

A large crowd of diverse people, seen from above, is arranged to form the shape of the letter 'R'. The people are of various ages and ethnicities, wearing different colored clothing. They are standing on a plain white surface, and their shadows are cast on the ground. The 'R' is formed by a thick line of people, with a few individuals standing outside the main formation.

Rotary Social Media Explained!

Utilize and share content
online to better **promote** your
club & to tell an **attractive**
story...

**+ Digital Media
Coordinator**



Evan Burrell

+ Just what is Social Media?

SOCIAL MEDIA EXPLAINED



Facebook I like this donut



Twitter I'm tweeting while eating this #donut



Instagram Here's a photo of my donut



LinkedIn My skills include eating donuts



Youtube Watch a video of me eating this donut



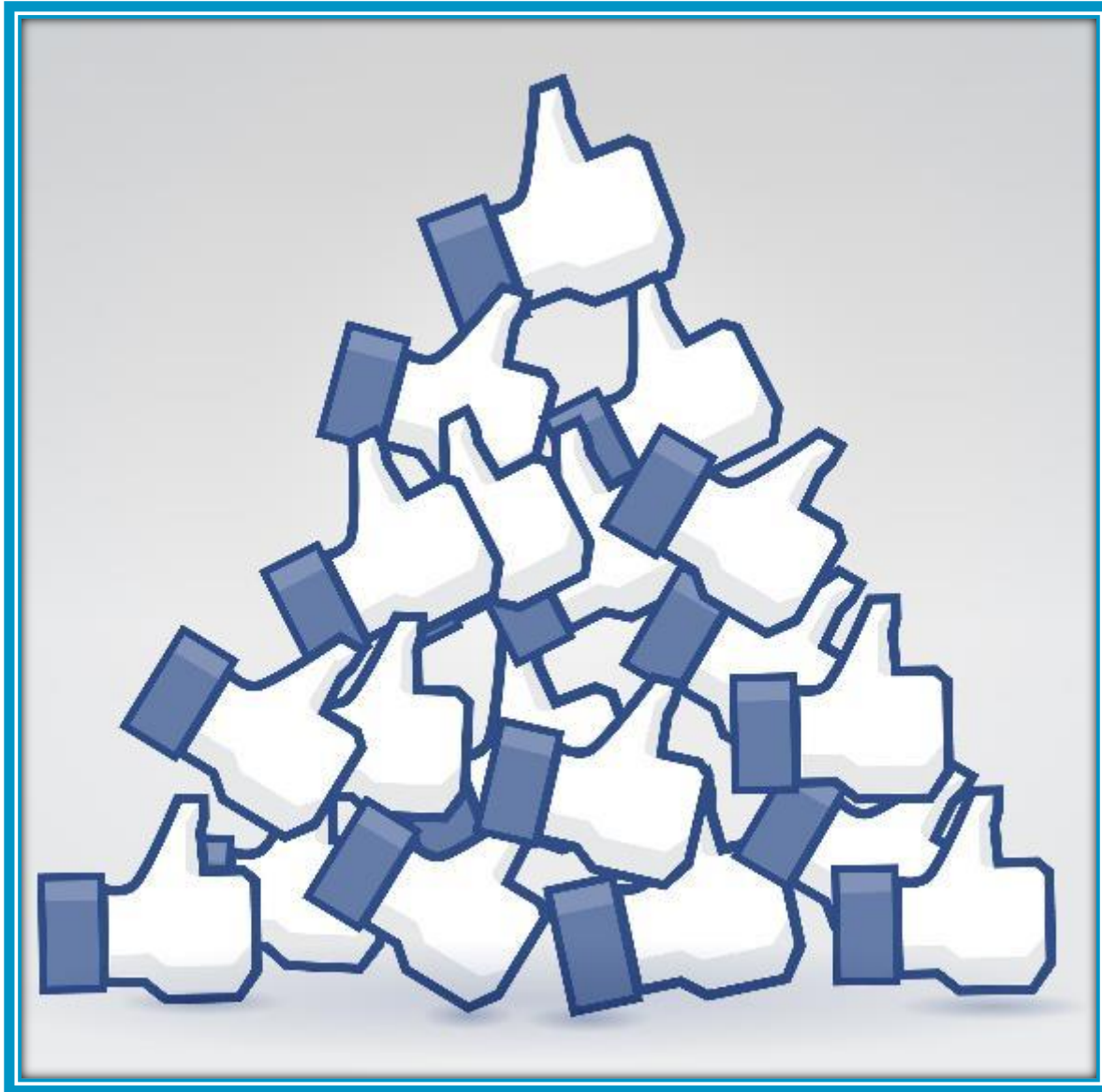
Pinterest Here's the donut recipe



Google I'm searching for more donuts to eat



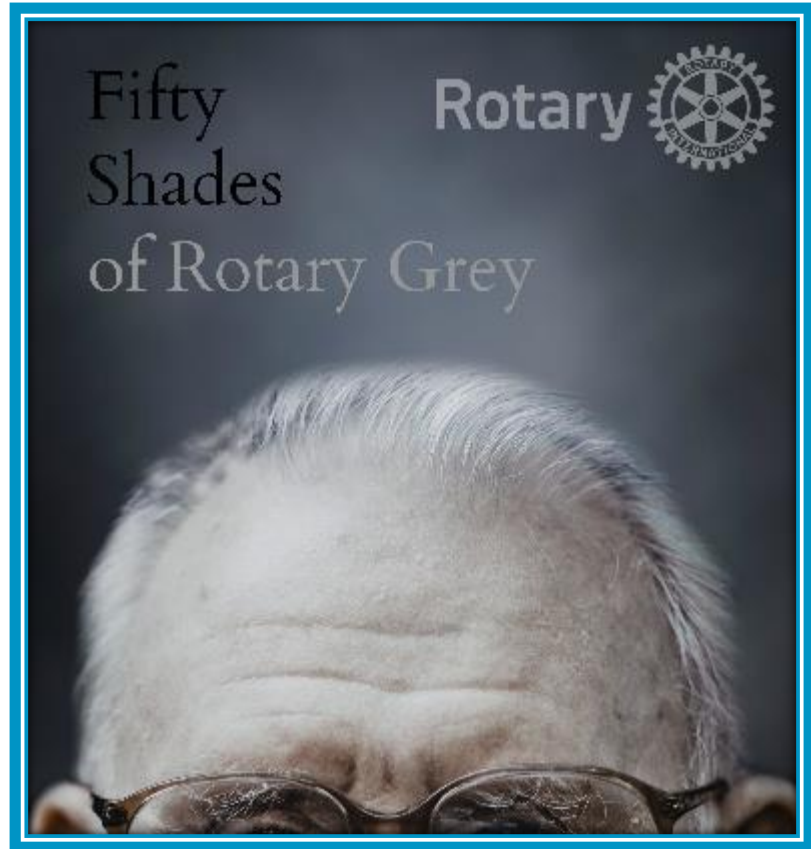
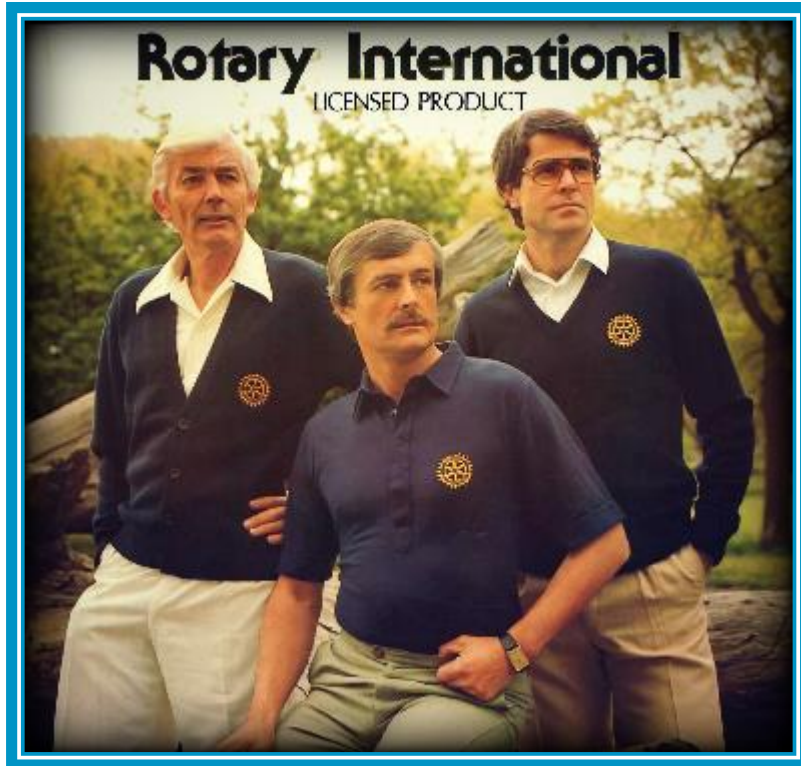
+ Facebook, It's not about the "LIKE"



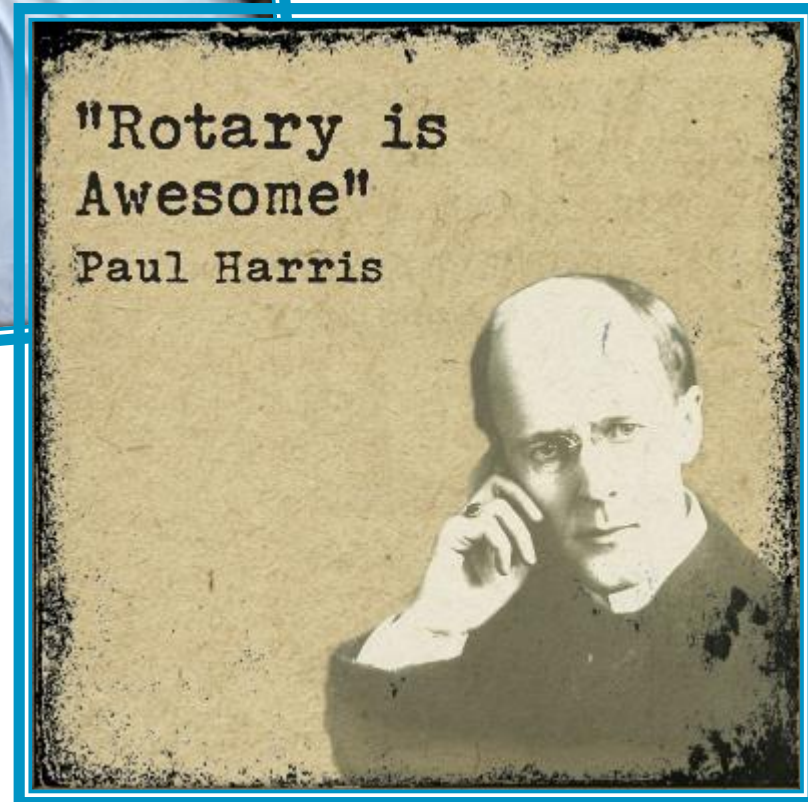
+ It's about creating the STORY!



+ It's also about having FUN!



+ And more FUN!

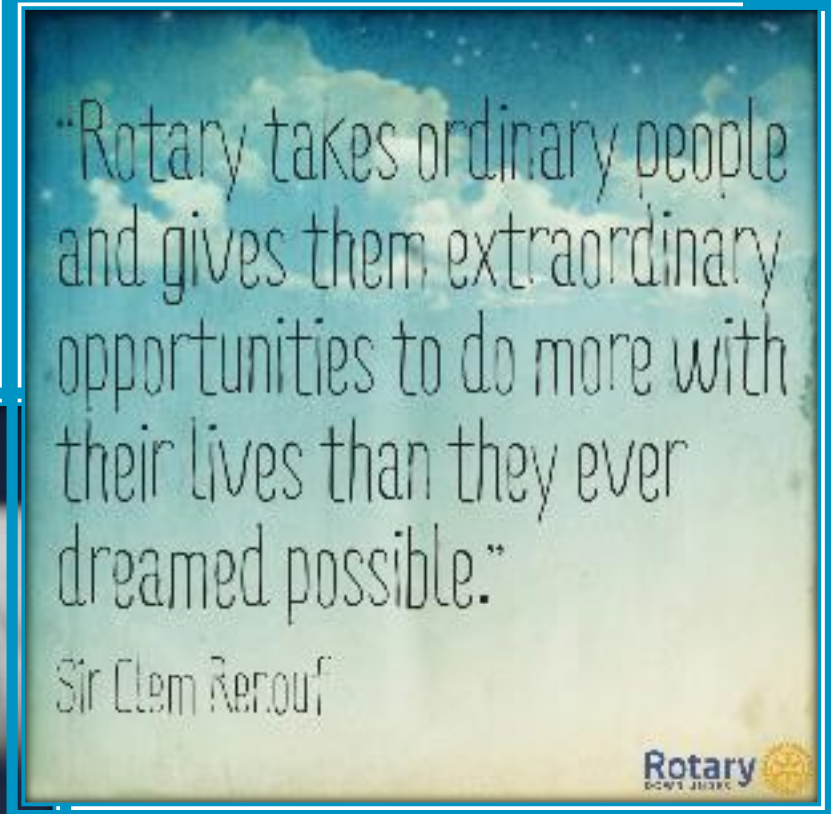


+ Why do we need to use social media?

- 80% of Australian's own a mobile, tablet device or computer
- 52% own both.
- 17 million people in Australia are online.
- 14 million people in Australia are on Facebook.
- 64% of all online time is spent on social media
 - We communicate to survive
 - We communicate to form bonds
 - We communicate to help each other
 - We communicate to manage perceptions
 - We communicate to share feelings.
- How is Rotary visible and fit into this social context?
- News cycle starts in Facebook is between 6am-8am.



+ Social Media is a visual medium



+ Telling a visual story



+ The Do's

PROMOTE THE PICTURE

- Happy members
- Try different photo angles
- Lots of light and bright smiles
- Digital cameras never run out of film, so take more pictures than you need
- Edit the pictures if you can



+ The Dont's



DELETE IT


- Anything out of focus
- Photograph of people eating
- The backs and bums of people
- People that look like they don't want their picture taken
- Pictures that make no sense
- Bad backgrounds

+ Targeted Facebook advertising

Suggested Page

rdy Rotary Down Under
Sponsored

Like us & join the conversation! Make a difference in your local & global community now.



Rotary Down Under
Community Organization
3,332 likes

Like Page

Bidding
Bid for Page Likes

Pricing
Your bid will be optimized to get more Page Likes. You'll be charged each time your ad is served.

Targeting [Edit](#)

Potential Audience for this ad: 9,800 people

Category
custom audiences AU
Digital Subscribers, NZ
Digital Subscribers, NZ
e-newsletter lists or AU
e-newsletter lists

Location
Australia
New Zealand

Age
18 and older

Not connected to Rotary Down Under

Actions Clicks CTR Impressions

392 Total Actions?

- 364 Page Likes?
- 13 Post Likes?
- 8 Post Shares?
- 7 Other Actions?

[See full actions report](#)

Suggested Page

rdy Rotary Down Under
Sponsored

Like us & join the conversation! Make a difference in your local & global community now.



Rotary Down Under
Community Organization
3,333 likes

Like Page

rdy Rotary Down Under
1 min

Like Page

We bring together leaders to share ideas and take action in local and global communities!

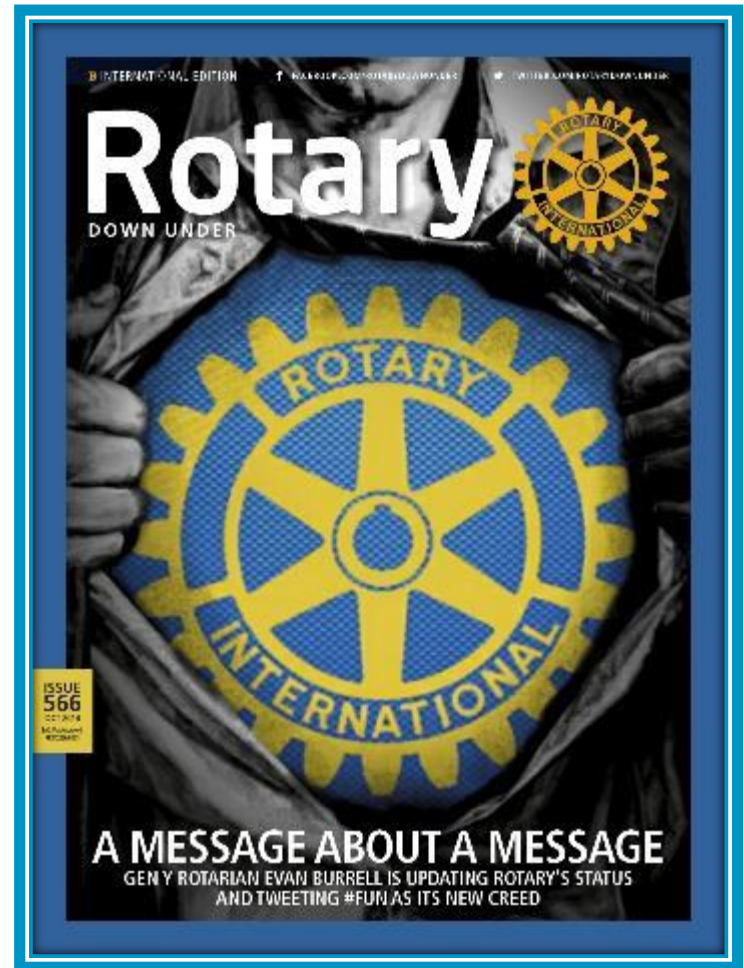


Do you know what we do?

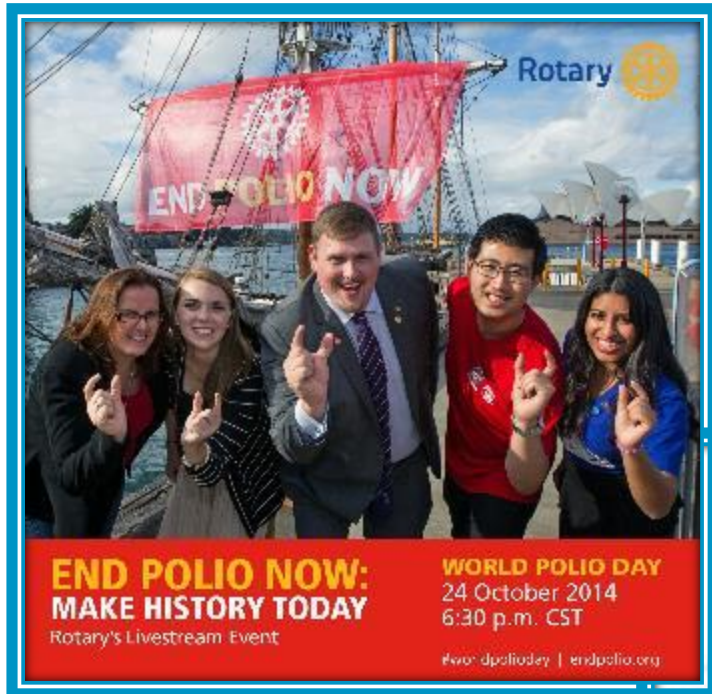
We focus on promoting peace, preventing diseases, providing access to clean water and sanitation, enhancing maternal & child health, improving basic education, & helping communities develop!

WWW.ROTARYAUSTRALIA.ORG.AU

Learn More



+ Content is also produced by Rotary International for members



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We've just shipped over 35,000 bedlinens to Australia.
More than 700 are pramper beds for 50.
A donation received by Rotary Project Centres allowed
more women to help disadvantaged people in our life.
Your contribution to the Annual Fund helps
the Rotary Foundation throughout local peace officers
and local good business worldwide.
Make your gift today.

Rotary

TAKE ACTION! www.rotary.org/au



+ Rotary it's all about the **IMAGE!**



+ Promote a positive & diverse membership



+ Rotary and the Sausages



+ Rotary PR = Membership!



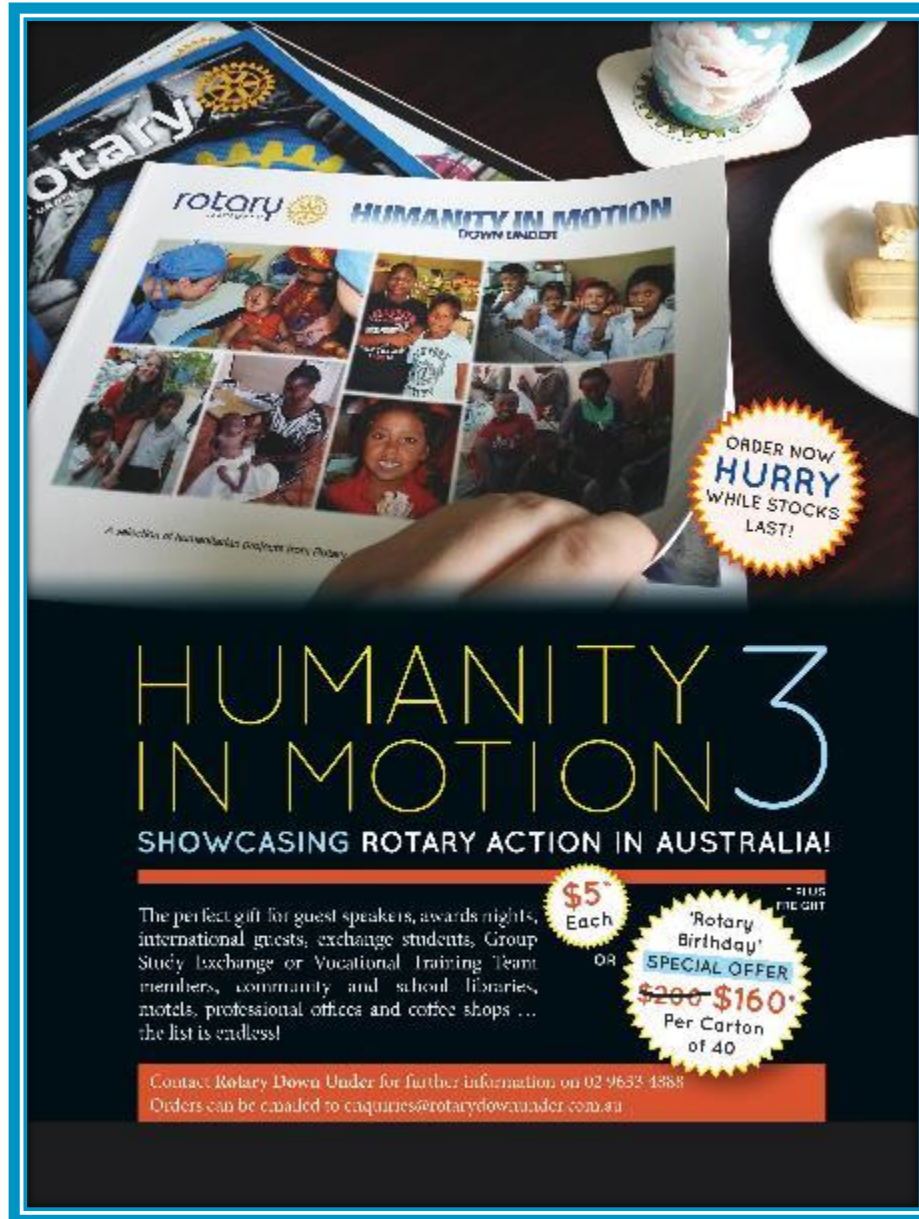
**THERE'S MORE TO ROTARY
THAN JUST GREAT SAUSAGES!**

Ask me about Rotary:
www.rotaryaustralia.org.au

Rotary
DOWN UNDER



+ Humanity in Motion = Promotion



rotary HUMANITY IN MOTION
DOWN UNDER

A selection of humanitarian projects from Rotary

HUMANITY IN MOTION³
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We can help **YOU** save time by having pre-prepared online content ready for your Club and District to **SHARE!**



+ Lastly remember we are.....





Rotary
DOWN UNDER



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