post

## Facebook Global Engagement

sproutsocial



# Maximizing the Power of Video



# Video is Always Your Best Choice:

- Video content posted on Facebook generates an average of 2.3X more organic reach than photos.
  - Use Native Video (...a file that's uploaded to Facebook)
  - Add a Title and Description
  - Use captions. +80% of users watch videos with the sound off

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  - Make the first 3 seconds work HARD!
  - Shoot in 1:1 to make simultaneous posting on IG easy
  - Shoot in 1.9:1 (~2:1) if you only plan to post on Facebook



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  - Shoot in 1.9:1 (~2:1) if you only plan to post on Facebook
  - **Respect Privacy & Copyrights**

# Types of Posts That Get Shared Most Often:

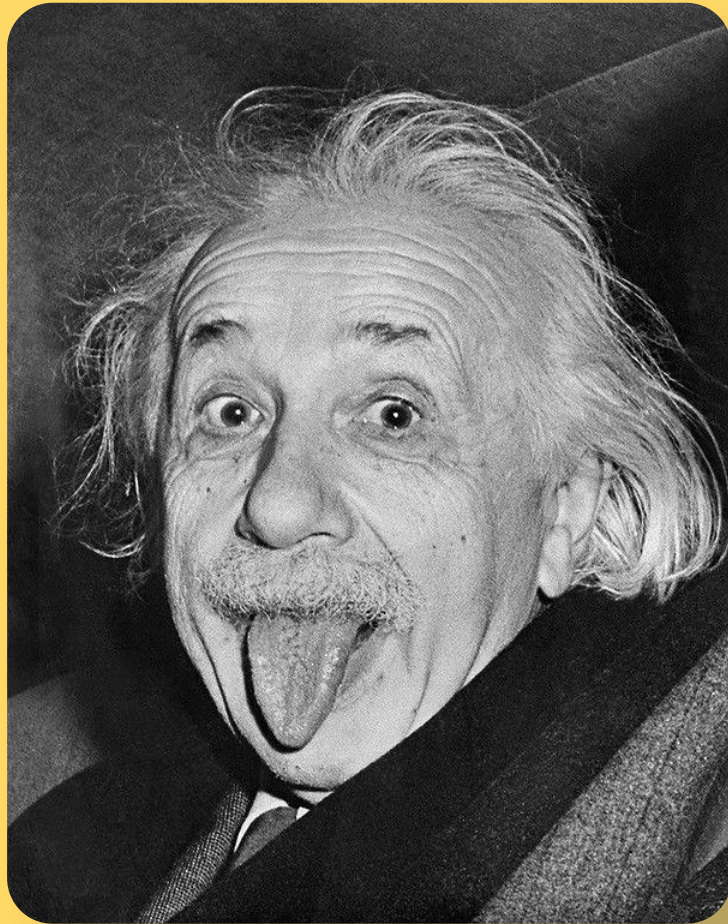
- **Breaking news**
- **Heartwarming stories**
- **Practical advice**
- **Behind the scenes content**
- **Serialized stories**



## Typical Rotary Content

- **Fundraising event awareness**
- **Fundraising events**
- **Volunteer brigades**
- **Meetings / Speakers**
- **Cheque presentations**

# Maximizing the Power of Images



**Facebook posts with photos get**  
**3x more engagement**  
**than those without them**



© Greg du Toit



# Types of Images That Generate Strong Emotional Reactions



Emotive Portraits



Babies



Animals



Inspiration ( If they can do it, so can I)



Nostalgia



Feelings of Happiness



## If possible...

- **Follow the recommended image size for each type of photo**



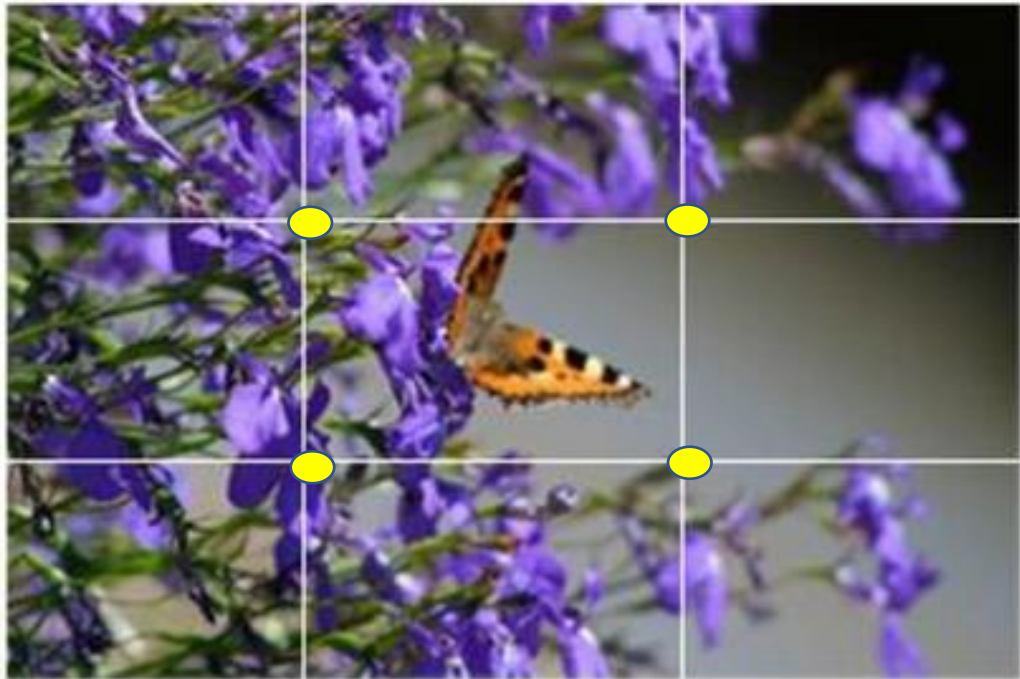
# Recommended Image Sizes For Facebook

Type of Image	Reco Size <small>Pixels</small>	Min Size <small>Pixels</small>	Aspect Ratio
Profile Photo	180 x 180	160 x 160	1:1
Cover Photo	820 x 312	400 x 150	2.7:1
Shared Image (Timeline)	1200 x 630	-	1.91:1
Shared Image (Newsfeed)	1200 x 630	-	1.91:1
Shared Link (Timeline)	1200 x 628	200 x 200	1.91:1
Shared Link (Newsfeed)	1200 x 628	200 x 200	1.91:1
Highlighted Image	1200 x 717	843 x 504	1:1.67
Event Image	1920 x 1080	470 x 174	16:9

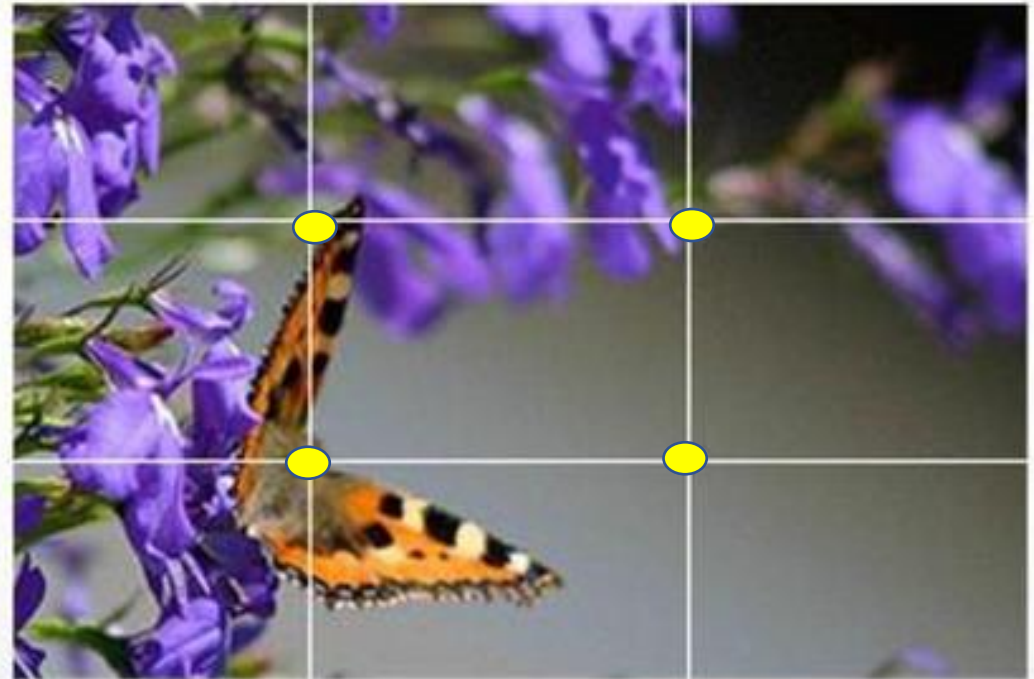
## If possible...

- Follow the recommended image size for each type of photo
- **Crop and color correct. It can go a long way!**

# Before and After - Rule of Thirds



**Before**



**After**



**Original RAW**




**Color Corrected**



## If possible...


- Follow the recommended image size for each type of photo
- Crop and color correct. It can go a long way!
- **One powerful image is better than many average images.**
- **If you have 2+ images create a slide show (create a GIF)**


- Facebook's tools gives you many options.


[Create Post](#) [Offer](#) [Job](#)


**Upload Photos/Video**  
Add photos or video to your status.

**Upload Multiple Videos** NEW  
Upload and edit multiple video posts at the same time.

**Create Photo Album**  
Build an album out of multiple photos.

**Create a Photo Carousel**  
Build a scrolling photo carousel with a link.

**Create Slideshow**  
Add 3 to 10 photos to create a video.

**Create an Instant Experience**  
Now you can tell a more immersive story by combining images and videos.

## If possible...

- Follow the recommended image size for each type of photo
- Crop and color correct. It can go a long way!
- One powerful image is better than many average images.
- If you have 2+ images create a slide show (create a GIF)
- **Simple Memes are good!**



**Be a cog in the wheel  
and change the world...**

Rotary  PEOPLE OF ACTION



# Maximizing the Power of Copy



# Effective Headlines

- **Keep it short!**
- **Clear before clever**
- **Use numbers (Top 10..., 3 Easy...)**
- **Use emotional words** (see: <https://www.aminstitute.com/headline/>)
- **Don't avoid negative words**
- **It's an ART, not a SCIENCE. Be sure to Test and Tweak!**

# Rotary



OUR VOICE IS...

**Smart**

THIS MEANS...

We look at problems from different angles and apply our expertise to address social issues in ways others cannot. We are insightful and discerning.

OUR COMMUNICATIONS ARE...

**Knowledgeable  
Perceptive  
Confident**

**Compassionate**

Tackling the world's toughest challenges requires empathy. We champion real people and stories that are relatable and universal.

**Thoughtful  
Sincere  
Engaging**

**Persevering**

We find lasting solutions to systemic problems at home and abroad. We speak with clarity and conviction.

**Bold  
Purposeful  
Courageous**

**Inspiring**

Motivated by the enduring connections and positive change we bring to communities and the world, we encourage others to take action. We convey hope, enthusiasm, and passion.

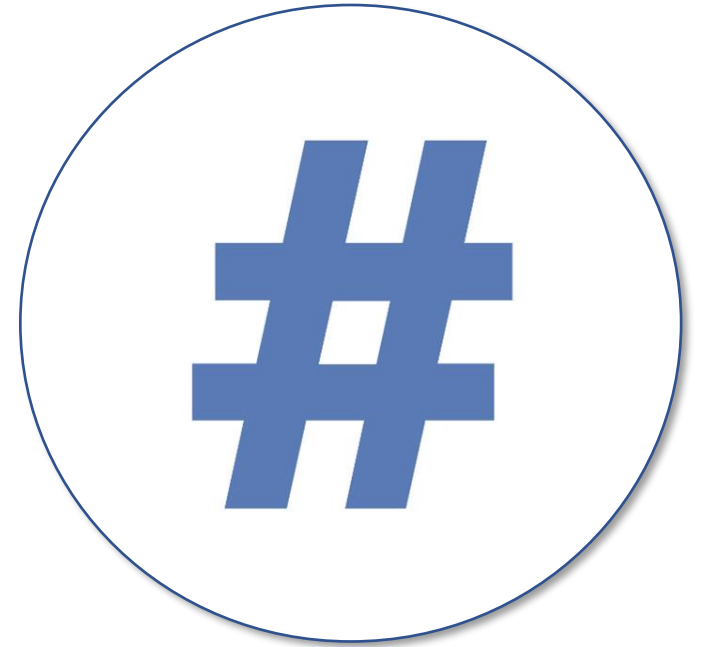
**Upbeat  
Hopeful  
Visionary**

# Maximizing the Power of Hashtags and Tags



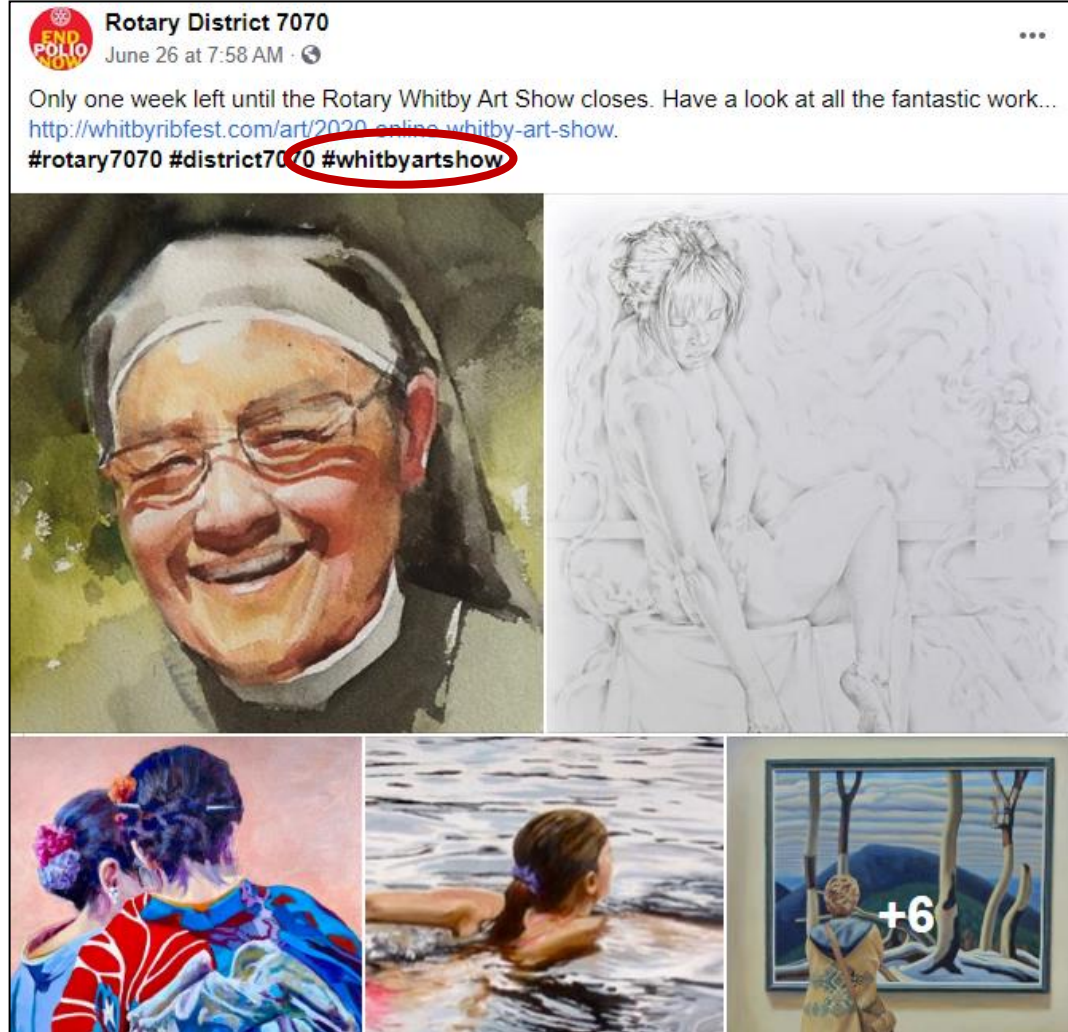
# Hashtags Enable Users to Search for Facebook Content

- **Hashtags turn copy into clickable links. This helps people find posts about topics they're interested in.**
- **When you click a hashtag that's in a Post, you will be brought to a page that shows all the posts that have also used that hashtag (within Facebook).**





# Hashtags – Used Properly

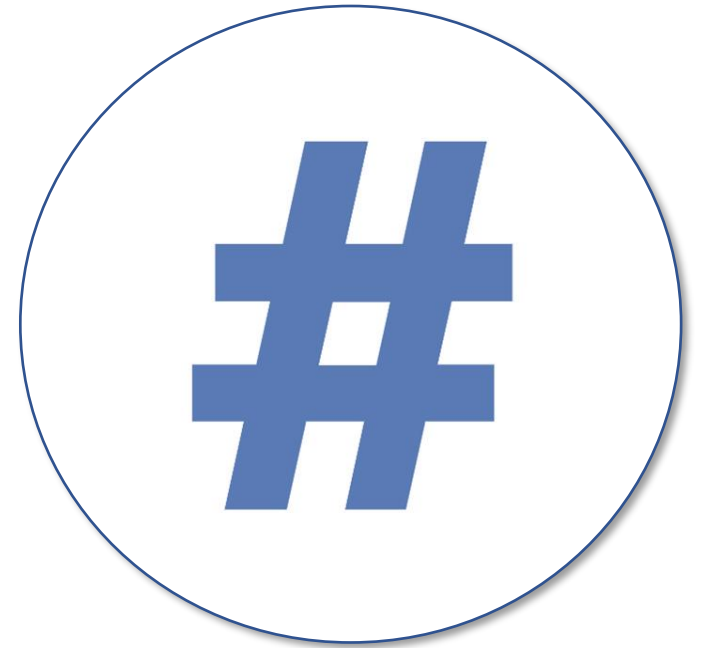


# Hashtags – Used Poorly



# Facebook Hashtags

- **Never more than 3 at a time (one is best)**
- **Make sure the landing is relevant**
- **Use them consistently (for a given topic)**



# What is Tagging:

## Tagging a Facebook Follower:

- When you **Tag** a Follower, you create a link to that person's **Profile** within your **Post**.
- The **Post** that includes that **Tag** is typically added to that **Follower's Timeline**.

## Tagging a Facebook Page:

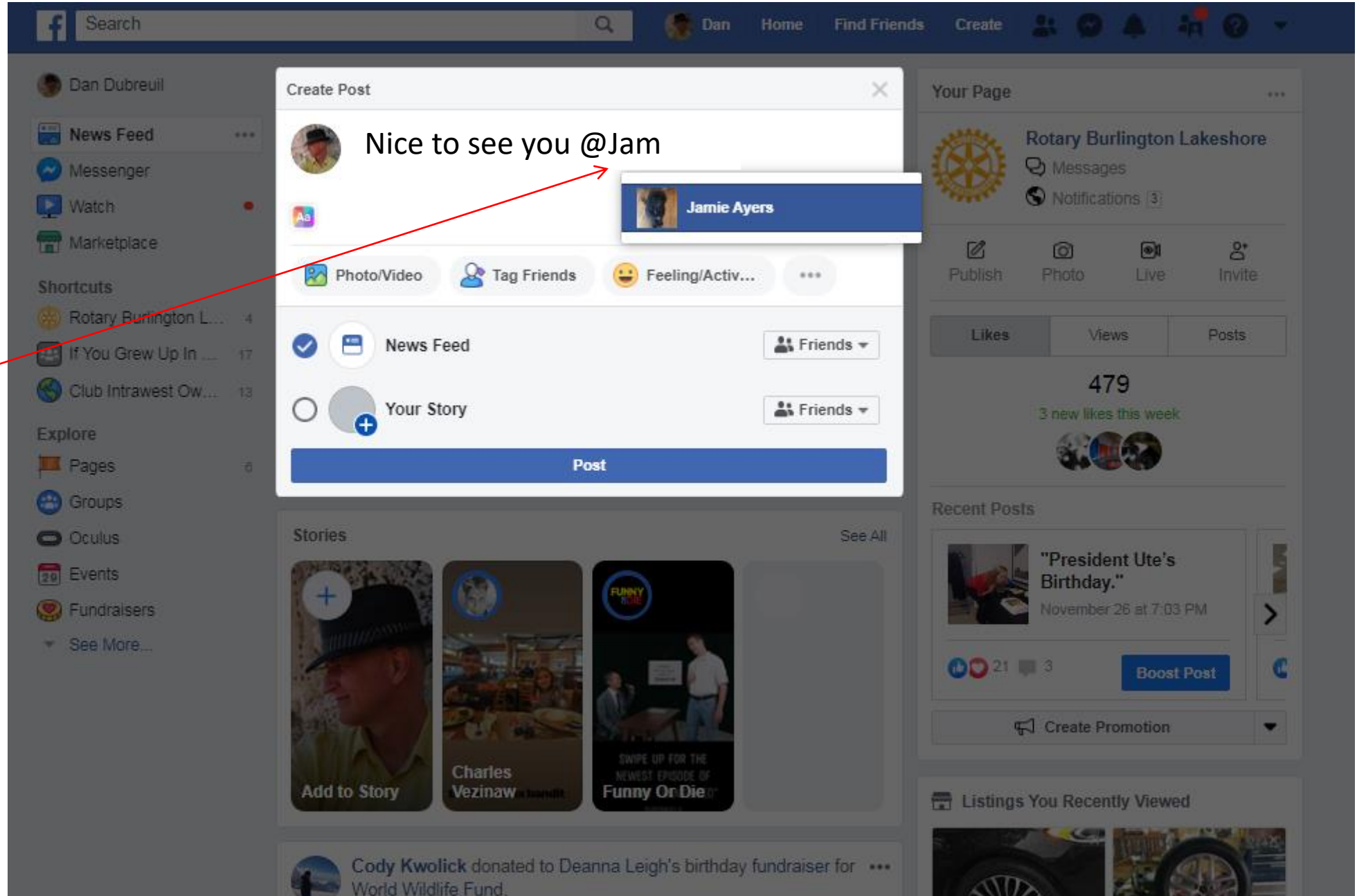
- When you **Tag** a Facebook **Fan Page**, you create a link to that **Fan Page** within your **Post**. Essentially, it's an easy way to drive traffic from your **Post** to their **Page**.



# Tagging a Friend by Mentioning Them in a Post

Start with @, and then type your Friend's full name. A pop-up will appear to allow you to **Tag** that person in the **Post**.

Their name will only appear in the pop-up if you already **Follow** them on Facebook.



# Sources of Good Rotary Content





# Content Sharing is the Driving Force Behind Social Media

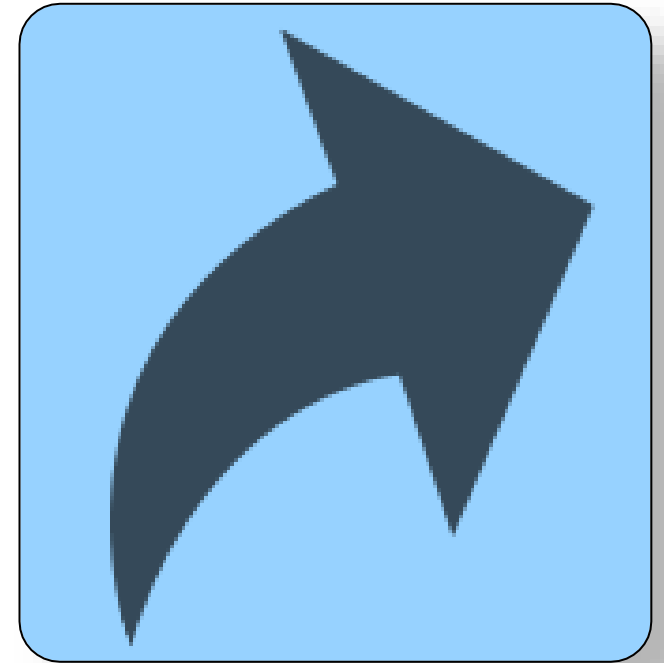
- **7080 District Facebook Page**  
[www.facebook.com/Rotary7080/](http://www.facebook.com/Rotary7080/)
- **7080 Community Facebook Group** **JOIN!**  
[www.facebook.com/groups/7080Community/](http://www.facebook.com/groups/7080Community/)
- **Rotary International Facebook Page**  
[www.facebook.com/rotary/](http://www.facebook.com/rotary/)
- **John Hewko FB Page (General Secretary of RI)**  
[www.facebook.com/JohnHewko/](http://www.facebook.com/JohnHewko/)
- **7070 District Facebook Page**  
[www.facebook.com/rotary7070/](http://www.facebook.com/rotary7070/)
- **7090 District Facebook Page**  
[www.facebook.com/RotaryDistrict7090/](http://www.facebook.com/RotaryDistrict7090/)





# More Great Sources of Content & Inspiration

- **Rotary International Brand Centre (Images & Video)**  
<https://brandcenter.rotary.org/en-GB>
- **Rotary International – Vimeo (video)**  
<https://vimeo.com/rotary>
- **Rotary International – YouTube (video)**  
[www.youtube.com/user/RotaryInternational](http://www.youtube.com/user/RotaryInternational)
- **7080 Website - Stories**  
<https://rotary7080.org/stories>
- **Get the Word Out Now! (Michael Caruso's Hub)**  
[www.facebook.com/groups/getthewordoutnow/](http://www.facebook.com/groups/getthewordoutnow/)
- **Rotary Club Members: Public Image, Graphics & Ideas Hub**  
[www.facebook.com/groups/1595163847383932/](http://www.facebook.com/groups/1595163847383932/)



# Creative Development Tools



# Useful Creation / Editing Tools

## 1. Canva.com online publishing app.

- VERY easy to use (no skill required)
- 60 million images
- Vast library of video clips
- Tailored to creating social media posts
- Brand kit feature
- Free for Non-Profits

## 2. PowerPoint 2020 (MS Office 365)

- 100% Flexible / Ad hoc
- Basic photo editing (transparency)
- Basic animation & morphs
- Screen capture videos
- Slide shows (GIF or MP4 format)

## 3. Windows 10 Video Editor

- Easy to use (no frills)
- Free with Windows 10

## 4. Audacity Music Editor

- Easy to use (no frills)
- Free for Windows users

## 5. Snip & Sketch screen grab tool

- Easy to use (no frills)
- Free for Windows users



How Club Members  
Can Accelerate Your  
Success on Facebook

# Making and Keeping Advocates

- Encourage ALL your club members to like and comment on your club's FB post. Ask them to visit your Club's Profile every few days.
- Ask them to share posts that are relevant to friends.
- Acknowledge (like) all the comments your posts receive.
- Promptly reply to questions left within comments.

# Quantifying the Power of Advocates

## Advocates



Club Members  
on FB

**50**

**x**

Friends per  
Member

**(100**

**x**

Exposure rate  
per shared post

**20%)**

**=**

Net Exposure

**1000**

## Followers



Followers

**1000**

**x**

Exposure rate  
per post

**5%**

**=**

**50**

weak

**1000**

**x**

**33%**

**=**

**330**

strong





# How to 'Boost' Facebook Posts



99 Missions

businesses like yours are selling their products using Facebook Shops.



Letmeknow.online  
1K people like this Page



Teddy's  
225 people like this Page

Pages that have a shop get about 55% more Page visits.



This number is calculated as an average within a 28-day period.

Create Shop

### Create Ad

How would you like to grow your business?

See All



Boost a Post



Boost an Instagram Post



Boost an Event



Edit Follow

Promote



April 8th  
to April 18th



0:20 / 0:33



#### Reach More People With This Post



People are boosting posts like "Beat those COVID Blu..." to reach more people. Try boosting this post.

119

People Reached

32

Engagements


Boost Post

# Identify Objectives for the Boost

### Boost Post

#### Goal

What results would you like from this ad?

 **Automatic**  
Let Facebook select the most relevant goal based on your settings.

Change

#### Button

Button label

Learn More

Website URL

rotary7080.org

#### Special Ad Category

Ads about credit, employment, housing, or social issues, elections or politics

Learn More

#### Audience


Who should see your ad?


People you choose through targeting


People who like your Page


### Goal


What results would you like from this ad?

 **Automatic**  
Let Facebook select the most relevant goal based on your settings.

 **Get more messages**  
Show your ad to people who are likely to send you a message on Facebook or WhatsApp.

 **Get more video views**  
Show your ad to people who are likely to watch your video.

 **Get more leads**  
Use a form to collect contact information from potential customers.

 **Get more calls**  
Show your ad to people who are likely to call your business.

Cancel

Save

### No Button

Book Now

Learn More

Shop Now

Sign Up

Get Directions

Buy Tickets

Send Message

Send WhatsApp Message

Call Now

# Identify the Target for the Boost

## Audience

Who should see your ad?

People you choose through targeting ☐

People who like your Page ☐

People who like your Page and their friends ☐

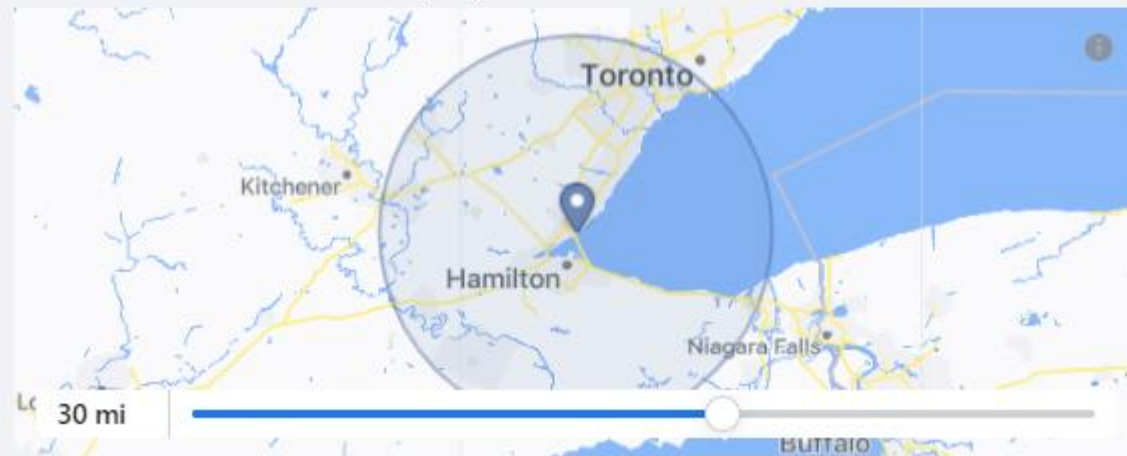
People in your local area ☒

## Audience Details

Location - Living In Canada: 1301 Elgin St, Burlington (+30 mi) Ontario

Age 18 - 65+

Potential Audience Size: 3,600,000 people



# Establish the Duration, Budget and Channel of the Boost

Duration

Days

4

−

+

End date

Apr 18, 2021

Total Budget

Estimated 1.6K - 4.5K people reached per day

\$ 45.00

Placements

Facebook

Where should people see your ad?

Facebook

Instagram

Messenger

Estimated Daily Results

People Reached 1.6K - 4.5K

Link Clicks 29 - 93

Payment Summary

Your ad will run for 4 days.

Total budget \$45.00 CAD





How to  
measure the  
impact of your  
posts





Search Facebook



## Manage Page

Business App Store

Events

Resources & Tools

Manage Jobs

Notifications  
15 new

Insights

Publishing Tools

Page Quality

Edit Page Info

Settings



**99 Missions**

@99missions · Community Organization

Home

Groups

Jobs

Events

More ▾





99 Missions > Page Insights

## Page Insights



Overview



Followers



Ads



Likes



Reach



Page Views



Actions on Page



Posts



Events



Videos



Stories



People



Messages

Promote



9+



3



6

### Page Summary Last 7 days

Export Data

Results from Apr 7, 2021 - Apr 13, 2021

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

#### Actions on Page

April 7 - April 13

2

Total Actions on Page ▲100%



#### Page Views

April 7 - April 13

84

Total Page Views ▲133%



#### Page Likes

April 7 - April 13

22

Page Likes ▲1000%



#### Post Reach

April 7 - April 13

3,482

People Reached ▼73%



#### Story Reach

April 7 - April 13

##### Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn More](#)

#### Recommendations

April 7 - April 13



We have insufficient data to show for the selected time period.

#### Post Engagement

April 7 - April 13

968

Post Engagement ▼9%



#### Responsiveness

As of April 12, 2021

14%

Response Rate ▼30%

3 hrs 10 mins

Response Time ▲0 hrs 0 mins

#### Videos

April 7 - April 13


2,676

3-Second Video Views ▼51%



Page Followers

# Page Insights

 Overview


 Followers

 Ads


 Likes

 Reach

 Page Views




 Actions on Page





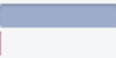























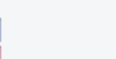











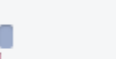











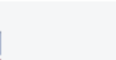





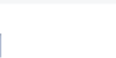

 Posts

 Events

 Videos

 Promote

Reach: Organic / Paid  Post Clicks  Reactions, Comments & Shares 

Published	Post	Type	Targeting	Reach	Engagement	Promote
04/11/2021 9:47 AM	 99 Mission Scavenger Hunt Game is now live! Join the			3.1K 	909 16 	 View Promotion
04/07/2021 5:37 PM	 Please take note. We sincerely apologize for any			184 	1 13 	 Boost Post
04/03/2021 9:46 AM	 Enjoy a bit of friendly competition - Play 99			4.7K 	332 23 	 View Promotion
03/31/2021 5:45 PM	 We've got 99 IDEAS to keep your family busy, and			9.1K 	654 51 	 View Promotion
03/29/2021 4:24 PM	 Beat those COVID Blues! Take a look at our first 50			119 	18 14 	 Boost Post
03/29/2021 7:46 AM	 Thank You Omeid at InstantImprints Burlington			167 	6 27 	 Boost Post
03/28/2021 12:42 PM	 Take a look at our first 50 missions and get ready to			4.1K 	96 15 	 View Promotion
03/28/2021 12:39 PM	 			25 	0 2 	 Boost Post
03/26/2021 3:11 PM				29 	1 6 	 Boost Post
03/22/2021 8:42 AM	 99 Missions is a friendly competition and a			174 	13 20 	 Boost Post

## Viewer Activity

How the post has performed since being published.

📅 Lifetime ▼ ⓘ

**3.6K**  
3-Second Video Views

**0**  
1-Minute Video Views

**0:04**  
Average Minutes Viewed

**51**  
Engagement

**761**  
Minutes Viewed



15-Second Video Views

**733**

3-Second Viewers

**3K**

People Reached

**9.1K**

☒ Cumulative Chart

## Post Actions ⓘ

**Total Clicks** **654**

Clicks to Play **271**

Link Clicks **221**

Other Clicks **162**

**Total Negative Feedback** **0**

## How People Are Watching ⓘ

Paid provided the most Minutes Viewed.

Recommendations 0.7%

Followers 2.96%

Shares 6.17%

Paid 90.2%

## Audience Engagement ⓘ

Total Engagement	51						
Shares	15	34	0	1	0	0	0
Comments	1						
Reactions	35						

# Analyzing Results

Channel	Ad	Format	start	\$ Spend	Duplicated Reach			Cost / Paid	Cost / Total	Link Clicks	Click Rate	Cost / Click	Audience
					Free	Paid	Total						
FB 99	Game On	Video	Apr-02	60	359	4,365	4,600	\$0.014	\$0.013	122	2.65%	<b>\$0.49</b>	Burlington 18+
FB 99	March Break	Video	Mar-31	80	733	8,387	9,000	\$0.010	\$0.009	221	2.46%	<b>\$0.36</b>	Burlington 18+
FB 99	Flag - List	Image	Mar-28	19	21	3,006	3,030	\$0.006	\$0.006	42	1.39%	<b>\$0.45</b>	Burlington 18+
FB 99	Yellow sweater	Video	Mar-19	60	1,505	3,968	5,400	\$0.015	\$0.011	110	2.04%	<b>\$0.55</b>	Burlington 18+
FB 99	Tree Hug	Video	Mar-14	45	537	1,825	2,400	\$0.025	\$0.019	75	3.13%	<b>\$0.60</b>	Burlington 18+
FB 99	Nothing But Net	Video	Mar-11	30	108	2,298	2,400	\$0.013	\$0.013	44	1.83%	<b>\$0.68</b>	Burlington 18+
FB 99	Quick Missions	Video	Mar-08	35	588	2,376	3,000	\$0.015	\$0.012	52	1.73%	<b>\$0.67</b>	Burlington 18+
FB 99	List Remove	Video	Feb-28	35	1,522	1,264	2,700	\$0.028	\$0.013	61	2.26%	<b>\$0.57</b>	Burlington 18+
FB 99	Mystery Mission	Video	Feb-27	70	195	875	1,100	\$0.080	\$0.064	25	2.27%	<b>\$2.80</b>	Sally Ann + Rotary + Women
Total				\$434	5,568	28,364	33,630	\$0.013		752	2.24%	\$0.58	

Thank you!





# Driving Membership Growth

The District's Plan for 2021-2022  
Thursday, May 20<sup>th</sup> at 7:00PM

Learn what the PR and  
Membership Committees  
have planned to create  
awareness and drive  
interest in Rotary.



**Rotary**  
District 7080



# Canadian Privacy Laws & Consent

- Taking a photo or video of an adult, or child, while in a public place is NOT illegal, unless you are violating their reasonable expectation of privacy (e.g. taking a photo of someone in a washroom)
- Publishing an image / video of someone without their consent is illegal. You can **avoid the privacy issue by getting all of the prominent subjects to sign a 'Release'**. That said, you don't need this consent from bystanders, crowds, or people "incidental" to the photo or video.
- **Taking a photo or video while on private property without permission may be illegal**. You must **abide by the rules / policies of the owner** of the location before photographing or recording any part of the space and / or the people within it.

# Canadian Copyright Law

- Posting images / video that have been produced by others, without permission or reimbursement may be a violation of CDN copyright laws.
- Always read and understand the rules / policies / requirements / contracts surrounding the use of a person's, or organization's, private property.



# Facebook's Essential Insights:

Metric	Definition
Followers	The current number of unique FB users who 'Follow' your Page
Fans	The current number of unique FB users that 'Like' your Page
Fans (by location)	The current number of unique FB users that live in a given city or country that 'Like' your Page
Page Views	The number of times your Page's profile has been viewed (in a defined period of time)
Post Count	The number of new Posts published by your Page (in a defined period)
Post Reach	The number of unique FB users that saw at least one Post (in a defined period). This number is estimated.
Total Engagement	The total number of Comments, Shares, Clicks and Likes generated by your Page (in a defined period)