



PUBLIC IMAGE MANUAL

January 2016

USING FACEBOOK

In today's social media world, there is no doubt that the vast majority of social media users are on Facebook. Fortunately for us Rotarians, Facebook makes it relatively easy to create a page to promote our club's events to friends, family and the general public. Many of our citizens and local organizations actively use Facebook to get information and learn more about others. It makes sense for our District and each of our Rotary clubs to have an active presence on the site.

Facebook 101

Facebook is built around "**pages**". These are the sites within Facebook that represent either an individual or a business. Pages contain "**status updates**" or simply a "**status**". These are postings of text, photos or links that are broadcasted to friends or to people who have liked your page. People can "**like**" or "**comment**" on your status update, increasing the popularity of the post.

Success on Facebook is determined by likes, which happen when a user presses the thumbs up button located on every page, status, comment and photo. The more likes a page has, the more popular the page is and the more potential reach it has. While more is always better, the typical Rotary club can have anywhere from 100-500 likes for their page.

There is also a "**share**" button on every post. Sharing is the concept of broadcasting a post you find meaningful to their network of friends. This is a primary driver of getting new likes on a page and thus increasing reach. In the case of building an audience, sharing is indeed caring.

The "**news feed**" is located on the home page. This is the compilation of current status updates, photos and comments from all of your Facebook friends and page likes. The more likes a page has, the more news feeds a status update appears.

On each page on Facebook, you will find a "**timeline**", which is where all posted status updates live forever. The more status updates, the longer the timeline. Long timelines translate to a more active page and thus a more active Rotary club.

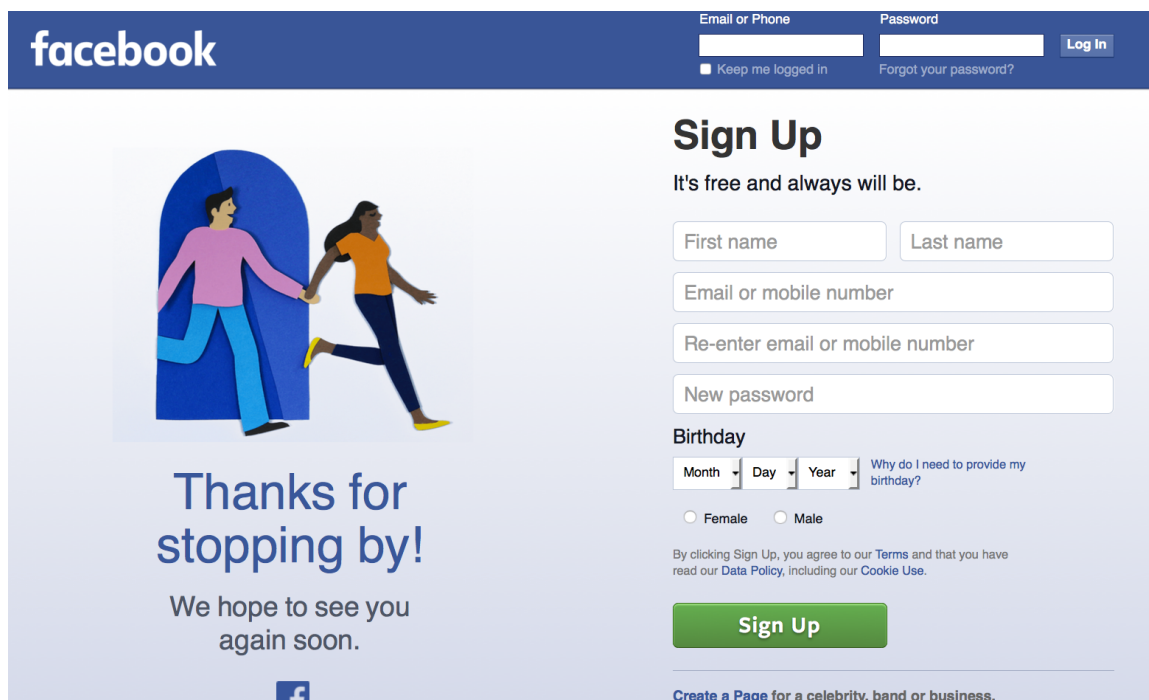
For a Rotary club Facebook page to be effective, all club members who have a Facebook account should be “**friends**” with the individual who manages the page. Friends are people who are allowed to view all content on a person’s individual Facebook page. This will allow for maximum visibility of the page, which you will be creating.

One person in your Rotary club should be designated to run your Facebook page with a backup person available to help to post content. It is best for the page to have a consistent feel and that is best achieved by one content writer/poster.

It is best to have one member use an existing personal Facebook page to create and manage your club page. This way, the page you will create for your club will already have an audience to start with, which are the friends the club member has on Facebook.

Creating a Facebook Account

To create a new Facebook account, you must have an existing email address. *If you do not already have a personal Facebook account*, logon to www.facebook.com and fill out the form on the front page to sign up. You will get a confirmation e-mail to verify the e-mail address and open the account.

A screenshot of the Facebook 'Sign Up' page. The top navigation bar is dark blue with the 'facebook' logo on the left. On the right, there are input fields for 'Email or Phone' and 'Password', a 'Log In' button, and links for 'Keep me logged in' and 'Forgot your password?'. The main content area has a light blue background. On the left, there is an illustration of two people, a man and a woman, running towards a large blue archway. Below the illustration, the text reads 'Thanks for stopping by!' and 'We hope to see you again soon.' with a small Facebook 'f' logo. On the right, the 'Sign Up' heading is followed by the text 'It's free and always will be.' Below this are several input fields: 'First name', 'Last name', 'Email or mobile number', 'Re-enter email or mobile number', and 'New password'. There is a 'Birthday' section with dropdown menus for 'Month', 'Day', and 'Year', and radio buttons for 'Female' and 'Male'. A link 'Why do I need to provide my birthday?' is next to the year dropdown. Below the birthday section, a line of text states: 'By clicking Sign Up, you agree to our Terms and that you have read our Data Policy, including our Cookie Use.' At the bottom of the form is a large green 'Sign Up' button. Below the button, there is a link that says 'Create a Page for a celebrity, band or business.'

Creating a Facebook Page (step-by-step)

<https://www.facebook.com/business/learn/set-up-facebook-page>

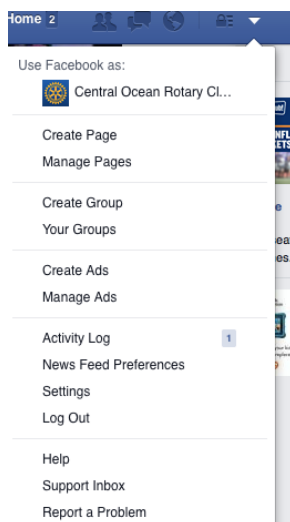
The above link will take you to a step-by-step video on how to create your Facebook page. Follow the instructions in the video to set up the page. This video is updated when Facebook makes changes to its interface. If the link above is out of date, please visit <http://www.facebook.com/help> for the latest step-by-step instructions on creating a page. From this site, you can also access many step-by-step instructions not covered in this guide.

Using Facebook As Yourself or Your Page

Now that your page is created, you have the ability to use Facebook as yourself or as the new page. When using Facebook as your page, all of your actions on Facebook such as likes and shares will be performed as the page. *It is important* to look at the top blue bar and know if you are liking and sharing posts as yourself or your page, as this will determine where your status updates will be posted. If you are accidentally using Facebook as yourself, the Rotary posts will go on your own timeline.



To change whom you are using Facebook as, click the small arrow menu located to the right and change the mode to your page.



Choosing a Cover Photo and Profile Picture

The cover photo is the banner seen at the top of your page on the website and the mobile app. The profile picture is the photo in the square on your page. These should be representative of your club. Take a group shot or use a photo of your members in action. Click on the small camera icons to change the photos. You can then choose a photo saved on your computer. Once it uploads, you can also reposition it for the best look.

Filling Out the Information

Click the "About" tab on your page's timeline. Then click "Page Info" on the left side. Fill out all of the information about your club in the fields provided. Hover the mouse to the right of the information and click on the pencil icon. This ensures your page is categorized correctly and gives visitors quick access to information such as mailing and email addresses.



Central Ocean Rotary Club of Toms River
Community Organization

Create Call to Action Liked Message ...

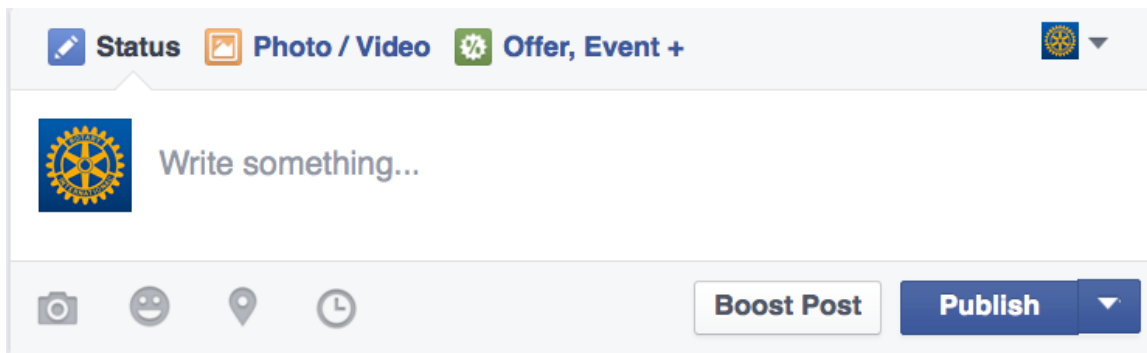
Timeline **About** Photos Reviews More ▾

About Central Ocean Rotary Club of Toms River

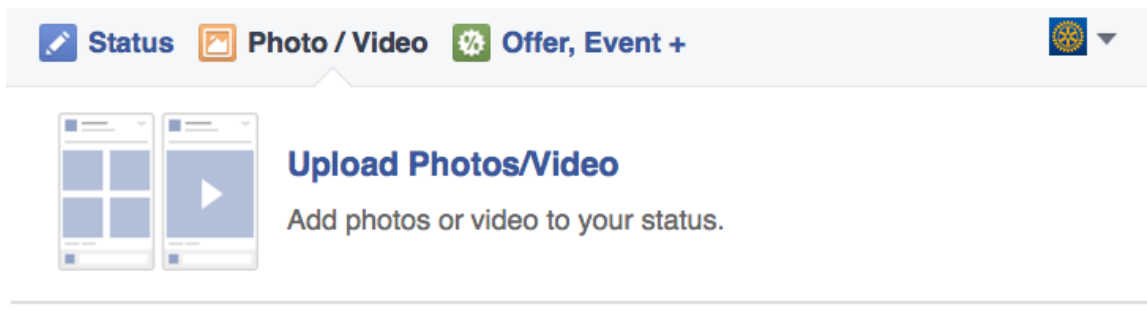
Overview	PAGE INFO
Page Info	
Category	Companies & Organizations : Non-Profit Organization
Name	Central Ocean Rotary Club of Toms River
Subcategories	Community Organization
Facebook Web Address	www.facebook.com/centrалоceanrotary
Address	P.O. Box 63, Toms River, New Jersey 08754
Start Date	Founded on September 16, 1980

Posting Content

Status updates should be made at least weekly to ensure your audience stays engaged with the page. It can be a tremendous turn-off to visitors to see a page that hasn't had an update in six months. Over time, your page will have a timeline full of content, which will also allow you to record a history of your club. Facebook allows you to post text status updates, photo updates and links to other websites. The box below will allow you to post a text-only post:



It is always best to include photos when possible, since this is the most visually appealing to visitors to your page. Click on Photo/Video. When posting a photo, always choose the Upload Photos/Video selection, as this will post the photo directly to your timeline. You can pick a photo saved on your PC.



To type in a link, simply type in the web address into a blank status box and Facebook will change it into the link format. (Example on next page)



BEST USES FOR EACH TYPE OF STATUS UPDATE

Text-only

Meeting information

Change of events/service project dates

Completed events with no photo available

Photos

Events completed

Service projects completed

New-member inductions

Guest-speakers and/or visitors

Links

Sponsored charity information

Future Rotary and non-Rotary events

Video/audio presentations

Making content visible

Facebook has several methods to make individual posts more visible. Every person who likes your page will not see your posts. Only a percentage of people will see the content.

Tag all photos. Clicking anywhere on a photo allows you to tag people in it. You must be using Facebook as yourself to tag friends in it. Click on the photo and boxes will appear near faces. Type the name in below in the box. If you are unable to tag, refresh the page by pressing F5 on your keyboard and this will allow you to tag personal friends.



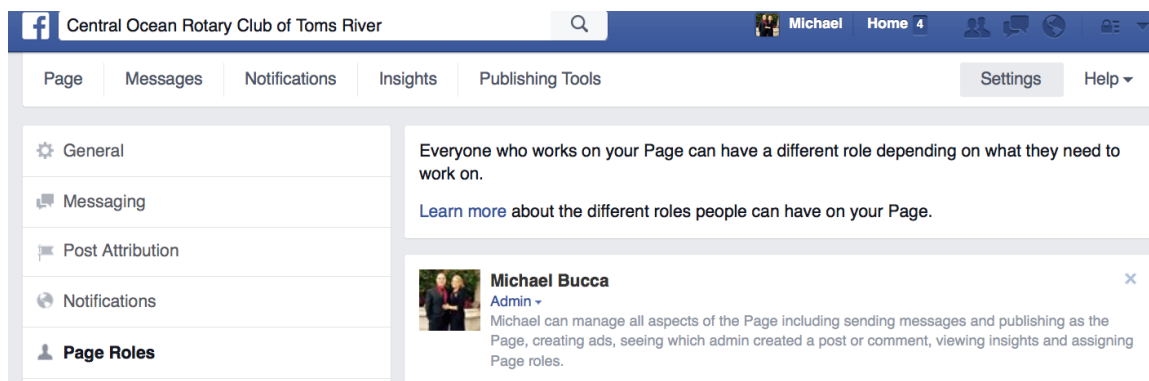
Share often. Tagging the photos will help, but members individually sharing your posts will increase visibility even further.



Timely posts. People tend to check Facebook in the morning and at night. Posting around 8AM or 6PM is ideal because these tend to be peak traffic times. The more people online, the more people will see your post.

Making Users Administrators

As multiple people in the club may want access to a Facebook page, you must make them administrators of the page. To add and change administrators to the page, please click Settings on the upper right corner and click Page Roles on the left hand side. From this screen you can add or remove users, or change their roles.



Important note about this guide: Facebook changes its interface *OFTEN*. The step-by-step procedures above may have some slight differences at a later time than this manual's publication date. Please visit www.facebook.com/help and click on the corresponding option on the left hand side if there are any questions or if something is wrong.

USING LINKEDIN

LinkedIn is a social networking website and mobile application created specifically for the professional community. The creators anticipated that it would strengthen and extend your existing network of contacts. The site is a little like six degrees of separation: it shows you who you are connected to and how, which gives you the ability to ask friends and colleagues to make an introduction for you.

LinkedIn has over 400 million users, a quarter of whom reside in the United States. 10 million of these users have added volunteer experience to their profiles, making LinkedIn a smart place to find your next Rotary club member.

The purpose of these instructions are to teach you how to use LinkedIn for your Rotary Club. If you do not have a LinkedIn profile set up already, however, you will need to start there. Go to www.linkedin.com and click on "Join Today" in the upper right hand corner. You now have the option to register using your Facebook account which means that any personal information you've shared on Facebook in the "About" section will self-populate on LinkedIn. You can also manually set up an account, using your email address and creating a password.

There are several different ways to add your Rotary Club to LinkedIn. You can add your club as a business, as a person, or as a group. LinkedIn has strict policies regarding setting up a business page. You must meet all of these requirements to be able to do it this way:

1. You must have a personal LinkedIn profile set up with your true first and last name.
2. Your profile is at least 7 days old.
3. Your profile strength must be listed as Intermediate or All Star.
4. You must have several connections on your profile.
5. You're a current company employee and your position is listed in the **Experience** section on your profile.
6. You have a company email address (e.g. john@companyname.com) added and confirmed on your LinkedIn account.
7. Your company's email domain is unique to the company. (For example, aflynn@bordentownrotary.com)

If you can meet all of these requirements, go to <https://www.linkedin.com/company/add/show> and follow the prompts to set up your page. (If you cannot meet these requirements, do not fret. You have options! Skip to the next section.) Do not forget to add a photo for the profile picture. Encourage your members to search for the organization name just as you set up, and then "Follow" the company using the yellow button on your home page. This will allow your members to receive updates in their LinkedIn news feed so they can share and comment.

How to Connect an Individual's Profile to the Organization's Business Page

- 1) **If you do NOT have "Rotary Club of _____" listed on your profile, follow these instructions.** Go to your profile page. Scroll down until you find the "Volunteer" section. Hover your mouse over the word "Volunteer." "Add Volunteer Experience" will appear to the right of Volunteer. Click on this. Begin typing "Rotary Club of _____" in the "Organization" text box. The name of your club should appear in the drop down menu beneath this box. Use your mouse or arrow keys to select the correct organization. Fill in the rest of the boxes. Do not forget to hit "Save" at the end of that section!
- 2) **If you already have "Rotary Club of _____" listed as a place you volunteer at, follow these directions.** Go to your profile page. Scroll down until you find the experience with "Rotary Club of _____" listed. Hover your mouse over the name. A symbol of a pen will appear. Click on the pen to edit the name. Click in the box containing the name. Delete the name. Retype "Rotary Club of _____". It will appear in the drop down menu beneath the box you are working in. Select the one with your logo. Click "Save." Now, anyone viewing this user's profile can see this experience, click the organization name, and be brought directly to the Organization's LinkedIn page.

Once your "Company" page is formed, you will need to use it! Post regularly on this page. Encourage members to comment on posts and share posts on their personal LinkedIn feed. LinkedIn has many resources and tips for making your page great. Start here: <https://business.linkedin.com/marketing-solutions/company-pages/best-practices>. Visit other company pages and take notice of what grabs your attention. Copy that idea! (It's okay to copy what others are doing in social networking; in fact, it is a necessity!)

How to Setup and Use a Group Page

LinkedIn Groups provide a place for professionals with similar interests or in the same industry to share content, find answers, post and view jobs, make business contacts, and establish themselves as industry experts. You can own or manage up to 30 groups at one time, and be a member of up to 100 groups at one time. There are LinkedIn Groups available for everything you can think of: alumni groups, industry specific group, informational or educational groups, etc. Basically, if you want to start a discussion about a topic, you can start a group for it. This is a great way to start a discussion about volunteering in your community.

To set up your Rotary Club as a LinkedIn Group, you will need to have a LinkedIn profile. Under the Search Box, you will find the word "Interests". Hover your mouse over it, and select "Groups" from the drop down menu. From this page, choose "My Groups" in the upper lefthand corner, and then click on "Create Group" in the drop down box. Fill in the blanks. The blanks with an asterisk next to them are required. (It is not a requirement to add a logo or picture, but I recommend it as it adds a professional look to your group.) Click on the blue box "Create Group" at the bottom of your screen.

Once your group is formed, your current members can find you by typing the name of your group in the search box. If your club name does not come up initially, they can click on the gray box to the left of the search box (it has 3 horizontal lines and a downward facing arrow), and select "Groups", type in the name into the search box, and then click on the magnifying glass. Once the person is on your group page, they will have to click on the box "Ask to Join" and the page moderator will have to approve the request. Try to approve these requests quickly while people are still interested! For this reason, you may want to share the ability to manage this group with other people in your club. Once someone has been added to the group, they can invite others to join.

Encourage all club members to share articles, start discussions, ask questions, answer questions, and engage with posts on the page. The group moderator will have to occasionally chime in, but the responsibility of the group would fall squarely on the shoulders of the entire club. Everyone would need to participate in order to increase awareness. An active group will generate more interest than a silent group. Invite prospective members to follow your group, and then when someone posts to the group, they will get a notification on LinkedIn. You could share information about upcoming events, articles from Rotary International, or even ask questions like "What does Rotary mean to you?" or "Describe your favorite Rotary experience." or "How do you like to volunteer?" These types of posts will highlight why your club is awesome and generate interest in joining!

How to Setup and Use a Personal Page

While many clubs are using this route to promote their page, I do not think this is the best way to go. There is no room for discussion on a personal page. If you choose to set up your club on LinkedIn in this way, you would just need to set up the profile as you would for yourself, but enter in generic information instead of a resume. (The third paragraph in this article explains how to set up a personal page.)

Once your personal page is setup, you would connect with your current and past Rotarians. You could also reach out to prospective members, and treat your profile as a landing page for your website. In order to really make this useful, you would have to join other groups and LinkedIn discussions, commenting on other people's posts, and maybe starting your own discussion on these groups. It is not enough to just have the page.

In conclusion, a presence on LinkedIn can help your Rotary Club gain awareness in your local business community, as well as giving your current members a way to showcase the events they are involved in as an individual, and perhaps encourage future sponsorships and donations as well! It can also be a way to grow membership. If people like following your group or business online, they may also like to join you at a local meeting!

USING BLOGGER

One buzzword that has permutated the Internet for over a decade is blogging. But what is it? And how can it help our Rotary Clubs?

Blogging 101

A **blog** is short for Weblog, which is a linear journal of an individual or business. Sites that are dedicated to blogging are structured as a date oriented diary for stories and information pertaining to a person or organization. Since we have so many stories of good in Rotary, blogs are excellent outlets to get the word out about what our clubs do.

Most blogs are text based, while some incorporate photos and videos to get their story and point across. Successful blogs keep things simple. The more audio/visual a blog is, the more it can detract from the stories.

Blogs should be written in either first person narrative or from the prospective of an organization. For your Rotary club, you can do an organizational blog to keep continuity from year to year. Alternatively, you can have the club President write the blog as his/her journey throughout the Rotary year.

Pick a frequency to update your blog, and stick to it! People like to visit blogs at regular intervals. Weekly is a good frequency, but if that is not possible, blogs should be updated at least monthly.

On the next page is a sample post from the Central Ocean Rotary Club blog. This blog is written in the organizational format.

Fighting Hunger in Ocean County

There is no doubt that the effects of Hurricane Sandy still linger for the residents of Toms River and Ocean County. Many families have burned through their savings to rebuild their lives after the storm. Now three years after the hurricane has passed, so many people are still hungry in our own backyards. Looking at Toms River from the outside, one might not think that there's a need for food pantries. But the need is great, and luckily there are people willing to help.

We had a wonderful presentation by three women dedicated to the cause. Linda Keenan from the FoodBank of Ocean County, Patricia Donahue from the People's Pantry and Dorothea Bon Jovi from the Jon Bon Jovi Soul Foundation have partnered together to create the B.E.A.T. Center (Bringing Everyone All Together). This 12,000 square foot facility will be located in the Silverton section of Toms River and aims to feed and educate many residents of Ocean County. It is truly the meeting of three wonderful organizations to create a sustainable help for those in need. The impact to our township and county will be enormous.

The Central Ocean Rotary Club of Toms River is donating \$1,000 to the launch of the facility plus will help with volunteers whenever possible. We have supported the FoodBank of Monmouth and Ocean Counties for many years and we couldn't be more thrilled to support this initiative.

Pictured below sitting from left to right is Dorothea Bon Jovi, Patricia Donahue and Linda Keenan. We thank them so much for telling us everything about the new project and will be standing behind them as it gets going.



Creating a Blog using Blogger

Google owns Blogger, and is one of the simpler tools to create a pre-made blog that will get your club up and running quickly. Blogger is tightly integrated with Gmail and other Google services.

Navigate to www.blogger.com. You will be prompted to enter your Google information. If you do not have a Google account, please visit <https://accounts.google.com/signup> and you will be able to create one.

The following pages are from Blogger's Help Guide on how to create your blog. There are dozens upon dozens of options to create a blog, and no one "right" way to do. Starting with the pre-made templates provided by Blogger is a good way to get started, and then modify them to your tastes.

Blogger's complete Getting Started Guide and Blogger Template Designer is available at:

<https://support.google.com/blogger/>

Blogger Getting Started Guide

Welcome to Blogger! This guide can walk you through how to create a blog, and help you familiarize yourself with the main features of Blogger.

To start using Blogger, simply [sign in](#) with your Google Account. (If you use Gmail, Google Groups, or orkut, you already have an account.) If you don't have a Google Account yet, you can [create one now](#).

Contents

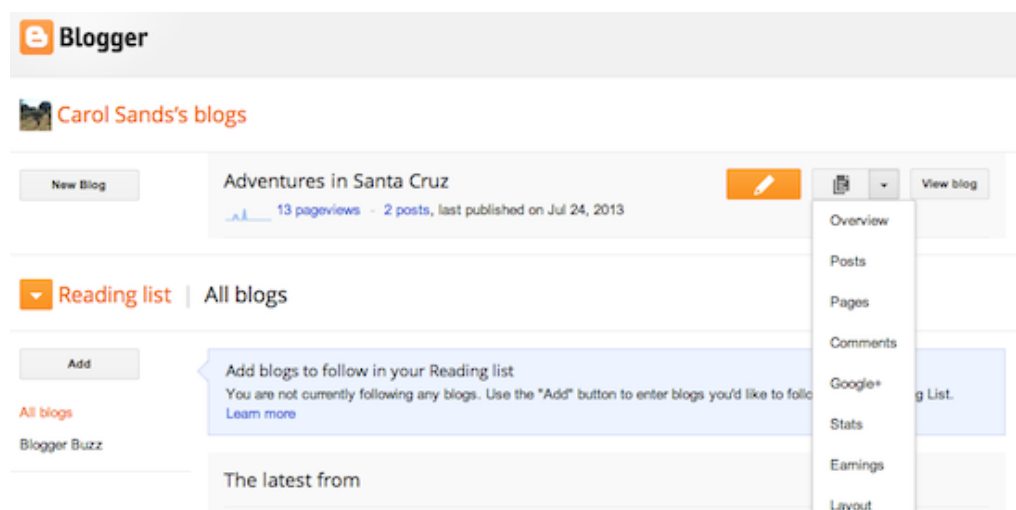
- [Create a blog](#)
- [Dashboard](#)
- [Overview](#)
- [Write a post](#)
- [Add an image](#)
- [Add a video](#)
- [Customize](#)
- [Privacy and permissions](#)

Create a blog

To start a blog with Blogger, visit the [Blogger homepage](#), enter your username and password, and click **Sign in**. Enter a display name and accept Blogger's Terms of Service. Then click the **Create a Blog** link and get started!

Pick an address (URL) and a blog title. Then, choose your favorite blog template (this is how your blog will look when you publish it). Now get creative, add information to your personal profile, and customize how your blog looks, if you feel up to it. Start blogging now!

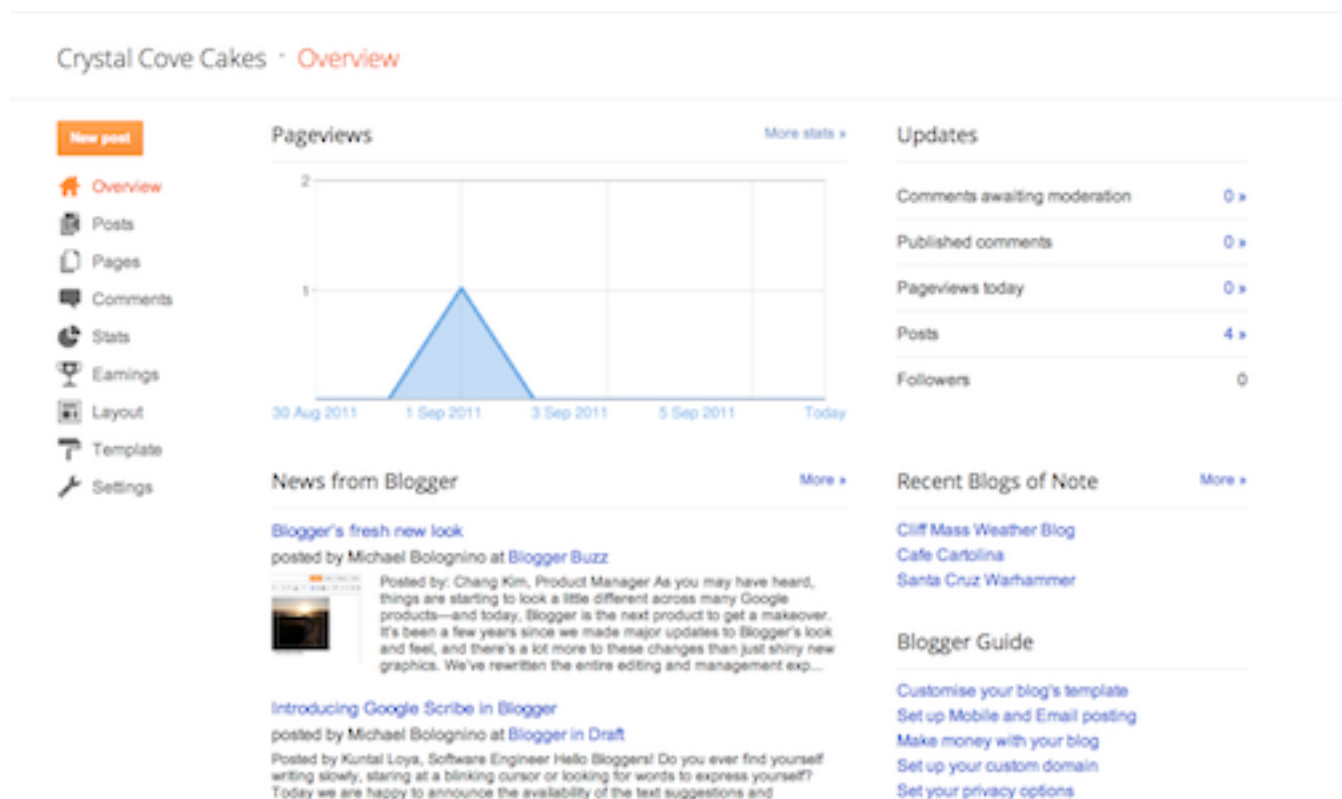
Dashboard



Your Dashboard, as always, is your starting point. This is where all your blogs are listed, and you can click on the icons next to them to perform various actions on each blog, such as:

- **Writing a new post:** Just click on the orange Pencil icon on your Dashboard to access the Post Editor.
- **Viewing your posts:** The gray Post List icon will take you to a list of your published and drafted posts for a specific blog.
- **Catching up on your favorite blogs:** Below the list of your own blogs, you'll see a list of the blogs you follow with an excerpt from their latest posts.
- **Everything else:** Check out the drop-down menu next to the Post List icon for a quick link to:
 - Overview
 - Posts
 - Pages
 - Comments
 - Stats
 - Earnings
 - Layout
 - Template
 - Settings

Overview

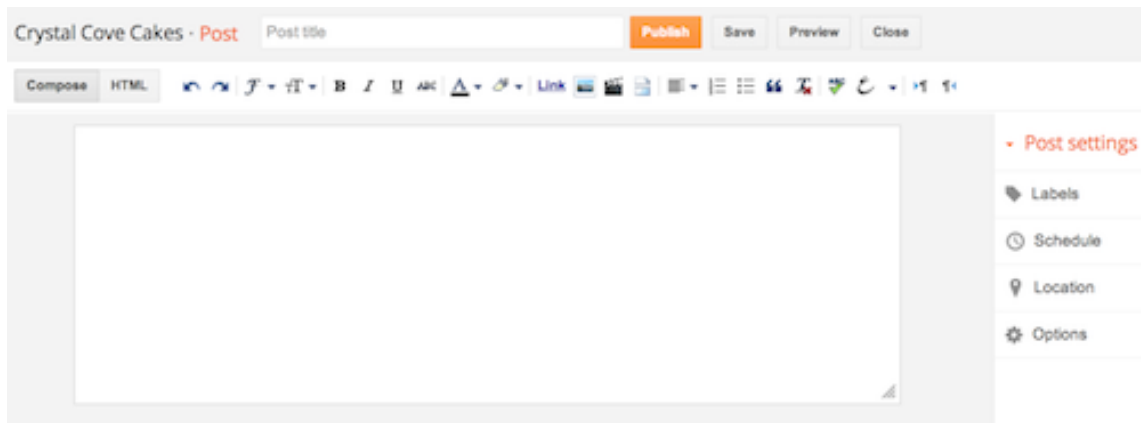


On the **Overview** tab, you can see your blog's activity, news and tips from the Blogger team, and recent Blogs of Note.

Write your post

Once you've signed in to Blogger, you'll see your dashboard with your list of blogs. Here's what you need to do:

1. Click the orange pencil icon to write a new post, and enter anything you want to share with the world.
2. Next, you'll see the Post Editor page. Start by giving your post a title (optional), then enter the post itself:



3. When you're done, click the **Preview** button at the top to make sure it's ready to go, and then click the **Publish** button to publish your post.

Add an image

You can add an image from your computer or the Web to your blog. Click the image icon in the Post Editor toolbar. A window appears prompting you to browse for an image file on your computer, or enter the URL of an image on the Web.

Once you've selected your image, you can then choose a layout to determine how your image will appear in your post:

- The 'Left', 'Center', and 'Right' options allow you to customize the way your blog text will flow around your image.
- The 'Image size' options will determine how large the image will appear within your post.

Click **UPLOAD IMAGES** to add your image, and then click **DONE** when the notification window appears telling you that 'Your image has been added.' Blogger will then return you to the post editor, where you'll see your image ready to be published to your blog.

You can also publish images to your blog using your mobile device, Google's free photo software [Picasa](#), or a third-party service like [flickr](#).

Add a video

To add a video to your blog post, click the film strip icon in the Post Editor toolbar above where you compose your blog text. A window appears prompting you to 'Add a video to your blog post.'

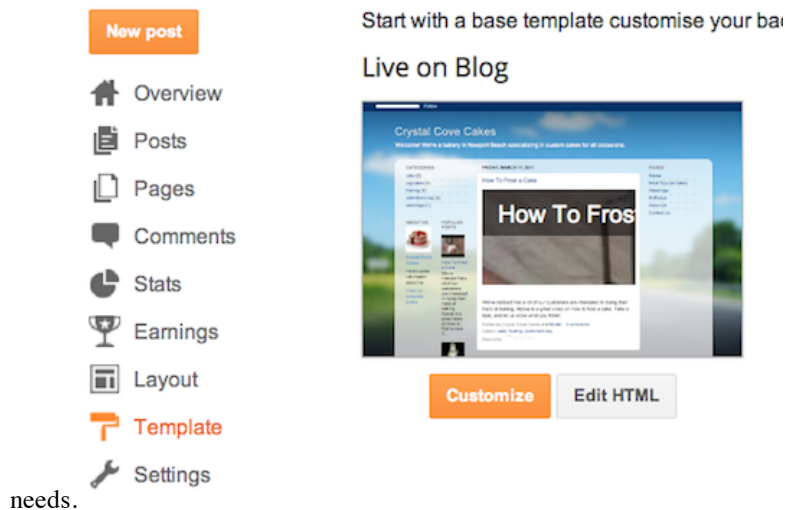
Click **Browse** to select the video file from your computer that you'd like to upload. Note that Blogger accepts AVI, MPEG, QuickTime, Real and Windows Media files and that your video must be less than 100MB in size.

Before uploading your video, add a title in the 'Video Title' box and agree to the Terms and Conditions (you'll only have to do this the first time that you upload a video with Blogger). Then click **UPLOAD VIDEO**.

While your video uploads, you'll see a placeholder in the post editor showing where your video will appear. You'll also see a status message below the post editor letting you know that your upload is in progress. Depending on the size of your video, this usually takes about five minutes. When it is complete, your video will appear in the post editor.

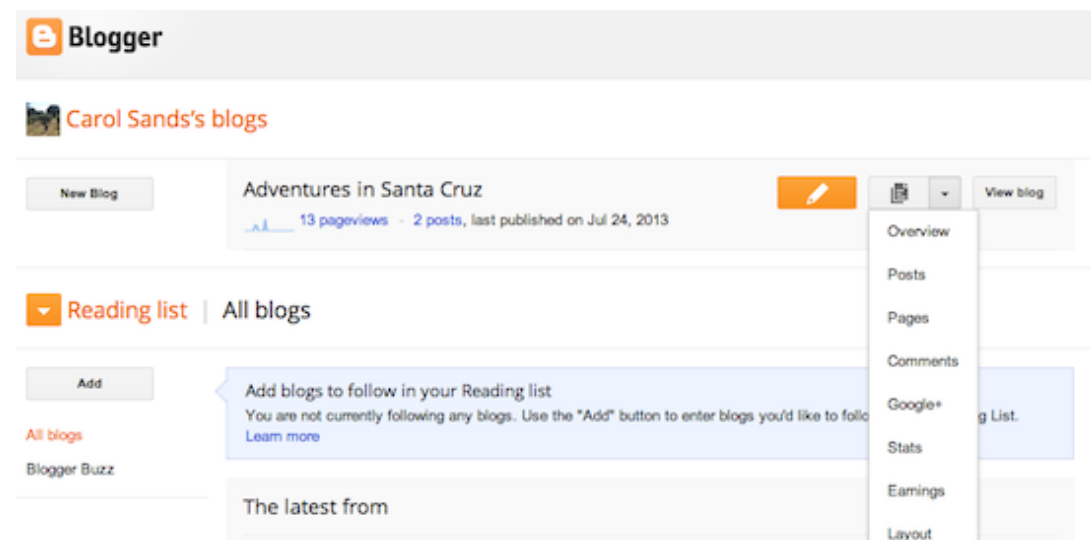
Customize

Your template is a fun way to customize your blog. When creating a new blog, you're first asked to choose a default template, this is the basic design of your blog. You can choose from many templates for your blog; simply pick the one that best fits your



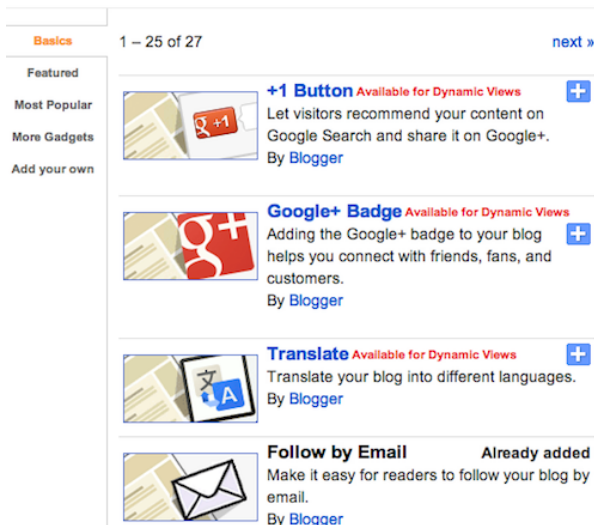
Once on the **Template** tab, you can either click on the orange **Customize** button to get started with our easy-to-use WYSIWYG (“What you see is what you get”) template designer, or choose one of our many default templates. If you’d like to edit the HTML of your blog, just click the gray **Edit HTML** button.

In addition, you can [customize your blog's design](#) using our intuitive drag-and-drop interface. You can also add powerful gadgets such as slideshows, user polls, or even [AdSense ads](#). If you want more precise control over your blog's layout, you can also use the Edit HTML feature. To edit your blog's layout, follow these steps:



1. Click **Layout** from the drop-down menu on your dashboard below the blog you would like to customize.
2. From there, click **Edit** to edit existing gadgets, or **Add a Gadget** to add new ones.
3. To add a new gadget after you've clicked **Add a Gadget**, simply click the plus sign next to your desired gadget. You can choose from gadgets by category, or search for a specific gadget in the top right of the pop-up window.

Add a Gadget



Once you've added the necessary information to your selected gadget, click the orange **Save arrangement** button. Your layout changes will appear instantly.

Privacy and permissions

By default, your blog is completely public, and can be read by anyone on the internet. However, if you want to keep it private, you can do that, too. You can change these settings on the **Settings | Basic** tab.

Permissions



1. Under the 'Blog Readers' section, you'll probably see 'Anybody' selected as the default. When you change this to 'Only these readers,' you'll get an **Add Readers** button.
2. Click the **Add Readers** button and then enter the email address of a person to whom you'd like to grant access to your blog. To add multiple people, separate their addresses with commas.
3. For each address entered, the Google Account associated with that address will be given access to view your blog. If an address is not associated with an account, that person will receive an invitation email with a link allowing them to do one of three things:
 - Sign in to an existing account.
 - Create a new account.

TWITTER STRATEGIES

Using Twitter to give, offer and share information.

Draw people to your club and keep membership engaged by offering valuable information about things they want to know in a short, easy to read format.

Messages/Tweets

Tweets are comprised of 140 characters and includes the users @ handle and any links and pictures. They can be sent from a PC, handheld device and by SMS text message.

Setting Up:

Full name is 20 characters and should represent club name

Handle is the @name used to communicate and is 15 characters long. If you can get away with less characters and maintain brand integrity, that's better and increases characters available.

Use the Club's physical location as this makes it easier for users to find it.

Short bio on profile has a 160 character limit and should describe club mission.

Avatar for branding purposes should be the club logo. A square picture of 73 x73 pixels works best.

How Does Twitter Work:

- When you follow people on Twitter you see their tweets
- When people follow you, they see your tweets
- A Tweet containing @youruser is a Mention
- RT (Re-Tweet) someone and everyone following you sees it just like you tweeted it
- When a tweet starts with @anyname only you, @anyname, and anyone following **both** of you will see it.

On occasion when the RTER wants everyone to see the mention, it will look like .@ because the character in front makes it visible to everyone.

Using Hashtags #

Think of hashtags as the theme of your Tweet. Users can then click on a hashtag to see other similarly-themed tweets and find yours in search.

- Use to follow event or trending topic
- Reason to follow conversation either in progress or in past

Using Lists

- They can be public or private.
- Others will not be able to see your private lists.
- Lists streamline the feed into focused areas based on whatever parameters you determine.
- List ideas include members with active accounts, other clubs, accounts in your geographic area and any other areas of interest to the club and members ship
- Lists can be subscribed to with actually following an account and offers another way to share information.

OTHER PLATFORMS

Currently, many social media platforms exist, and more are developed every day. Some will catch on among the general public and some will not. So how do we decide which platforms we should be using? It depends on what your goals are as a club, but generally speaking, you want to focus your energy on the networks where your current and future club members are engaged. For most clubs, these social networks will include Facebook, Twitter, and LinkedIn. Here are a list of other platforms a brief description for each. If there is one that you think fits your objectives as a club, feel free to check it out! Visit their website or mobile application, create a personal account, and browse profiles and topics before creating an organizational presence.



INSTAGRAM: Instagram is a free photo and video sharing social media network that works best from a mobile phone or tablet. Of all the social media platforms, Instagram has the largest population of younger users. 90% of Instagram users are under the age of 35, while more than half of all adults, ages 18-29 are users. You can share your photos from Instagram to Facebook and Twitter.



Flickr is a popular photo-sharing and hosting service. It supports a community where people share and explore each other's photos. You can share and host hundreds of your own pictures on Flickr without paying a dime.



PINTEREST: Pinterest is a free social network that allows registered users to bookmark and share creative ideas. Pinterest images are known as "pins" and can be organized into "pinboards" on a personal page. There are 100 million users on Pinterest, of which 85% are female. 42% of all US adult women have a Pinterest account. 67% of Pinterest users are under the age of 40. While you can pin anything to Pinterest, the platform is known for how-to articles, crafts, recipes, fashion, weddings, and travel.



SNAPCHAT: Snapchat is a free mobile messaging network. Photos and videos taken with the app are called "snaps". Snaps can be viewed for up to 10 seconds by friends in your network, and then it disappears. You can add captions and doodles to your snap, and then send it to individuals or save it to your "Story" which can be viewed by your followers for up to 24 hours. While Snapchat is marketed to teenagers and adults, it is most popular among teens.



PERISCOPE: Periscope is a live streaming video mobile app owned by Twitter. It lets you broadcast live video to the world. Your followers can view your video and comment in real time. Periscope can be used for business and beyond to humanize your brand, demo products, show behind the scenes, live Q&A sessions, webinars, live events, etc. It premiered in 2015 so it's fairly new, but it's one to look out for.



MEERKAT: Meerkat is a mobile app that enables users to broadcast live video streaming through their mobile device. Once signed up, Meerkat users have the option of connecting their Facebook and Twitter accounts, and stream directly to their followers as soon as they go live. Businesses are finding many creative uses for both Meerkat and Periscope.



YOUTUBE: YouTube is a video-sharing website owned by Google. It is the second most-used search engine in the world (Google is first). It is free to set up an account, though you do not need to be a registered user to watch YouTube videos. YouTube provides a forum for people around the world to connect and inspire others.



TUMBLR: Tumblr is a microblogging platform is used for sharing photos, videos, audio, quotes, text or anything that you'd like to market. It has more than 420 million users and 217 million blogs created, making it a favorite.



REDDIT: Reddit is a social networking site used for entertainment purposes, where registered members share content and direct links. It has 174 million monthly unique visitors.



GOOGLE+: Google + has 300 million monthly active users and is used for relationship marketing. It has over a 53 percent positive interaction between Google+ users and brands.

WEBSITES

Let's start with a basic fact. If your Rotary Club is going to be relevant in your community, you need a website. Not just any website, a good website. This section will tell you exactly what that means.

You can assume that anyone contacting your club has already done an online search and has been on your website, if you have one. That being said, is your website providing the public and your members the information they need to know about your club? Are you sure?

Here are some vital and critical things your Rotary Club website needs to have.

- 1) **It needs to have current information.** Your website needs to be updated as frequently as possible so that it is up-to-date. Not only does that provide your members and the community information about Rotary, it lets the search engines like Google know that your website is vital and being kept current. Search engines will send automated software known as robots, or "bots" to crawl your website on a regular basis to see what your site is all about. Websites that don't change their information regularly will be classified (called indexed) as non-significant and out-of-date and will not show up very well in web searches.
- 2) **Basic information.** Every club needs to have at least the following information on their website:
 - **About** – Information about your club, meeting times, location, etc.
 - **Mission** – What your club is all about, who do you support, or any information that would make a community-minded individual want to join or support you.
 - **Events** – What are your service project and fundraising events. Describe them fully and ask for participation. A calendar works well for active clubs.
 - **Links to Social Media** – This should be active social media. Your site should connect to your Facebook and other social media pages to allow anyone to get a more in-depth look at your club and the things you do.
 - **Contact Us** – Someone should be able to contact you through the website. If you have a form or email contact on the site, make sure someone monitors that and responds quickly to any inquiry.
- 3) **Responsive design** – No matter if you are using a website package like Club Runner or have built your own website, the design needs to respond to the device being used to connect to the Internet. More and more people, especially younger adults, are using phones and tablets to connect to the web. For those that use computers, small laptops are much more common than larger desktop computers. The screens on each of these devices differ greatly in size and orientation. Your website needs to reformat to any device's screen and look good and provide information.
- 4) **Easy to use navigation** – Nothing frustrates a user more than not being able to find information on a website quickly. The more information you have on your website, the more important it is that your site be organized in a way that a visitor can find what they are looking for. If a user cannot find what they are looking for in 3 mouse clicks or less, rethink the layout of your website's navigation.

- 5) **Photographs and Video** – Every picture tells a story and Rotary has a great story to tell. Photographs and video go a long way to introducing your club and the people in it. It personalizes your website better than anything else you can do. While it is great to have professionally done photography and video, even work shot on a smart phone is better than not having anything.

SEO (Search Engine Optimization) features – It is important that your website be set up to be found on the web and SEO is the tool to make that happen. All of the things mentioned above will help your website's ranking, but websites also have backend features as well. Terms like "Keywords", "Meta Descriptions", and "Title Tags" may sound Greek to you, but they are important. If you have a member who is in the web design, or online marketing business, capitalize on their specialized knowledge. If not, you only need to know what the basics are and do them. Most web designs have features for SEO and they are relatively easy to use if you learn the basics. To learn more about SEO Please see the "Boosting Your Online Presence" section of this manual.

BOOSTING YOUR ONLINE PRESENCE

Once you have built a website, it is critical to make sure your site is found on the web. There are 4 basic ways to do this. The first two revolve around the goal of getting search engines like Google, Yahoo and Bing to rank your website high enough that it shows up on the first page of a search. Studies show that only about 11% of all website searchers will actually go the second page of a search. Going deeper than the second page is even rarer. Below are the 4 basic ways to be found on the web.

1. Search Engine Optimization (SEO). This is often referred to as “organic search” and is the process of modifying your website to show up when certain words or phrases, called **Keywords**, are typed into a search engine like Google. Keywords can be things like: Rotary, Service Clubs, Golf Outings, Scholarships, etc. Based on what your club’s local mission and activities are, you want to show up when individuals are looking for them on the web. There are two ways to boost your SEO rankings:
 - a. On Page Optimization – This is a technical term to say that the key pages of your website needs to be “optimized” to respond to particular keywords. There is a hugely technical side to this which changes frequently and requires the knowledge of an SEO expert. Still, there are also simple things like using the keywords you want a particular page to respond to on the web page. For instance, if you have a page on your website devoted to a wine tasting fundraiser, use keywords like the name of the event, wine, wine tasting in the text and especially the page header. Localizing the event also help a lot. Instead of having “Wine Tasting Event” as your page title, make it “The Rotary Club of Anytown’s Wine Tasting Event” Here your title has 3 Keywords: “Rotary Club”, “Wine Tasting”, and most importantly, the name of your town. Once Google sees this, it knows what and where the event is. Local people searching on those keywords will more likely be directed to your page.
 - b. Link Building – Having quality links to and from your website is important. If a lot of websites link to yours, Google will rank you an “Authority Site” which boosts your ranking. These links need to make sense. In the old days of SEO building any link to a website would boost your rankings and this was often abused. Now Google and other search engines are sophisticated enough to analyze links. An easy way to build links is to have your members link to your club’s website from their business websites. Also make sure your website is listed on Rotary International and the district’s website. Building outgoing links is also good so make sure your club’s website has links to your members’ and sponsors’ websites.
2. Paid Search – This is referred to as Pay Per Click (PPC) and sometimes Search Engine Marketing (SEM). With paid search, you pay for keywords and will show up on top of a search, usually marked with an icon indicating it is an Ad. The process of doing this is relatively simple. You bid a price for a keyword. Those that bid the highest price get the highest listing. The good thing is that you don’t pay a thing unless someone clicks on your website link from the search result. Hence the term “Pay Per Click”. It sounds simple, but this can be a big waste of money if it is not done correctly and with a proper strategy in place. There are PPC experts who will plan and execute your strategy and usually charge a monthly fee to do so on top of what you pay Google.

Because of the financial investment, this type of marketing should probably be reserved for large fundraisers where you need a strong online presence to promote the event.

3. Social Search – Every club should be using social media to communicate with members and the public. Your social media activities should link to your website and your website should link to all of your social media platforms.
4. Just Talk It Up – You should not just promote your website online, make sure you print it on all of your materials, refer prospective members and supporters to it when you are contacting or talking to them.

RADIO ADVERTISEMENTS

Rotary clubs in our district can benefit from using advertising on traditional radio stations, as they are a viable source of information to the general public in Monmouth, Ocean and Burlington Counties. Radio stations thrive off local content, so many of them will be willing to help you as either a paying customer or a community partner.

There are two forms of radio commercials that exist:

Paid advertising: Commercials usually run for 15, 30 or 60 seconds and promote a product, business or service. Rotary clubs can use paid spots to advertise their club, it's mission and/or seek membership. Most radio stations will work with you to customize your message and help you fit it into the time allotted. Many radio stations will also add music and completely produce the spot for you. Paid spots are usually more general in nature and should direct people to a website, phone number or other source for more information about the Rotary club.

Public Service Announcements: Non-profit organizations such as our Rotary clubs can benefit by a totally free service called a PSA. These spots are also 15, 30 or 60 seconds in length and are usually voiced by a radio announcer. PSAs are more specific in nature. For example, a Rotary club would use a PSA to announce an event to the general public that it would like people to attend. PSAs generally need to be a call to action and include specifics to a time, date and place where people can get involved. PSAs can also be used to announce a guest speaker at a meeting that the public can attend, or an important Rotary event that the public should be aware of.

Which type you use can depend on budgetary considerations and the message you are trying to convey. Advertising an event should almost always use a PSA, but advertising your club or seeking membership might be better served by a paid ad.

Contact your local radio station's sales department for more information on their specific guidelines for paid advertising and public service announcements. This will also help you make the choice, as each station will have requirements for what can and can not be a PSA.