



FACEBOOK & ROTARY

Social Media Strategies to make your club more social!

Presented by Tawnya Hartford



OVERVIEW

- Introduction- who I am
- Stats about Facebook
- How Facebook helps non-profits
- The differences between personal, business and events pages
- Creating your page and admin roles
- Posting- all about the image & the engagement
- Sharing and re-posting
- Joining other pages & following influencers
- Q & A

WHO AM I?



Tawnya Hartford

- Club Member & Public Relations Chair – Rotary Club of Niagara Falls- Sunrise – Niagara Falls, Ontario
- Rotary District 7090 – Public Image Committee member
- Communications & Marketing – personal injury lawyers in St Catharines, Ontario
- Previous - Part-time contracts with Niagara College teaching E-Commerce & Social Media Marketing to Hospitality students
- Previous – Project manager- transitioned a brick and mortar retail store to online e-commerce
- Freelancer- small business social media strategist and manager and graphic designer

STATS ABOUT FACEBOOK

- 1.44 billion monthly active users
- 1.25 billion mobile users
- Daily active users in Canada & U.S. - 167 million
- Country with the most active FB users is Canada
- Largest growth in age demographics is 50-64
- Largest age group is 18-35 – also largest number of highest average of friends (300+)
- Teens under 18 are using other social media apps : Instagram, Snapchat & Twitter
- Percentage of Parents that are friends with their teenager on FB : 83%

HOW FACEBOOK HELPS NON-PROFITS & SERVICE GROUPS

- **84 %** of social media users share to *show their support for a cause and highlight issues that are important to them*
- **55%** percent of those who engage with non-profits via social media have been *inspired to take further action*
- **78 %** social media users surveyed said they *shared in order to connect with people*. **94 %** said they *considered how useful the content is before sharing it*.

More than half of survey respondents (55%) who engaged with causes via social media have been inspired to take further action.

COMMON ACTIONS TAKEN AFTER SOCIAL MEDIA SUPPORT



NOTE: Percentages may sum to over 100% due to multiple responses.

3 DIFFERENT FACEBOOK PAGES

Personal Page

The screenshot shows a personal Facebook profile for Tawnya Hartford. The cover photo features the Rotary Club of Niagara Falls Sunrise District 7090 logo and the text "Service above Self" and "I'M A PROUD MEMBER". The profile picture is a small circular icon with the same "I'M A PROUD MEMBER" text. The bio includes the text "Proud supporters of many community and charitable groups including: • the Greater Niagara General Hospital Foundation • Literacy Niagara • Women's Place of South Niagara • the School Breakfast Program and many others.....". The page layout includes a navigation bar with "Timeline", "About", "Friends", "Photos", and "More". The main content area shows a status update from Erin Leivonnois dated March 12 at 5:34pm, with a photo of a group of people. The left sidebar contains an "Intro" section with a "Describe Who You Are" button and a "Photos" section with a grid of images.

Event Page

The screenshot shows a Facebook event page for "Cheese Burger Picnic". The cover photo is a close-up of a large red maple leaf. The event details indicate it is scheduled for October 17, 2015, from 2 PM to 12 PM at the Jordan Valley Campground. The event is hosted by Lindsay Dressel and has 15 people going, 5 maybe, and 26 invited. The description includes: "Annual event!! The Dressel family invite you to join us for the last 'un-official' weekend at the campground. The roaster will be set up cooking juicy cheese burgers. Pot luck event..... bring your favorite BBQ dish & BYOB. FREE tractor rides and shenanigans!!!! Everyone is invited to brave the fall evening and spend the night at the campground. Tents and trailers welcome!!!". The page also features a "MY EVENTS" sidebar with options for "Upcoming", "Calendar", "Subscribed", "Past", and "Create".

Business Page

The screenshot shows a Facebook business page for "Rotary District 7090 - Southern Ontario & Western New York". The cover photo features the Rotary logo and the text "Be a gift to the world". The page layout includes a navigation bar with "Page", "Messages", "Notifications", "Insights", "Publishing Tools", "Settings", and "Help". The main content area shows a "Timeline" section with a post from Carolyn Mullin and 14 other friends, dated 11 weeks ago. The page also features a "Promote Local Business" button and a "Rotary District 7090 - Southern Ontario & Western New York" logo. The right sidebar contains a "THIS WEEK" section with statistics: 849 Post Reach, 70 Post Engagement, 0 Watch Video, 0 Website Clicks, and 0 Check-ins. The bottom right corner shows a "Recent" section with a list of years from 2010 to 2016.

EVENTS VS BUSINESS PAGE

Events Page

- When you are having something that takes place on a specific day or series of days
- Can be made public and as a Host you can invite your friends (and guests)
- Events can be made on both personal pages and business pages.
- Recommended for small-medium events that are new or are not a yearly occurrence

Con: Once the event is over a new page has to be created for another event and invites to that new event must be re-sent (audience needs to be re-built)

Business Page

- A permanent place for business on Facebook
- Can also be made public and admins can invite people to like the page.
- Events can be added from a business page
- Recommended for large events to create a Business page for an event that re-occurs

Con: Content must be continually maintained and posted. Even if the event is yearly, posts should be made throughout the year to keep audience engaged.

CREATING YOUR PAGE(S)

- **Make Sure Your Page Has As Much Information As Possible**
 - fill out your location and/or time of event or meetings
 - add a description of what your club does
 - add your website and contact info for your club or event
 - upload a profile image and header image
 - add photo albums with pictures of members and events
 - link your other social network accounts
- **Make Sure Your Facebook Content Is Interesting**
- **Answer Your Private Messages**
- **Take Advantage Of Insights – *Business Pages Only***

PAGE ROLES- BUSINESS PAGE

Facebook allows 5 different levels of controllers in the page roles section of a business page. Business pages are created and controlled with personal page logins, therefore all users must have a personal Facebook page.

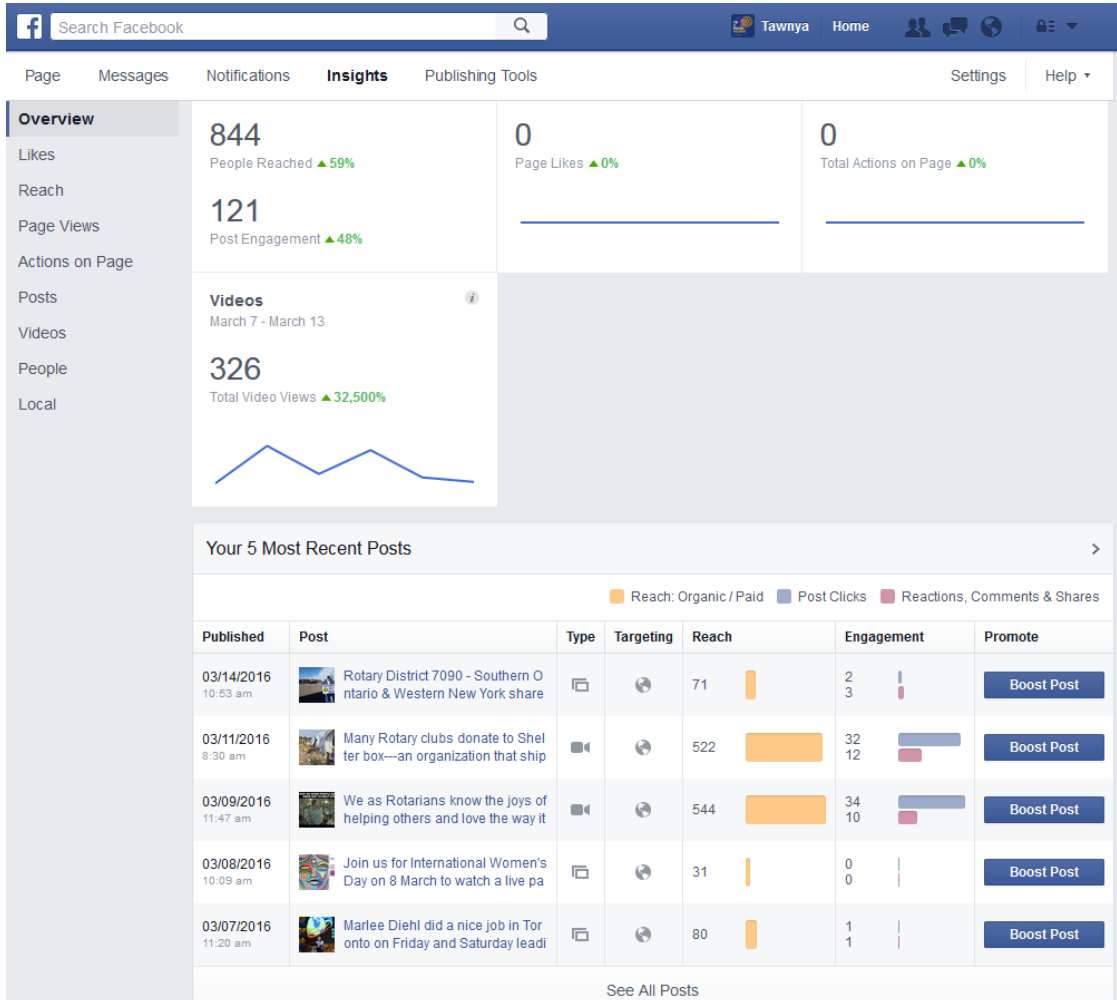
If you wish to share in the responsibilities of posting to your club or events page only admin and editors have this ability.

The only difference between the two roles is the ability to control the page roles. It is better to have multiple admins in case someone has issues with their Facebook login or has been hacked.

	Admin	Editor	Moderator	Advertiser	Analyst
Manage Page roles and settings	✓				
Edit the Page and add apps	✓	✓			
Create and delete posts as the Page	✓	✓			
Send messages as the Page	✓	✓	✓		
Respond to and delete comments and posts to the Page	✓	✓	✓		
Remove and ban people from the Page	✓	✓	✓		
Create ads	✓	✓	✓	✓	
View insights	✓	✓	✓	✓	✓
See who published as the Page	✓	✓	✓	✓	✓

BUSINESS PAGE INSIGHTS

The main benefit of a Business page over an Event or Personal Page is the Facebook Insights



Facebook Insights gives you stats on:

- Overview of the week
- Total number of likes
- Number of friends of fans
- # of people talking about
- Weekly reach
- Likes, Comments and Shares
- Hides and Spam reports
- Virality of posts
- Check-ins
 - Ability to download and export stats

Kissmetrics blog - Insights

blog.kissmetrics.com/facebook-insights-and-analytics/

Facebook Insight Help

<https://www.facebook.com/help/336893449723054/>

POSTING TO YOUR PAGE

- Not all content has to be 100% relevant but it has to be interesting – stay active- make sure you post something regularly
- Attention spans are shorter therefore images are most popular (memes) – if you are posting an article make sure the headline is catchy
- Engage your followers- ask questions in your posts– get them to respond
- Have multiple admins to your page but have one master control person – it shares in the workload but have the controller review page daily
- Recommendation – don't allow others to post to your page – make it private and then have an admin share the post if desired. This allows you to review and approve the post and cuts down on spam posts
- Facebook has a built-in scheduler- use it if you wish but also post in between scheduled posts- it does not allow to schedule shares---only original posts.

Advanced user – tool tip

SMM tools- schedulers – Hootsuite and Buffer

<https://www.brandwatch.com/2015/08/marketing-top-10-social-media-management-tools/>

RE-POSTING & SHARING

- Re-posting is a great way to keep engaging with followers. Re-post or share from your event pages to your main Facebook page.
- Re-post or share from your Club Rotary page to your own Facebook page.
- Re-post or share to club members Facebook pages (with permission from them)
- Re-post or share to the club district page
- Re-post or share to other Rotary club pages
- Re-post to your own club page- this is handy if you have an event or a promotion, re-post to your page every few days but make sure that you are adding other content in between posts to make your page engaging to followers.
- Re-post or share to “event sharing” pages in your area.

LIKING OTHER PAGES & FOLLOWING INFLUENCERS

- There are many great sources for finding information to post on your Facebook page
- Like other pages and other people and share content that you find on your newsfeed or bookmark web blogs to share articles

Here are just a few suggestions:

- Other Rotary Club Facebook pages in the District
 - https://docs.google.com/spreadsheets/d/109O_LJPhd9e_Q33OWAmG6z4D5bkEa5s--1CKUgIH5Tw/edit?usp=sharing
- District 7090 Facebook Page
 - <https://www.facebook.com/RotaryDistrict7090/>
- Non-profits on Facebook
 - <https://www.facebook.com/nonprofits/>
- Rotary and FB
 - https://www.facebook.com/Rotary-and-FB-1534038816894010/?hc_location=ufi
- District Leaders – Kevin Crosby, Penelope Hutton, Roseanne Morissette
- Evan Burrell - Rotarian (from Rotary Club of Turramurra, New South Wales, Australia)
 - www.facebook.com/RotarianEvanBurrell
 - <http://blog.rotary.org/2016/02/04/6-social-media-resolutions-that-can-improve-your-clubs-exposure/>
- Other Service clubs & volunteer organizations

QUESTIONS & ANSWERS

Follow me on any (or all) of these social media apps:



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