Club Social Media Recommendations

Rotary Public Image Coordinator

Goals

Why use Social Media? *Because it is a high-impact and low-cost (free!) way to promote your club and speak to your community.* You can:

- Publish club information
- Advertise events
- Create discussion and gather feedback
- Build your club's "brand"

Very little technical expertise is needed – if you can use the internet you can use Social Media.

Facebook and Facebook Pages

- Facebook is by far the leading social network in the US

- Your club may want to consider additional networks, but we highly recommend Facebook as a starting point

- A Facebook Page looks similar to a personal profile, but it is designed to promote and communicate information for an organization or group

- Information on the page is available to the public, even if they are not Facebook members

How to Set Up your Club Page

- You need to be a member of Facebook, so if you are not, sign up first – then log in

- Next, check to be sure there is not already an existing page for your club by searching Facebook. If you find one you should work with that page – you can contact the owner via Facebook if you don't know how to contact them directly (it should be a current or past member of your club)

- Log-in to Facebook and navigate to:
  - http://www.facebook.com/pages/create.php
  - Or, you can scroll to the bottom of your Facebook homepage, click "Advertising" (ALL the way at the bottom)
  - On the advertising page, click the "Pages" logo (the one with the flag next to it)
  - Finally, on the "Facebook Pages" page, click the green button to "create a page"

Page Set Up, Continued

- Fill in the form to create a page for an organization

- You will need to pick the type of organization
  - There is not an option that describes Rotary clubs well, so we recommend using "non-profit"; even though it is not technically correct for most clubs we believe it captures the mission of Rotary better than other options

- You will need to select the box saying that you are an official representative, then click the "Create Official Page" button

Your New
Club Page!

Dress Up your Page

Info Tab and Edit Button

"Edit Page" Options
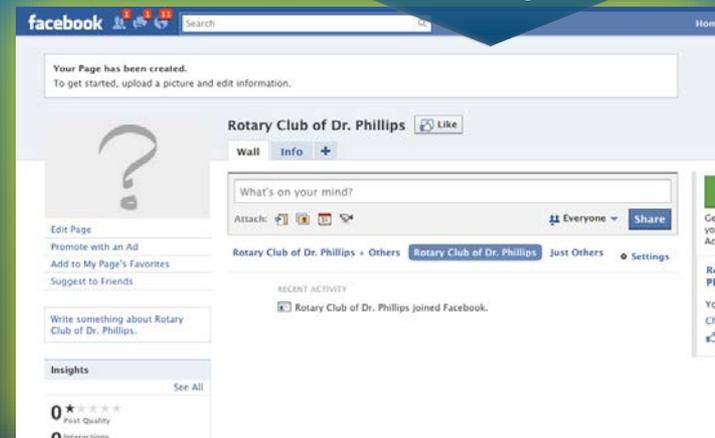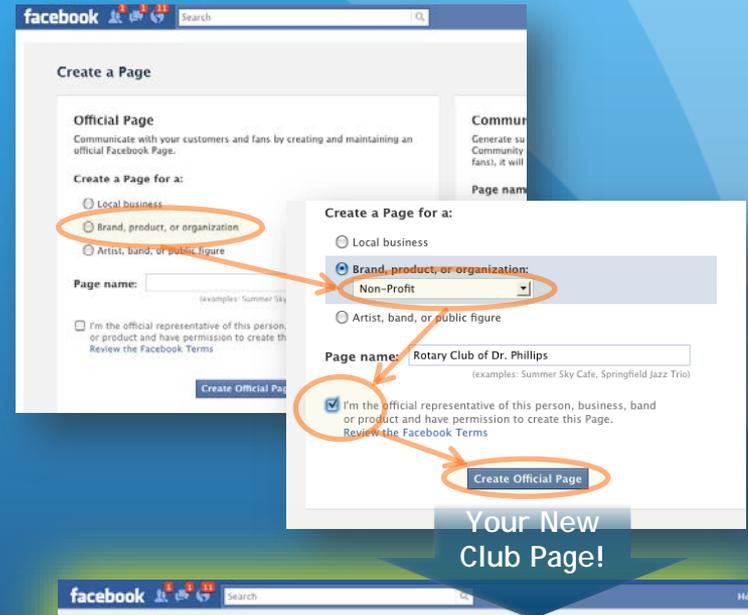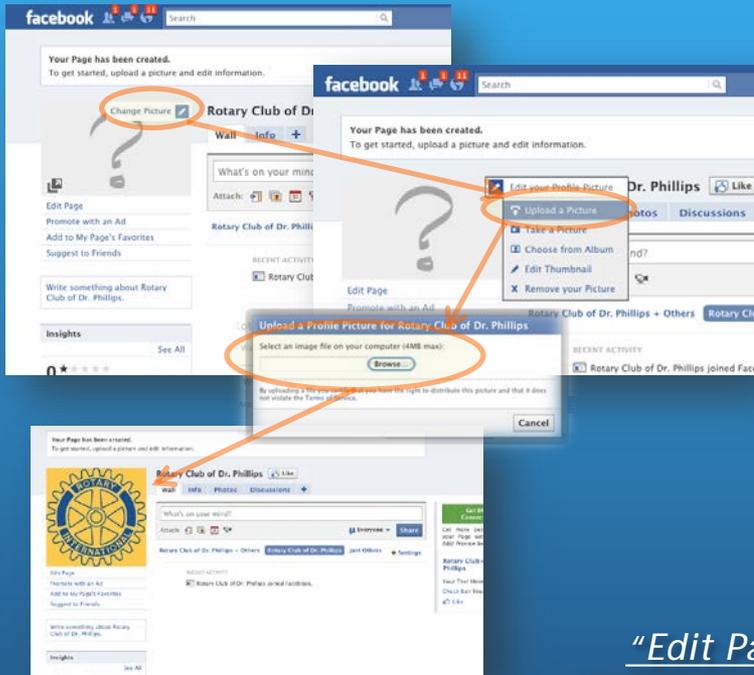
- Now that you have your page established, you will want to add a picture representing your club
  - First, find a picture or logo you want to use and save it somewhere on your hard drive (if you don't have any good image for your club, you can download Rotary emblems from www.rotary.org)
  - Float your mouse over the question mark and a box called "change picture" will appear – click it
  - Next, select that you want to upload a photo
  - Select the image from your hard drive
  - You will briefly see a window showing that the upload is in progress
  - When the upload window closes the page will refresh and your image will appear

- *Once you have your image in place, you may want to complete some of the data under the "info" tab or enable some of the features available in the "edit page" options such as photo albums and discussion groups*

- *Remember that you don't need to do everything right away, you can evolve and improve your page over time*

Inviting Others to "Fan"

- Once the page is established, you can begin to invite others to "fan" the page
  - This gives them a quick link to the club page from their Facebook home page
  - Begin by inviting club members who are willing to help add information to the page, then gradually add more members as the page develops

- Remember that the page is visible to the public, so think of it as an external communication
  - There are other options in Facebook and elsewhere for private discussion groups; but that is beyond the scope of this presentation

- You can also link to the page from your club website; discuss it with your club webmaster

Tell Everyone
You Know!
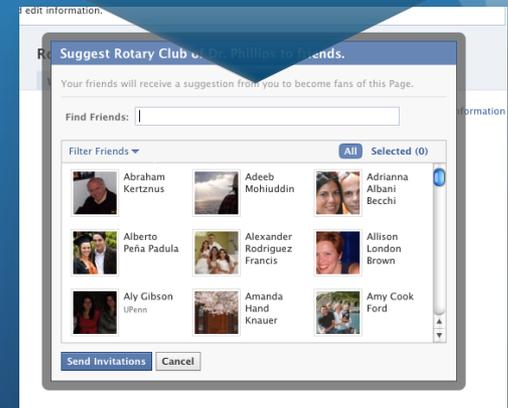
Managing your Page

- You should monitor the discussions on your Facebook Page to make sure they are appropriate
    - As the page owner, you can remove anything you think is out of line
    - The trick is to maintain a balance; you want open, honest, and interesting dialogue but it needs to stay within the bounds of good behavior and good taste

- The goal is to allow the page to take on a life of its own – over time the fans and the larger community will shape it into whatever best suits their needs
    - But, be sure to use the page to directly promote your club's missions, membership, and events; after all, that is what your fans and visitors are there to see

- In sum, you want to keep the page on-topic but it is best to act more as a participant rather than a manager

F.A.Q.*

- Why do you recommend a Facebook Page rather than a Group?
  - *Facebook Groups require membership to view content and are more limited in terms of broadcasting information. They are better if you want a private discussion area on Facebook, but not for general publicity.*

- What about Twitter?
  - *Twitter is very appealing to many, and now that you have a Facebook page you can link to Twitter to share the same updates if you like. We recommend starting with Facebook since it has a much larger user base and allows for richer communication, including pictures and video.*

- What about LinkedIn?
  - *LinkedIn is excellent for business networking, and you may want to create a group for your club to encourage broader connections. However, it is less well suited for general information and discussion. Also, like Twitter it has a significantly smaller user base than Facebook.*

- What about MySpace?
  - *MySpace is also smaller than Facebook, and its user population tends to skew much younger. Many MySpace users also maintain Facebook profiles, so you may reach much of the "MySpace crowd" through your Facebook page. However, if it is important to your members or your community, you might consider a presence on MySpace as well.*

- What about _____ social network?
  - *There are a number of other social networks out there, but beyond the ones listed above they mostly serve specific groups or cultures outside the US. If there are any networks that have particular appeal to your members or community, you might consider using them – but again, we recommend starting with Facebook.*

Since this is the first time we're presenting this, these are actually anticipated questions based on Chuck's experience.

Thanks

- The RPIC Committee

For questions about this material, you can email
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