



THE STYLE GUIDE FOR ROTARY CLUBS ON FACEBOOK & TWITTER

2012 EDITION



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OVERVIEW & PURPOSE

The purpose of this style guide is to serve as a roadmap and resource for Rotary clubs to setup and create successful Facebook and Twitter presences for their club. At the time of this writing, this style guide is not officially approved by Rotary International and should be treated as an unofficial document. No individual or Rotary club needs to follow this style guide in order to create a Facebook or Twitter presence. The writings here should be treated as suggestions or recommendations.

This guide is also by no means an one-stop solution for the ever-changing world of social media. Due to the constant evolving nature of Facebook and Twitter, content written in this style guide may become outdated. Please use your own discretion and expertise when implementing strategies and ideas for your club's internet presence.

Why Create a Facebook & Twitter Presence for my Club?

Facebook and Twitter are both at the forefront of the social media industry. Over 900 million users on Facebook and over 140 million users on Twitter, both tools have unparalleled benefits that you can leverage to promote your club's public image that can benefit your club in the immediate and long-term future. The best part is that Twitter and Facebook are both free to use!

This guide will get you started with Facebook & Twitter! Let's go!

What is Twitter?

Twitter is an information network that brings people closer to what's important to them.

Every day, millions of people turn to Twitter to connect to their interests, to share information, and find out what's happening in the world right now. Anyone can read, write and share messages of up to 140 characters on Twitter. These messages, or Tweets, are available to anyone interested in reading them, whether logged in or not. Your followers receive every one of your messages in their timeline - a feed of all the accounts they have subscribed to or followed on Twitter. This unique combination of open, public, and unfiltered Tweets delivered in a simple, standardized 140-character unit, allows Twitter users to share and discover what's happening on any device in real time.



Facebook for Business

There are over 900 million people on Facebook. Learn how to reach the right audience for your business and turn them into customers.

[Start Here](#)



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CREATE A FACEBOOK PAGE FOR YOUR CLUB

It's free to set up a Page and it only takes a few minutes to get started.

1. Choose a category and a Page name that represents your business.
2. Pick a logo or another image that people associate with your business to use as a profile picture.
3. Write a sentence about your business so people understand what you do.
4. Set a memorable web address for your Page that you can use on marketing material to promote your presence on Facebook.
5. Choose a cover photo that represents your brand and showcases your product or service. It's the first thing people will see when they visit your Page.





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COVER PHOTO DOs & DON'Ts

Do:

1. Use an image that's 851 pixels (width) by 315 pixels (height).
2. Use a unique image to represent your Page. (ex: a popular service project or a picture that embodies your club spirit)
3. Experiment with different images to see what people respond to.
4. Choose an attractive high-resolution photograph. Ask yourself if the photo elicits a response that you would want a stranger to think about your club.

Don't include:

1. Price or purchase information such as "40% off" or "Download it on our website."
2. Contact information or details that should go in your about section.
3. Calls to action or references to other things on Facebook such as the Like button.



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Rotary International
186,718 likes · 4,424 talking about this · 1,778 were here

Non-Profit Organization
Rotary is a worldwide organization of more than 1.2 million people. Rotarians provide humanitarian service and help build goodwill and peace in the

About Photos What we do Contribute Likes

Highlights

Post
Write something...

Rotary International shared a link.
4 hours ago

We launched a new polio website to raise support for the fight to end this crippling disease. Visit www.EndPolioNow.org to take action through great interactive features.

Don't forget to sign on to our message urging world leaders to fund the fight against polio at the United Nations

116 Friends
Connected to Rotary International

116 friends like this.

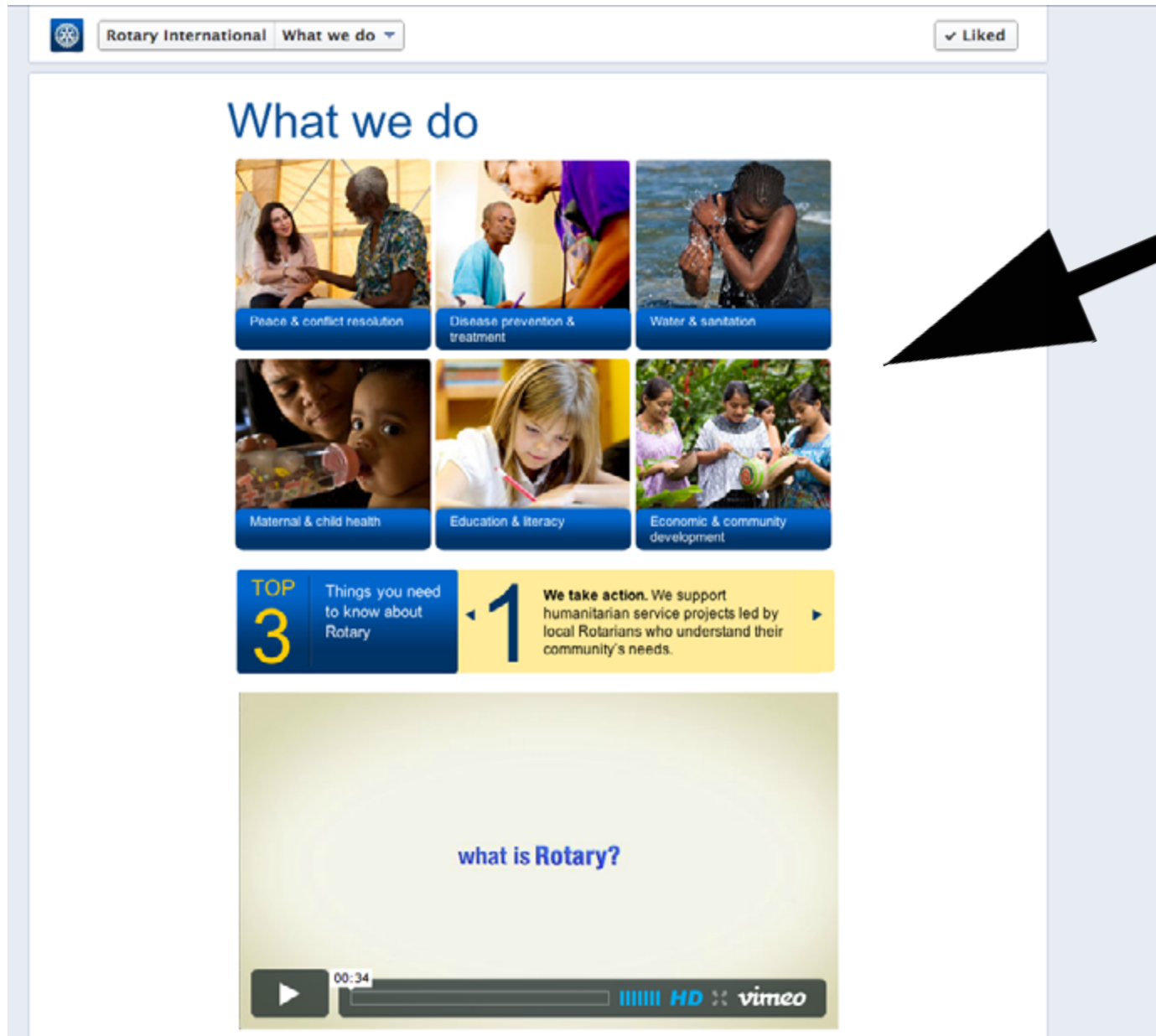
1 friend was here.

POPULATING YOUR PAGE

1. Create subpages (i.e. What we do)
2. Fill your page with information about your club.
3. Utilize in wall posts, fun and good looking photographs of club events where members are having fun.
4. Post timeline milestones, highlight fun posts, and pin important announcements and promotions.



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Rotary International Timeline Now Highlights Liked

Rotary International shared a link. 4 hours ago

We launched a new polio website to raise support for the fight to end this crippling disease. Visit www.EndPolioNow.org to take action through great interactive features.

Don't forget to sign on to our message urging world leaders to fund the fight against polio at the United Nations General Assembly in September. Polio is at a tipping point and now is the time to act. Add your name and share your voice.

END POLIO NOW End Polio Now | Finish The Fight For Global Polio Eradication www.EndPolioNow.org

Rotary International's End Polio Now initiative protects children around the world with Polio vaccines to globally eradicate

Like · Comment · Share 78

Holly Borg and 161 others like this.

View all 5 comments

Martial Mikala Congratulation for this new Web site which will allow in all the Rotary clubs to lead better their actions. 3 hours ago via mobile · Like

Cor Abels We are working at it. 3 hours ago via mobile · Like

Write a comment...

Rotary International 10 hours ago

Rotary founder Paul Harris and his wife, Jean, sit by the picture window at their Chicago home, Comely Bank, December 1942.

See more historic photos of Comely Bank on Rotary Images at bit.ly/R2Z3Df.

116 Friends Connected to Rotary International

116 friends like this.

Recent Posts by Others on Rotary International See All

Paul Wilson Please can you share this wonderful news that Rota... 3 · 6 hours ago

Rtn Christopher Major Top Contributing Clubs & Districts #25--Congrats ... 7 hours ago

Toni Cornel Zaman Unfortunately, Andrada, to which we all helped her ch... 23 hours ago

More Posts

Recommendations See All

Write a recommendation...

Edilson Desouza Videos para rodeio meu face book 16 minutos depoi... on Wednesday

Joseph Espiritu Rotary Club of Metro Legazpi, Legazpi City; D3820, P... on Tuesday

Mimi Rogers Southwest Omaha Rotary meets every Tuesday 5:15 -... on Tuesday

Purposedrivenfamily Novena Chapter Would it be possible for Rotary/Rotaract to partner I...

Sponsored Essential Mens : indochino.com

Earn even faster spg. Starwood Preferred Guest

You and Helen Ki Starwood Preferred

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Keep in mind that it doesn't necessarily have to be posts of your club! Rotary is an international family of over 1.2 million members! Both members of the public AND your own club members love seeing fun things other Rotary clubs are doing!



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A FEW WAYS TO GET “LIKES”

What is a “like”?

A “like” for Facebook Pages is a way for a Facebook user to show its support for a page. Since 2011, “likes” have replaced the former system of “friends” for Facebook Pages. For a Facebook Page owner, a “like” is essentially a user that you will be able to reach out to with your updates. The more likes your page has, the better.

Easy Ways to Get Likes:

1. Have each of your club members log onto Facebook and “like” your Facebook Page.
2. Ask your friends, fellow Rotarians from other clubs, Rotaractors, and Interactors to go like your Rotary Club’s page.
3. Contact the District or Zone PR team and ask them to like your page! :)

Creative Ways to Get Likes:

1. **Start a viral “Like” campaign.** For example: your club could pledge to donate \$5,000 to Polio Plus or to ShelterBox, and you can run a campaign on your Facebook Page where you can tell users that for every “like” your page receives, they will donate a polio vaccination. With the value of a polio vaccine at approximately \$0.69, a donation of \$5,000 would be enough for 7,246 vaccinations or (hopefully) 7,246 likes for your page!
2. **Focus on providing excellent content.** The idea behind this strategy is that people naturally will “Like” pages when they genuinely like the work that the organization/club does. Show them your club’s Rotary spirit!
3. **Run Giveaway Promotions.** People like free things, and running a giveaway where you are giving away to one (or multiple) lucky winners prize(s) is a great way to gain likes. Just say that they receive one entry for “liking” the page!



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GETTING STARTED WITH TWITTER

You're probably wondering where the Twitter pages are since this style guide is essentially over. Well, glad you asked! The author of this guide has chosen to not write the Twitter section for the moment, because there is a wonderfully crafted guide written by Twitter for Small Businesses. This guide is easily adapted to Rotary Clubs and covers everything you need to know about Twitter for your Rotary Club!

Here is a direct link to the guide (just copy & paste to your browser):

https://business.twitter.com/en/smallbiz_download

Thank you!





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WRAP UP & THANK YOU FOR READING

Dear Reader & Fellow Rotary-family member,

Well! You're now at the end of this guide! I hope that it has been helpful and informative for you, and will help your Rotary Club pave its way into social media.

As previously mentioned, this guide will be periodically updated and posted online at www.mightymitty.com/rotary with updated information. Just like technology, social media is constantly changing and evolving on a daily basis. Information in this guide can become out of date in just a matter of minutes. However, the general strategies and practices often can still be adapted to updated versions of social media.

One of the most common questions that I usually receive from Rotarians are: who maintains all of this?

Everyone is busy running their own venture, and balancing Rotary's events and meetings alone can be a challenge. If you are having trouble finding someone or a group of folks to volunteer to be the social media committee for your club, then consider outsourcing your club's social media to a Rotaractor--ideally one that is local. Rotaractors are young professionals who do social media on a daily basis as just a part of life. They're perfect candidates for your club to recruit from.

I will just close by mentioning that I am always happy to be a resource for fellow members of the Rotary Family. I have a few resources available on my firm's website at www.mightymitty.com/rotary. Also feel free to contact me directly at mittym@mightymitty.com.

*Yours in service,
Mitty Chang*