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Turn to the person next to you and shake thier hand.

Shake the hand of the person behin you.

What you just did is social networking. Social Media is that activity on the internet, and instead of a hand shake its photos, videos, quotes comments and articals.

Your digital business card, filofax or resume. Your profile becomes a one stop shop, advertising your interests, community groups your involved in as well as sharing news and updates on your activites.

The questions needing to be asked with Social Media is:

- Which one do you use?
- How will it work with our clubs marketing plans?

There are a plethora of social media engines available for free on the market. Each caters to a neich group of internet users, and offers unique tools to capture the audience you wish to target with your social media campaign.



Defining Social Media

"a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content."



Which Social Media engine do I use to promote my club?

How does Social Media work with our clubs marketing strategies?



Facebook, Twitter, LinkedIn, and others are all suitable tools for your online marketing campaign. However of these solutions, Facebook offers the widest audience base; the easiest to manage of all the social media options; as well as highly customisable to a number of different needs.

As a powerful social networking tool, Facebook offers a way to connect individuals who share common ideals, beliefs, passions and dreams. Facebook is used by over 500 million users world wide. Over 8 million users in Australia, and over 75% of all Australian internet users.



Facebook Statistics

Over 500 million users world wide
8 million users in Australia
75% all Australian internet users are on Facebook
Would be 3rd largest country based on population



Apart from the personal profile options, allowing for individuals to share updates, photos, create events, news articles and events, Facebook has the option to create group profiles, known as either groups or pages.

For the purposes of this presentation, we are going to focus on pages, as it is most relevant to marketing your Rotary Club.



Profiles



Groups



Pages



Pages

Pages allow individuals users to associate and connect while coming together under one page, denoting a common interest, ideal or goal.

Pages, act like a personal profile for an organisation, and are similar to a website, in that it represents your Rotary club as a public presence on Facebook.

Pages work by collecting fans of your Rotary club. Be they current members, past members now retired or moved to other areas, or contacts from other clubs or community groups met at conferences or on general travels, and most importantly potential members.



Facebook Pages

- Connect based off interest, goal or idea
- Present a public face of the organisation
- A place to gather and gain updates and news
- Quick reference for people Rotarians meet

Providing they are already on Facebook, as these potential members come from friends of your Facebook fans, who see your clubs activity on their friends walls and what to get involved in your activities. Facebook pages allow you to send updates on club activities, recent news, press releases, publish events, aid requests or photos, to everyone associated with your page, keeping them in loop, and creating interest within the community, via their friends.

It is the power of these tools that make Facebook pages an invaluable addition to your clubs marketing activities.

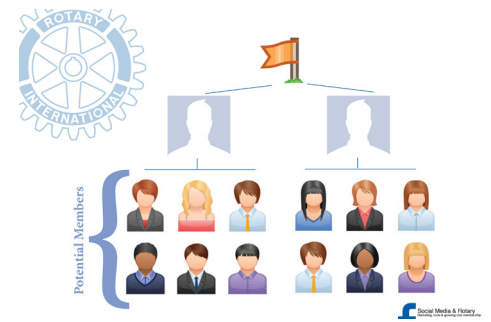
Besides adding news, images, videos and sharing links, pages offer a wide range of add-ons to make the page work for the needs for your club or project designed page:

- You can add a contact form to allow Facebook users to contact the club via email directly from the Facebook page;
- Provide a document section allowing users to download donation forms, information packs or the clubs most recent bulletins;
- As well as a donate now button, which will link the user directly to Pay Pal allowing the individual to pledge straight into the designated account.

No two pages have to be the same, and they can grow and change depending on the needs of the users, club or project goals.

It's always important to decide what you want your Facebook page to achieve for your club and include the pages as part of a complete marketing plan aimed towards that goal. A Facebook page does not stand in for print media, standard advertising practices or even a website. It does provide a quick and easy source for users to stay up to date with what's happening in the project/club. Get access to docs quickly, easy point of contacts for users and the ability to link your page to thousands of other people interested in the same things you are.

People will join your Facebook page because they like your stuff. When one person likes your page, their friends see that they are associated with your page, and this is known as 'Reach'.

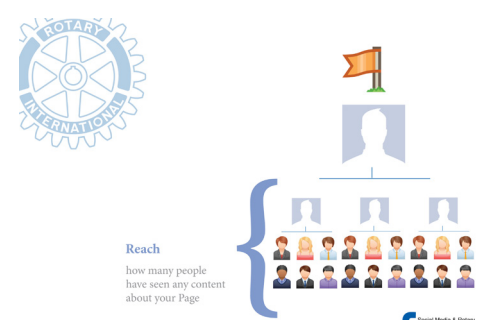


Customising Pages

- Contact email forms
- Document download
- Donate now
- Surveys
- You think it, there's an App for that!

Facebook is part of a holistic marketing package for your club or project.

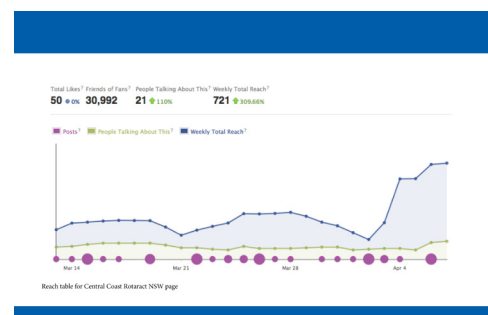
Have a key target/goal that your page focused on and don't deviate from it with your content selection



Reach is the term given to Facebook page marketing. whilst your page may be followed, or liked by a 100 people, any given post may only be seen by a small percentage of your actual fan base, however that post may reach up to 37 000 facebook users depending on the friends list of those that have interacted with the post. There are particular ways you can convert this 'reach' figure, to actual likes and fans, summarised as fluid interactive content.

Content is King! but it has to change, be in constant motion, never static like a river. You have to make it relevant to your audience otherwise its not going to work.

If your a club social media officer and want more information on making yor facebook page work more effectively, or help understanding why what your doing doesnt work, contact your local rotaract club, or send me an email.



Content must be constantly changing
Keep it relevant to your club, projects, marketing goals and audience.

facebook
Help

[Need help?](#)
Your local Rotaractors will come to your aid!
Email me
jessica.southern@ccrotaract.org.au

Social Media & History

f Understanding Demographics

Rotary International

Facebook Insights

- Seen by administrators only
- Available after fan base reaches 30
- Track 'hot topics'
- Monitor reach and who is seeing the content
- Access audience demographic information
- Valid for the first 28 days of any post

Social Media & History

Every Facebook page has a tool called 'insights'. Page administrators are able to review what content your fan base best responds to, track hot topics, what fans were most interested in, and assess the demographics of your page.

If members react strongly to a news article about polio statistics, a club could maximise on the interest by running a polio campaign in the following weeks. Similarly, if fans don't interact with content about an event/project, it may be time to change it up on Facebook and within the club itself. No point beating a dead horse.

Topics with more interest will have higher reach, will have more shares and a higher viral statistics. Virality is the percentage of people who have seen your post and those that have interacted with it via 'liking' or sharing the post on their own timelines.

Date	Post	Reach	Engaged Users	Talking About This	Virality
4/10/13	Big congratulations to Natasha and L...	37	1	1	2.7%
4/10/13	Menu will be put up today for trivia...	13	1	---	---
4/8/13	A new world opens for Brendan Well...	15	8	4	26.67%
4/7/13	Beginning to get prizes and question...	31	2	1	3.23%
4/5/13	If anyone would like to help us memo...	27	4	---	---
4/5/13	Yvonne doing a great job cooking up...	177	28	15	8.47%
4/3/13	\$12 from every book sold will go to t...	6	3	3	16.67%
4/2/13	Keep your ears out for our spot on a...	46	3	2	4.35%
4/2/13	If you could get an autograph photo...	28	1	---	---

Post listing for Central Coast Rotaract NSW page

Tagging an individual in a photo with a comment places a notification on your page as well as the personal timeline of the individual tagged. Creating a direct link to your page via that persons Facebook profile. Every person who sees that post and likes it on either your timeline or the person tagged profile adds to the virility percentage and your pages reach.

Every time a person likes your page, their data is added to your audience demographics page. This broken down into age groups and genders for the total fan audience for your page.

The demographics page can help you market the club on facebook to those interested in your activities. Which may not be the individuals you expect. Despite Gen Y being most commonly thought of when social media and Facebook is mentioned, we are not the highest users of the medium. Rotary club pages need to reflect that demographic group.

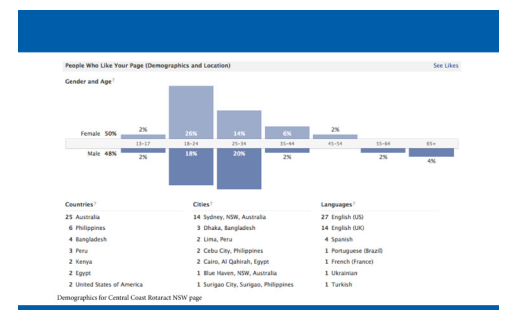
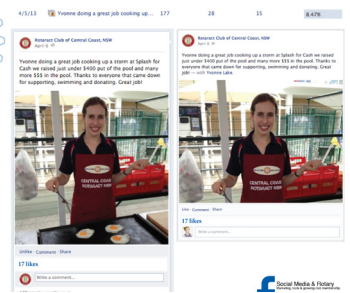
For example a Rotary page indicates that males and females within the ages of 30-45 are mostly interested in that clubs activities on Facebook, with only small numbers of older and younger Facebook users being involved or seeking out the club on Facebook, will have very different events, news and quotes to a rotaract page, despite them being presented in the same format.

These statistics can help a club to maximise efforts to engage these target individuals and make them Rotarians, by focusing marketing of events that interest this group of users.

Play to stereotypes!

A club with these demographic statistics may use thier facebook page to announce a joint initiative of rotary and inner wheel, have a Tupperware fundraising announcement, or any other activity that may target that demographic and get them interested in what your club is up to.

This doesn't mean that these are the only events the club runs or put up on facebook, but rather to use events like this to target potential members and bring them into other activites of the club. If you know that your event will target your facebook demographic, use your page as the primary marketing tools and save costly print resources for a different demgraphic projects or event.



Target your clubs demographics

- Play to stereotypes
- Advertise events related to those using the page
- Promote projects that your fans are interested in
- Think outside the box
- Take advantage of the free media before paying for promotions



Overextend your Reach

A Rotary Club page is not the only thing you can do to promote your club on facebook. Besides paying for advertising space, which you can use for high profile events, but largely unnecessary if facebook marketing is used effectively, the versatility of facebook pages means that if you have a large club project you can create a specific page to promote that project, secondary to your clubs facebook page. Allowing you to focus news and events to a completely different target audience than your main club page.

For example Central Coast Rotaract NSW has their club page, where general news and updates about their club gets promoted. Because most their club activities relate to their target demographic, they don't need to discriminate their marketing campaigns for events, notices and general news, like other Rotary clubs may. What they do have, is a fast network of other Rotary clubs, community organisations and contacts that don't fit in with their Clubs Page demographic profile, which they want to include in their larger non youth specific projects. So they have needed to expand their facebook presence by creating child pages for their projects.

These 'child pages' that have been set up and operate the same way as their main club page, however operate independently and focus on one particular project, and not the entire clubs activities.

Another advantage to child pages is cross page seeding to increase reach.

When a child page is created by your club social media officer, it can like/subscribe to your main club page, so to can your main club page subscribe/like your child page. This allows both pages activities and posts to appear on the respective page's newsfeed.

At any time the child page can like a news item from your main page, and your main page can like an item from your child page. **YOUR PARENT PAGE SHOULD ALWAYS LIKE MORE CONTENT FROM YOUR CHILD PAGE!** as the child page is only interested in news from your club about itself, which it would be generating.



More Marketing

- Buy ads on facebook for your page
- Add QR codes to your page on business cards/flyers
- Create a Facebook feed tab on your website
- Make more pages

Social Media & Rotary



What this means for your potential membership and reach, is that the child page operated under the same rules as have been outlined in this presentation, growing its own following on facebook, which mean great support for your project. It also means that these individuals can cross over to your main club page at any time and become active in other areas of your club. Also your members can subscribe to both pages, specialising their involvement with particular projects as well as keeping up to date with all your clubs activities.

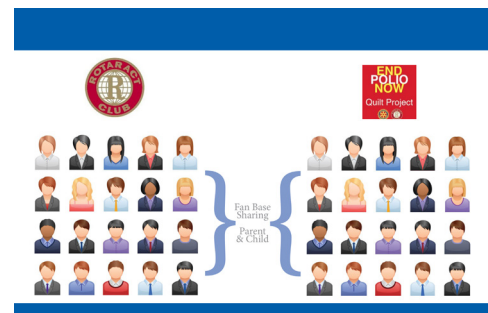
This creates potential membership contacts for the club, as well as potential donors and volunteers from a much wider demographic than just posting news and updates about this project on the main club page.

Again if you need any help with this, contact your rotaract club or email me.

With Facebook you must remember, if you have had the idea, chances are 1000 people have had it before... ask yourself, is it on facebook?

If so, log in as your rotary club and like it, letting them know that you support their project, event, initiative and end goal, as well giving everyone associated with that page the heads up that rotary gives them a secondary avenue to act. We are a service organisation after all.

If its not on facebook, Make it be on facebook! create a page, let those 1000 other people thinking about it know that its happening and your Rotary club can make their thought reality.



[Need help?](#)

Your local Rotaractors will come to your aid!

Email me
jessica.southern@ccrotaract.org.au

 Social Media & History

**Ask yourself,
Is it on Facebook?**