

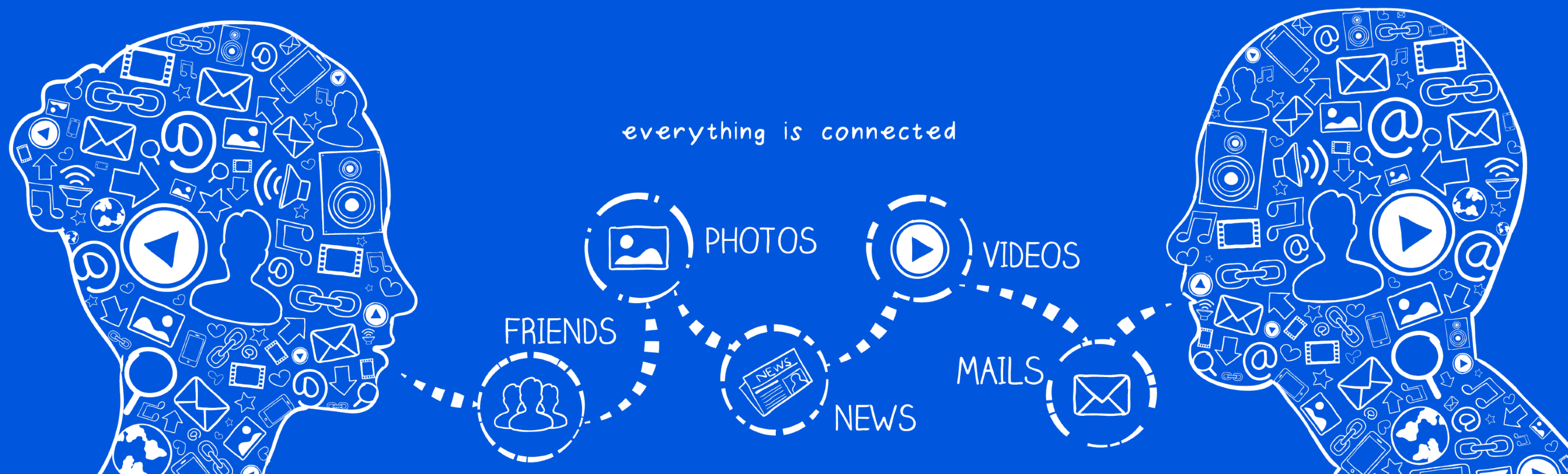


LEVERAGING SOCIAL MEDIA TO GROW ROTARY

PRESENTED BY

MITTY CHANG

SAN FRANCISCO, USA



If I ever bring myself to get my ass
off this couch, I will be unstoppable.










som^{ee}cards
user card

Who is your audience?

How can you reach them?

What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

| |  |  |  |  |  |  |  |
|--------------|---|--|---|---|---|---|---|
| DEMOGRAPHICS | 1.3+ Billion users Ages 25-54 60% Female | 600 Million users Ages 18-29 | 70 Million users Ages 18-35 80% Female | 1 Billion users All ages | 600 Million users Ages 30-49 | 200 Million users Ages 18-29 | 200 Million users Ages 25-34 67% Male |
| PURPOSE | Building Relationships | News & Articles; Conversation | "Scrapbooking" | Search "How To" | News & Articles; Conversation | Building Relationships; Conversation | News & Articles |
| BEST FOR | Building Brand Loyalty | Public Relations | Lead Generation; Clothing, Art & Food Businesses | Brand Awareness; Service industry | Business Development; B2B Businesses | Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses | SEO; Tech/Design Businesses |
| DOWNSIDE | Limited Reach | 140 characters or less | Images only; Very specific demographic | Resource intensive | Limited interactions | Images only | Not as widely used |

social media in 2017

a look at the numbers

via sproutsocial



SNAPCHAT POSSIBLY
GOING PUBLIC AS EARLY
AS MARCH 2017.



THERE WERE MORE THAN
150 million
DAILY SNAPCHAT USERS IN 2016

41%

OF US ADULTS 18-34 USE SNAPCHAT DAILY.

\$750,000

is the approximate cost for custom Snapchat
filters for a peak 24-hour period.

100 million



active users on
Instagram Stories two
months after release.



INSTAGRAM STORIES
ARE WATCHED BY 18%
OF USERS DAILY.

FACEBOOK IS ALREADY TESTING AI
LENSES FOR ITS MOBILE INTERFACE.



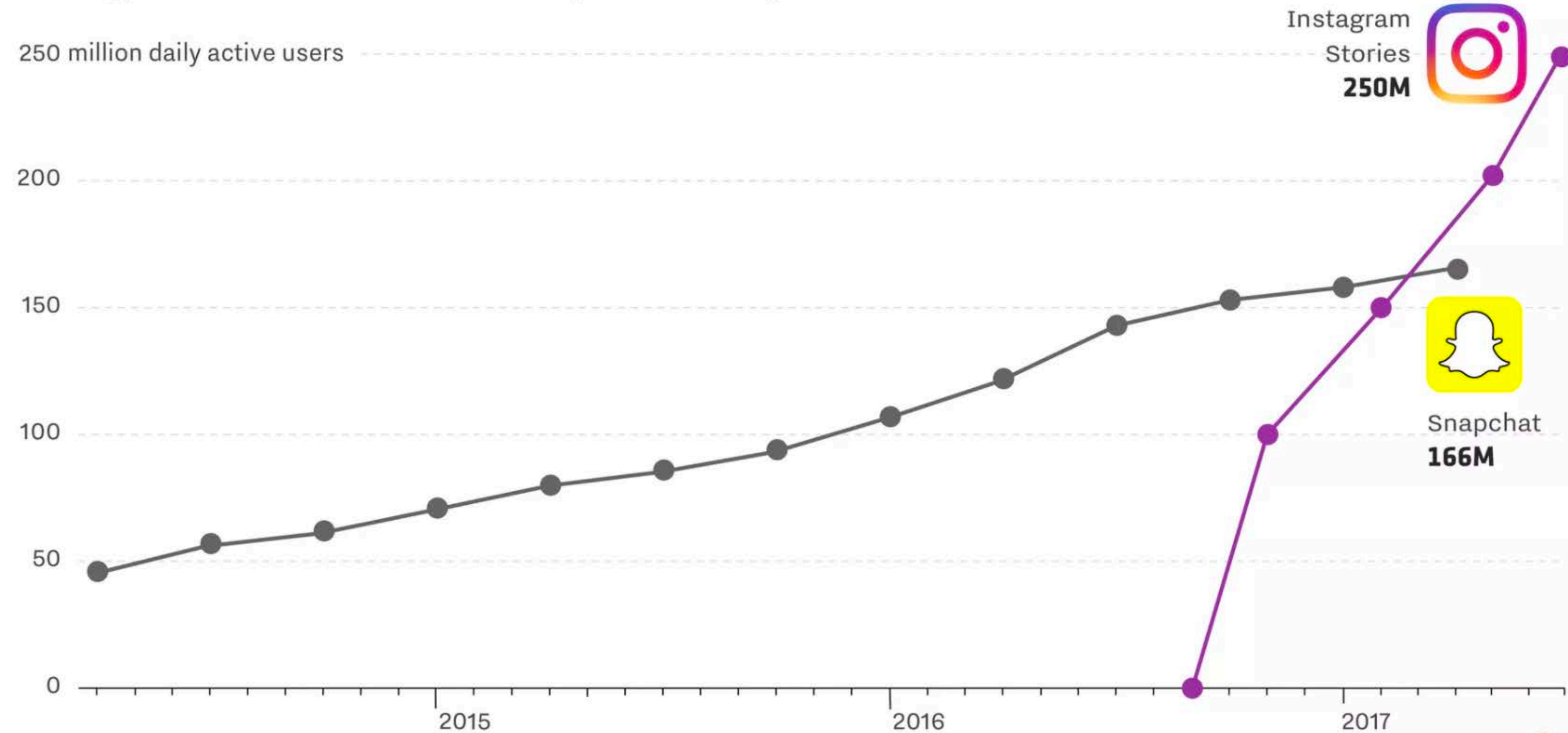
now over

250
million



INSTAGRAM STORIES
ARE WATCHED BY 18%
OF USERS DAILY.

Instagram Stories versus Snapchat daily active users



Source: the companies

recode

More Customer Service Chatbots

The rise in social customer service means more businesses will look to automate simple requests from customers.

300



million people actively use voice and audio calling features on Facebook Messenger.



FACEBOOK BOTS NOW ACCEPT MAJOR VENDORS SUCH AS MASTERCARD, VISA AND AMERICAN EXPRESS.

More Customer Service Chatbots

The rise in social customer service means more businesses will look to automate simple requests from customers.

11,000

FACEBOOK

MESSENGER

BOTS

Paid Content Continues to Reign

Social media algorithms make it harder for brands to get ads in front of users. Focusing on quality and engaging content still holds merit, but paid continues to flourish.

A PROJECTED

\$41 billion

will be spent on social media advertising in 2017.

2015

2016

PAID ADVERTISING GREW DRAMATICALLY YEAR-OVER-YEAR.

76%

SEARCH

74%

SOCIAL ADS

76%

PROMOTED POSTS

Twitter Q3 advertising
revenue grew from

\$513 MILLION IN 2015

\$545 MILLION IN 2016



INSTAGRAM MOBILE
AD REVENUE DREW
\$1.53 BILLION
ACROSS THE GLOBE.

Move Away from Automation

Social media automation is more likely than ever to simply turn into social media management. Automation feels robotic, while consumers want real, humanistic interactions. Instead, try these tactics:



SOCIAL CAMPAIGNS THAT INTERACT WITH CONSUMERS



LISTEN TO YOUR CUSTOMERS—DON'T JUST PROMOTE



BUILD AN ORGANIC FOLLOWING WITH BETTER RELATIONSHIPS



AVOID UNTIMELY MESSAGES AROUND CURRENT EVENTS



BE PERSONAL AND GIVE HUMANISTIC RESPONSES

POSTING ON SOCIAL MEDIA

BEST PRACTICE FOR FACEBOOK & INSTAGRAM

4 to 5x / week

(once per day)

9 AM

CONCISE, COMPELLING, COMPASSIONATE

CREATE SHAREABLE CONTENT

FACEBOOK: 1-3 HASHTAGS

INSTAGRAM: AT LEAST 10 HASHTAGS

**THINKING LIKE A
TECH RECRUITER:
USING LINKEDIN**

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Get started - it's free.

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Last name

Email

Password (6 or more characters)

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🔍 youth exchange student

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Showing 9 results.



Amanda Flores • 3rd

Study abroad student at School for International Training
Greater Boston Area

Past: Youth Exchange Student at Rotary International

InMail



Jonathan Cohen • 3rd

Technical Assistant at Sun Benefit
Greater Boston Area

Past: Youth Exchange Student at Rotary International

InMail



Heidi Strike • 3rd

Patient Access Representative at East Boston Neighborhood Health Center
Greater Boston Area

Past: Rotary Youth Exchange Student at Rotary International

InMail



Katherine Carlson • 3rd

Family Advocate at ABCD Jamaica Plain Head Start
Greater Boston Area

Past: Youth Exchange Student at Rotary International

InMail



Antoniqua Roberson • 3rd

Teen Specialist at Roxbury YMCA
Greater Boston Area

Past: Foreign Exchange Student at CIEE Council on International Educational Exchange

InMail

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3rd

Heidi Strike

Patient Access Representative at East Boston Neighborhood Health Center

East Boston Neighborhood Health Center • The College of Wooster

Greater Boston Area • 293 

InMail

Connect

I am an energetic people-person and a globally engaged active learner. New challenges are always welcome as I enjoy developing creative solutions, and thrive in fast-paced environments. I am a quick thinker, a positiv... [See more](#)

Experience



Patient Access Representative

East Boston Neighborhood Health Center

Contact and Personal Info



Heidi's Profile

[linkedin.com/in/heidi-strike-22329788](https://www.linkedin.com/in/heidi-strike-22329788)

Show less ^



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[See description](#) ▼



SIT Study Abroad Student Ambassador

World Learning

Aug 2014 – May 2015 • 10 mos • College of Wooster, Wooster, OH

[See description](#) ▼



Global Envoy of Off-Campus Studies

The College of Wooster

Aug 2014 – May 2015 • 10 mos

[See description](#) ▼



Director of Volunteering and International Relations

Project Odakniwa

Aug 2012 – Nov 2014 • 2 yrs 4 mos

[See description](#) ▼



Rotary Youth Exchange Student

Rotary International

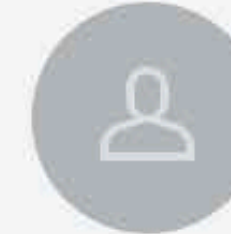
Aug 2010 – Jul 2011 • 1 yr • Ringe, Denmark

[See description](#) ▼

[See fewer positions](#) ^

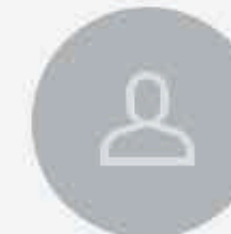


Salgsmedarbejder hos Odense Zoo



Karli Pulice

Intern at The Walt Disney Company



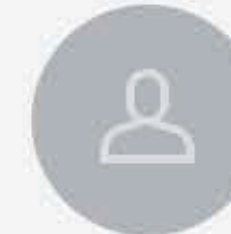
May Marguerite Nielsen

IF-Coworker hos IKEA Group



Paige Talbot • 3rd

English Faculty at South Seattle
Community College



Melissa Griffith

Data analyst

Ads You May Be Interested In



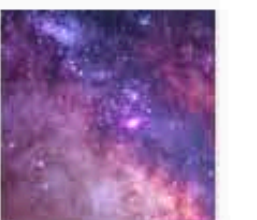
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next job. Get 5+ job offers in 1
week!



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program for marketers and
consultants.



**I REACHED OUT
TO HEIDI.**

**GUESS WHAT
SHE SAID?**



Heidi Strike

Patient Access Representative at East Boston Neighborhood H..



Mar 9

Connecting regarding your Rotary Youth Exchange experience

Hey Heidi,

My name is Mitty, and I'm a Rotarian from the Silicon Valley in the San Francisco area, part of the Rotary eClub of Silicon Valley. I noticed from your LinkedIn profile that you were a Rotary Youth Exchange Student from 2010-2011. I'm doing some research by reaching out to former Rotary program alumni to see what impact being part of a Rotary program had in their lives, if they would recommend it to young people interested in participating, and if they've stayed in touch with Rotary at all since completing their Rotary program. I was wondering if you would be willing to answer some of those questions?

Thank you so much for your time!

Mar 10



Hi Mitty,

Thanks for reaching out! I'd love to share my Rotary Youth Exchange experience and the great impact it's had on me thus far. I did my exchange to the small town of Ringe, Denmark as a gap year after high school. I had an amazing experience and was very lucky with my host family placements and my school placement as well. Probably one the biggest impacts for me was meeting all

Mar 14



Hi Mitty,

I have not yet reached out to any of the Rotary Clubs in Boston, but I have only been here since November and it's something I've definitely thought of. I would definitely attend a Rotary meeting if invited!

Let me know if you have any other questions!

-Heidi

4:40 PM

Sun



Yeah you can use my name with my responses, and I'd love to see a copy of the report when you've finished it!

If you've got some Boston Rotary connections then feel free to send some contact information my way! I'd love to get more involved here!

Thank you!

-Heidi

1:53 PM

**NOTHING REPLACES
HAVING COFFEE
YOUR CALL-TO-ACTION**

LEAD BUT COLLABORATE
LEARN AND WORK WITH
THE ROTARY COMMUNITY

GET AN INTERN.
GROW ROTARY BY
EMPOWERING THE YOUTH

Club Intern

- Short-term internship
- Students, Interactors, Rotaractors, Youth Exchange Students, etc.
- Offer a travel scholarship as the award
- Assign your intern 1 or 2 mentors

Don't wait for someone to come to you. Go out there and find someone!



9:15 AM

SciApp

SCIENCE ROOM 04

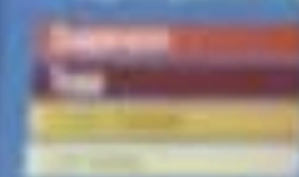
BRIDGE THE GAP

Mr. Rubio

Mr. Rubio

Question of the Day

Design type of bridge?



Calendar

Class Resources

Announcements

Class Duties



If I ever bring myself to get my ass
off this couch, I will be unstoppable.



som^{ee}cards
user card

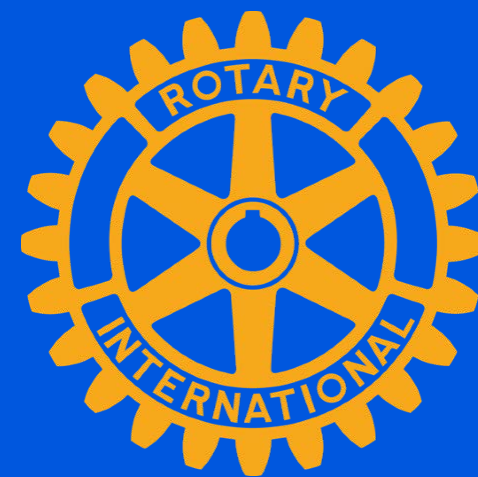
THANK YOU!

mitti chang

san francisco, usa

hello@mittichang.com

siliconvalleyrotary.com



everything is connected

