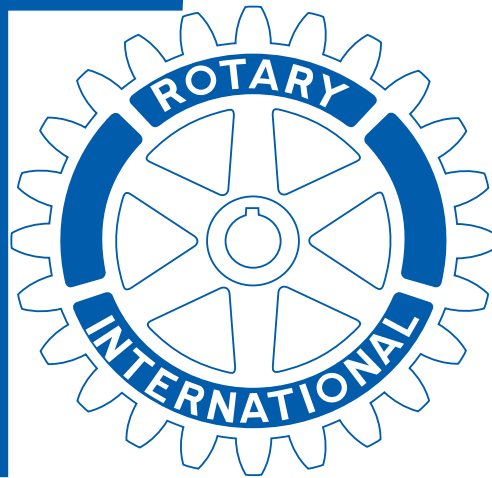
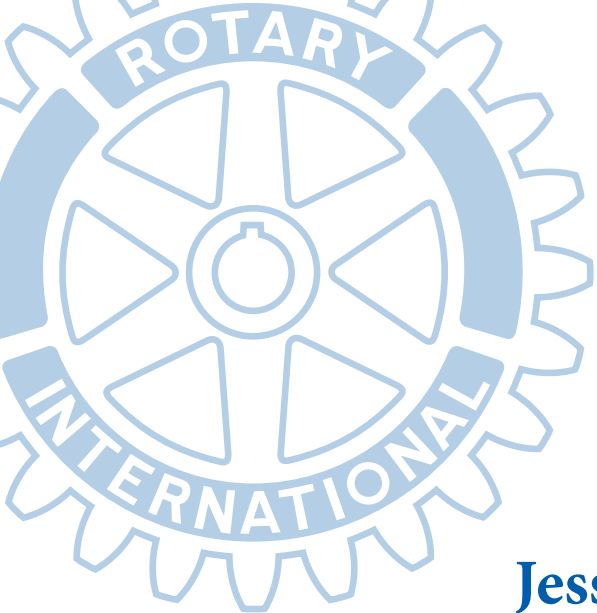




Social Media & Rotary

Marketing, tools & growing club membership





Jessica Southeren

Bachelor of Communication
(Media Studies, English Literature)

Associates Degree Applied Design
(Digital Media, Online Marketing Design)

President Elect, Current Treasurer and Public Relations
Officer
Central Coast Rotaract NSW



What is Social Media?

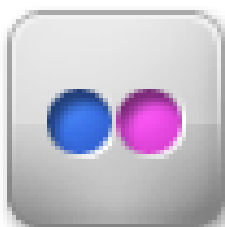


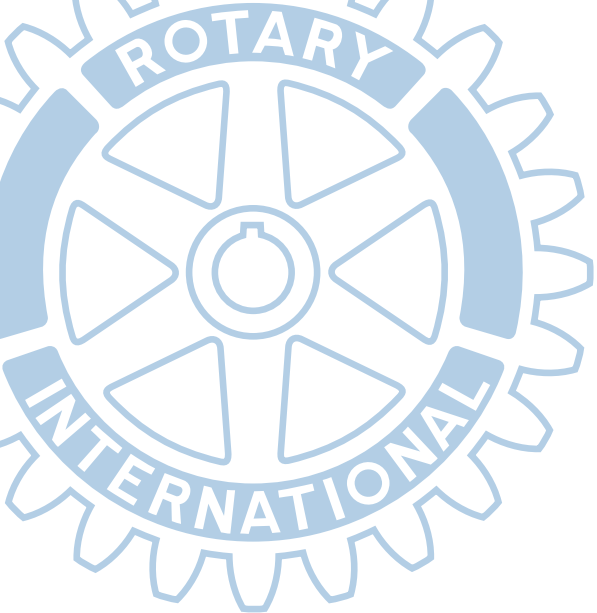
“a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content.”



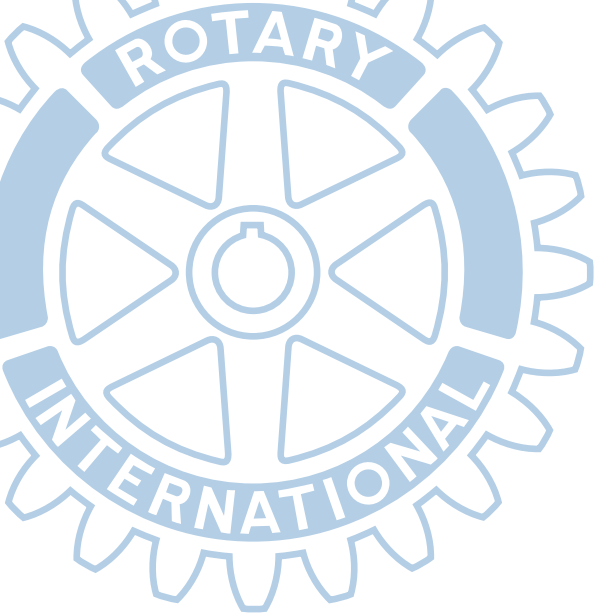
**Which Social Media engine do I use
to promote my club?**

**How does Social Media work with our clubs
marketing strategies?**





Facebook



Facebook Statistics

Over 500 million users world wide

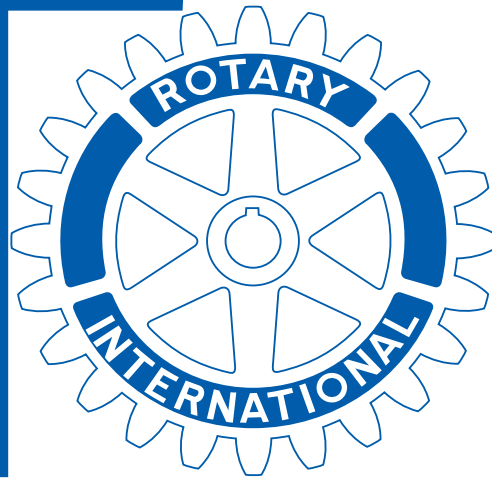
8 million users in Australia

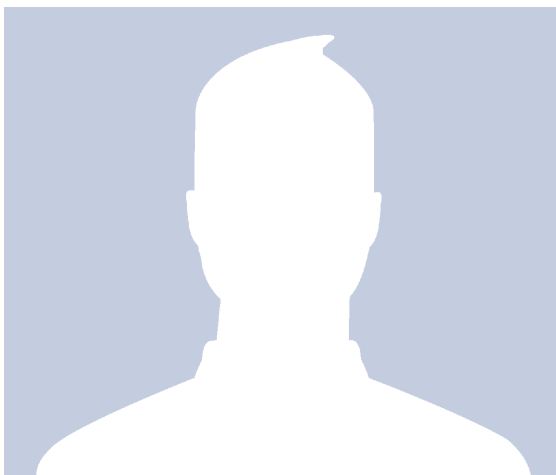
75% all Australian internet users are on Facebook

Would be 3rd largest country based on population



Facebook and Rotary

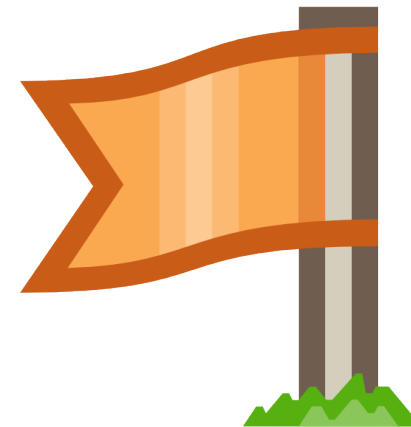




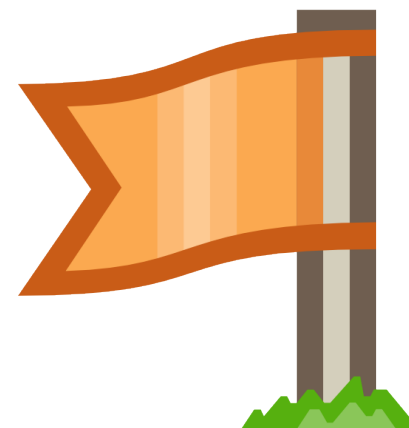
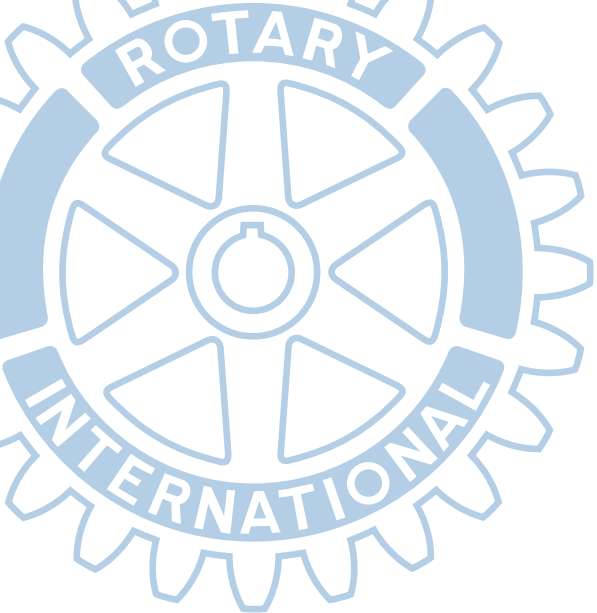
Profiles



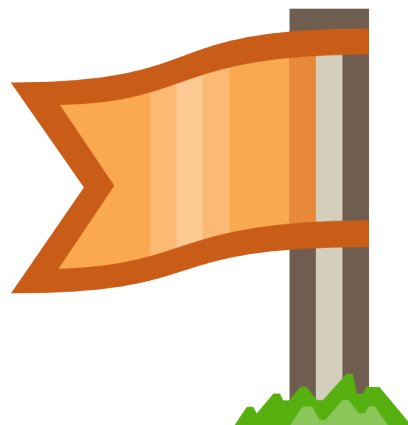
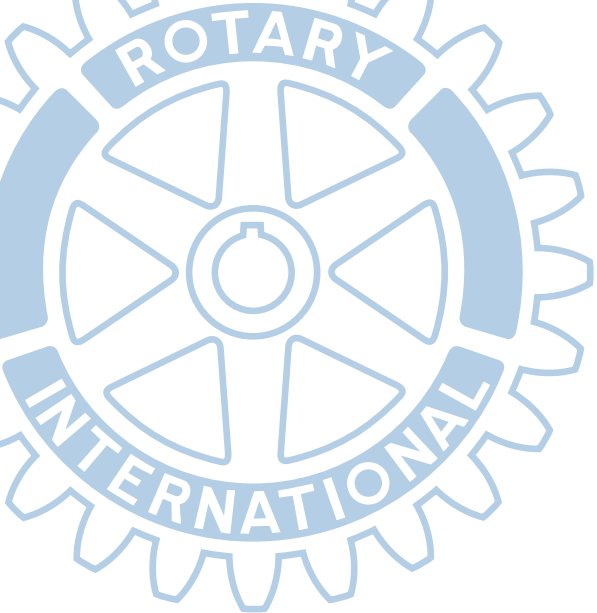
Groups



Pages

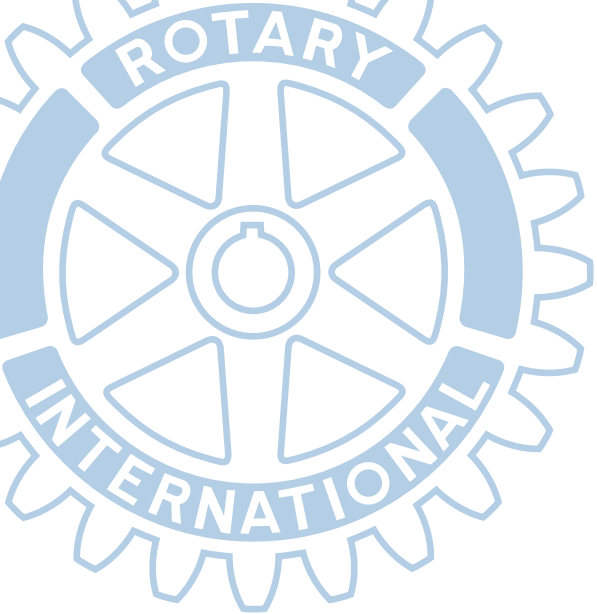


Pages

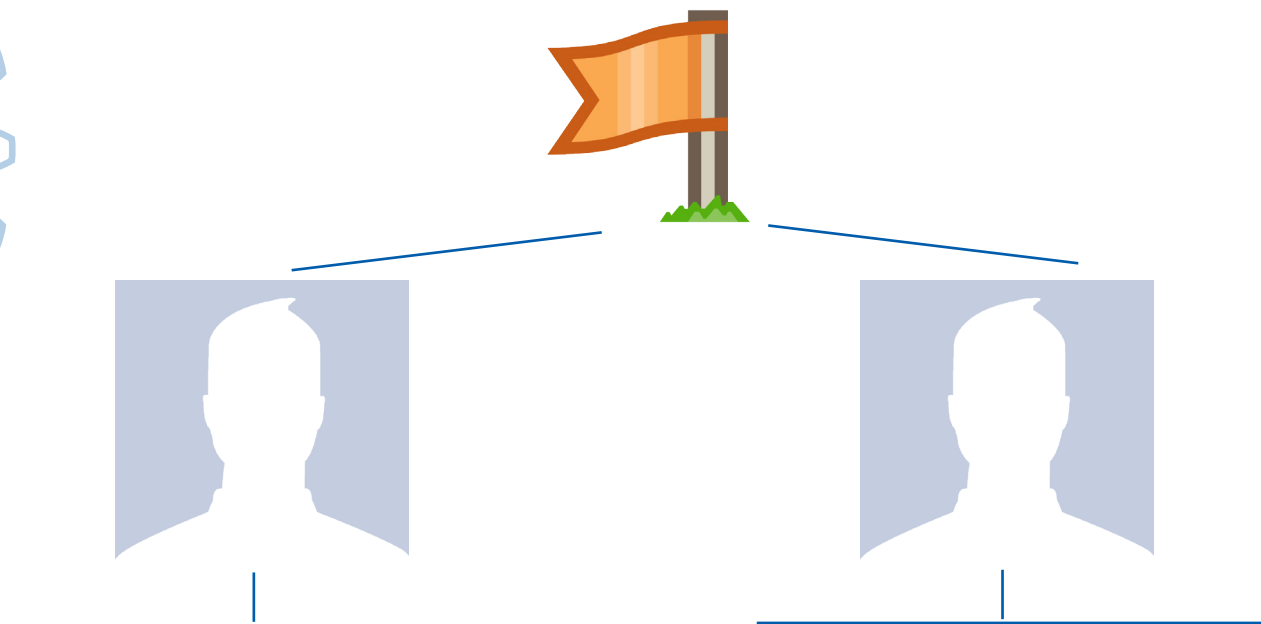


Facebook Pages

- 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

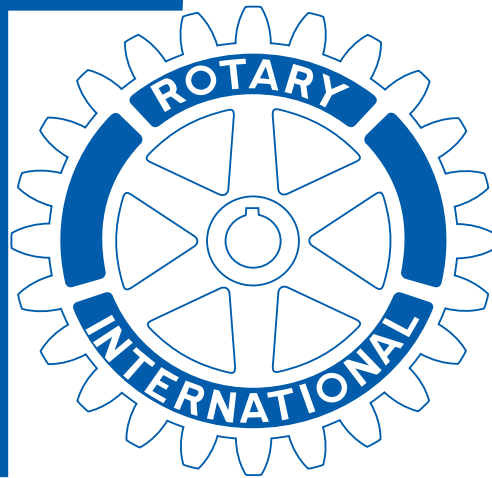


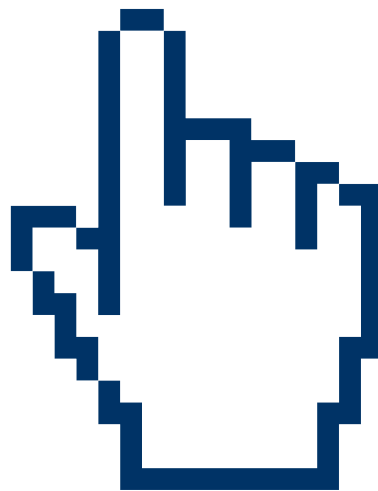
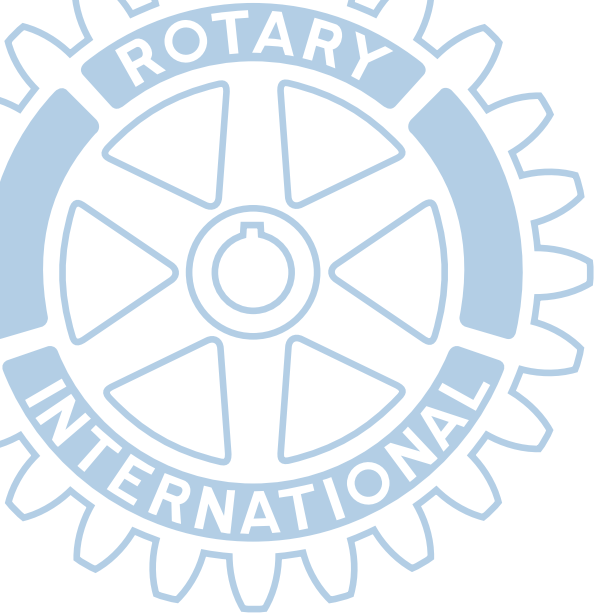
Potential Members





What can be done
on a Facebook Page?





Customising Pages

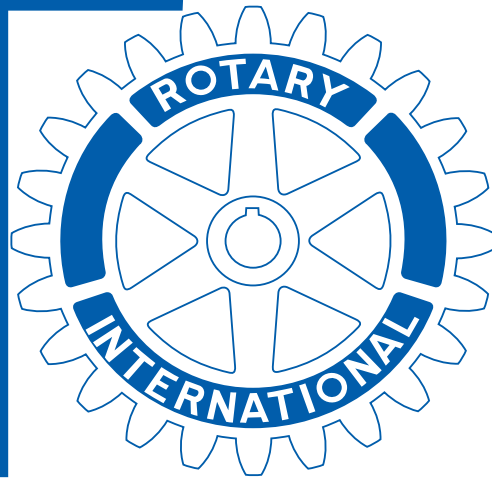
- Contact email forms
- Document download
- Donate now
- Surveys
- You think it, theres an App for that!

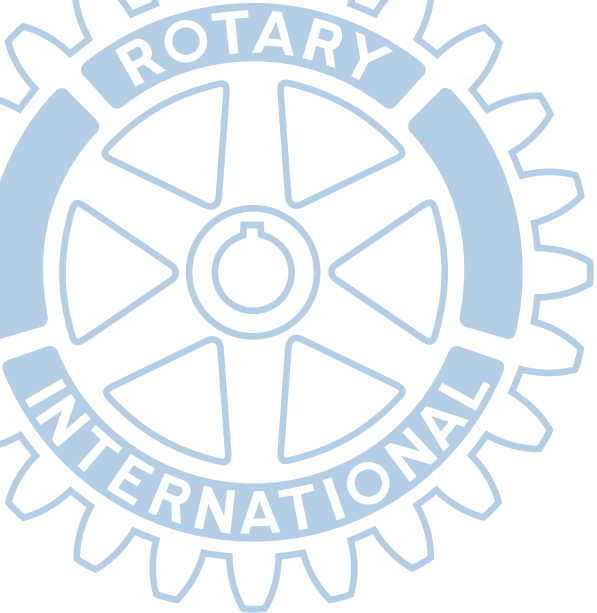
Facebook is part of a wholistic marketing package for you club or project.

Have a key target/goal that your page focused on and dont deviate from it with your content selection



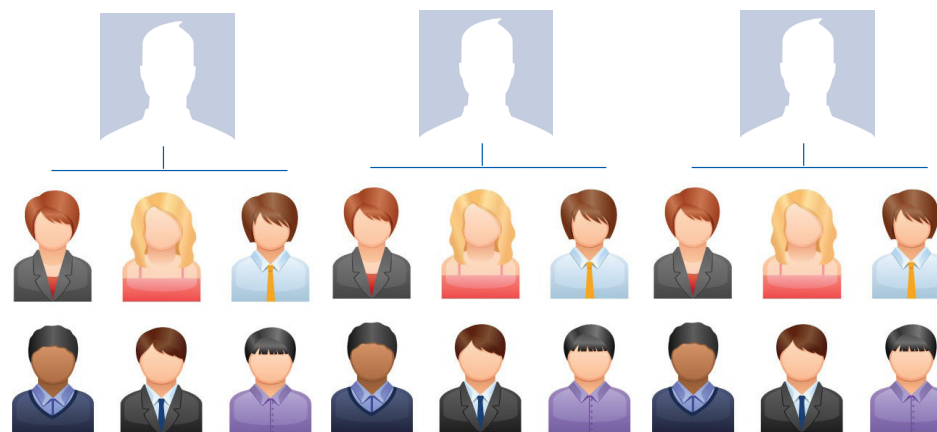
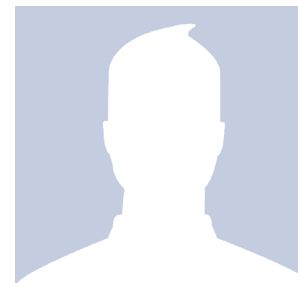
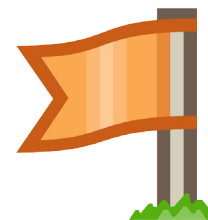
Make Facebook your slave





Reach

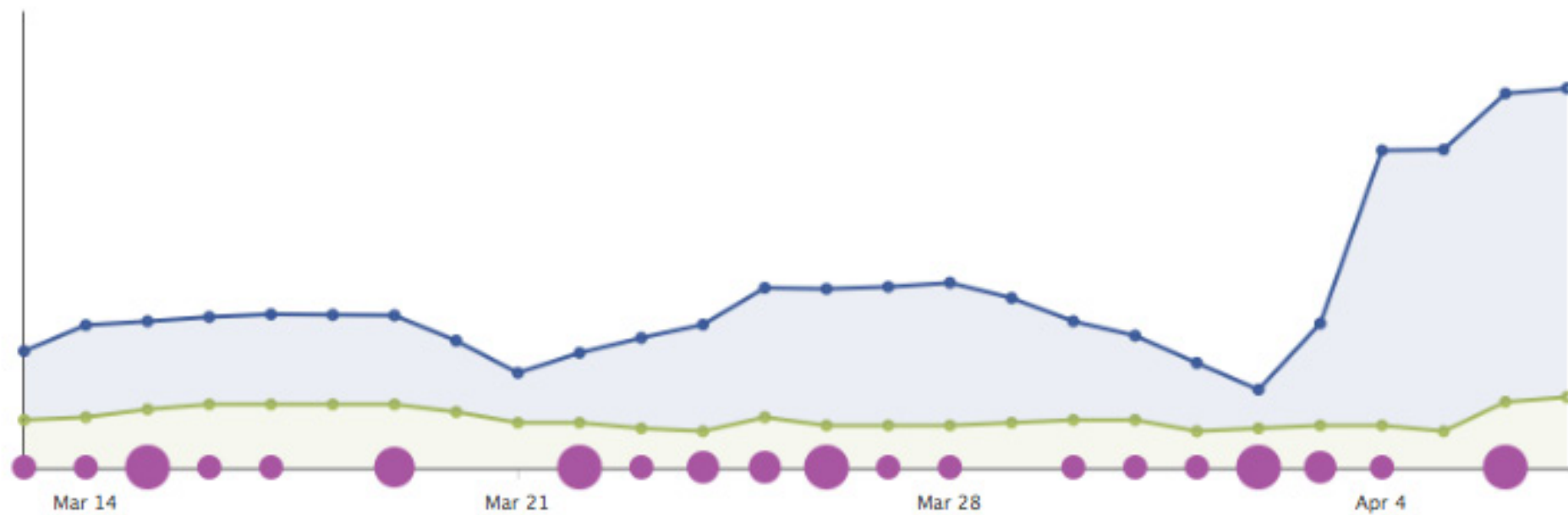
how many people
have seen any content
about your Page



Total Likes? Friends of Fans? People Talking About This? Weekly Total Reach?

50 ● 0% **30,992** **21** ↑ 110% **721** ↑ 309.66%

■ Posts? ■ People Talking About This? ■ Weekly Total Reach?



Reach table for Central Coast Rotaract NSW page

Content must be constantly changing

**Keep it relivent to your club, projects,
marketing goals and audience.**



Need help?

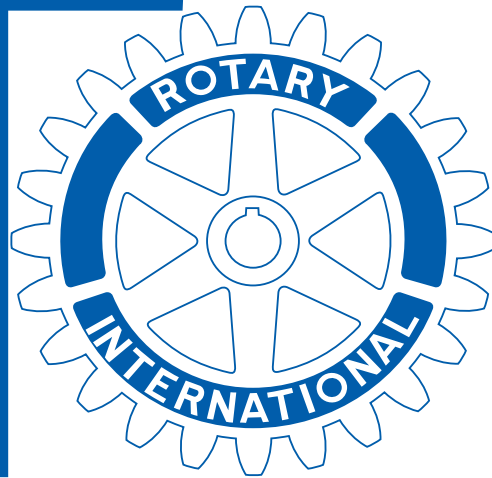
Your local Rotaractors will come to your aid!

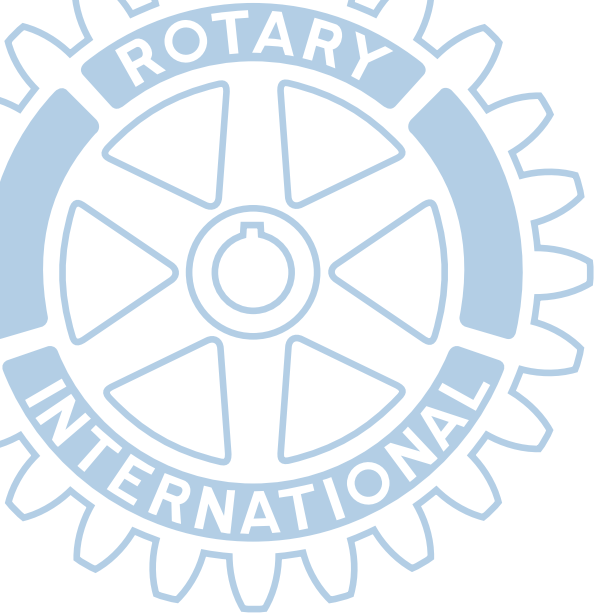
Email me

jessica.southeren@ccrotaract.org.au



Understanding Demographics



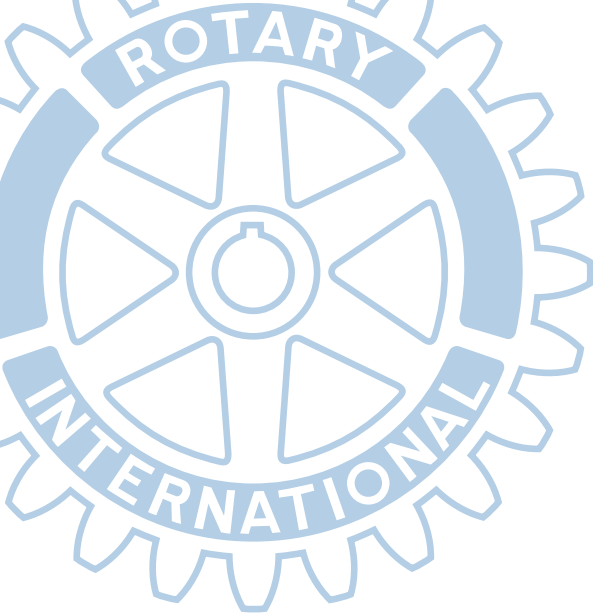


Facebook Insights

- 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

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 remo...	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	1	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



4/5/13

 Yvonne doing a great job cooking up... 177

28

15

8.47%



Rotaract Club of Central Coast, NSW
April 6

Yvonne doing a great job cooking up a storm at Splash for Cash we raised just under \$400 put of the pool and many more \$\$\$ in the pool. Thanks to everyone that came down for supporting, swimming and donating. Great job!



Unlike · Comment · Share

17 likes



Write a comment...

177 people saw this post



Rotaract Club of Central Coast, NSW
April 6

Yvonne doing a great job cooking up a storm at Splash for Cash we raised just under \$400 put of the pool and many more \$\$\$ in the pool. Thanks to everyone that came down for supporting, swimming and donating. Great job! — with Yvonne Lake.



Like · Comment · Share

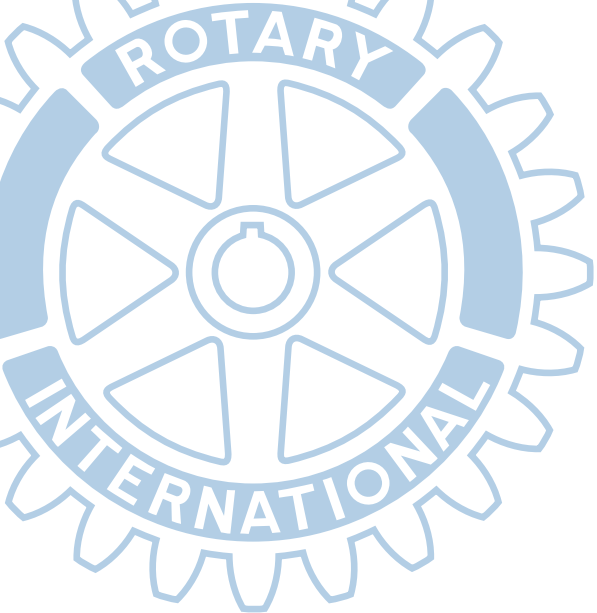
17 likes



Write a comment...



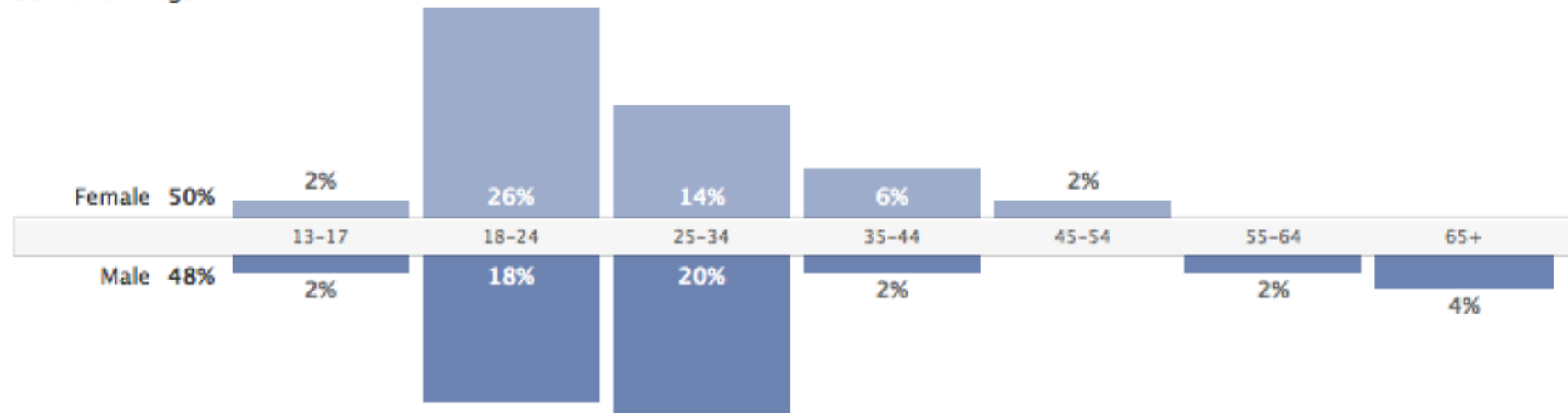
Social Media & Rotary
Marketing, tools & growing club membership



People Who Like Your Page (Demographics and Location)

[See Likes](#)

Gender and Age?



Countries?

25 Australia
6 Philippines
4 Bangladesh
3 Peru
2 Kenya
2 Egypt
2 United States of America

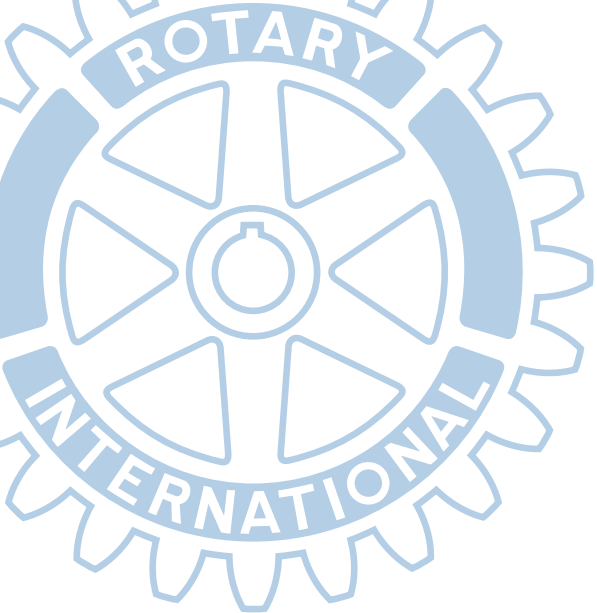
Cities?

14 Sydney, NSW, Australia
3 Dhaka, Bangladesh
2 Lima, Peru
2 Cebu City, Philippines
2 Cairo, Al Qahirah, Egypt
1 Blue Haven, NSW, Australia
1 Surigao City, Surigao, Philippines

Languages?

27 English (US)
14 English (UK)
4 Spanish
1 Portuguese (Brazil)
1 French (France)
1 Ukrainian
1 Turkish

Demographics for Central Coast Rotaract NSW page

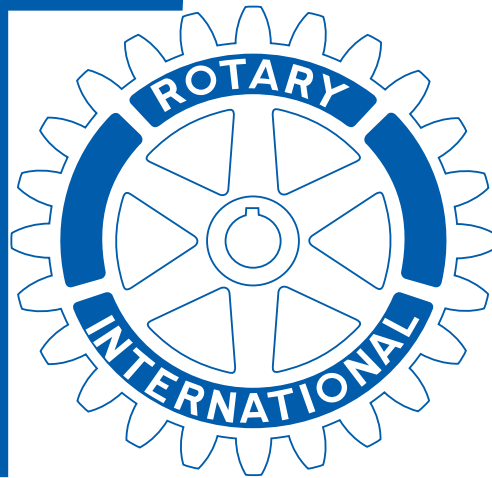


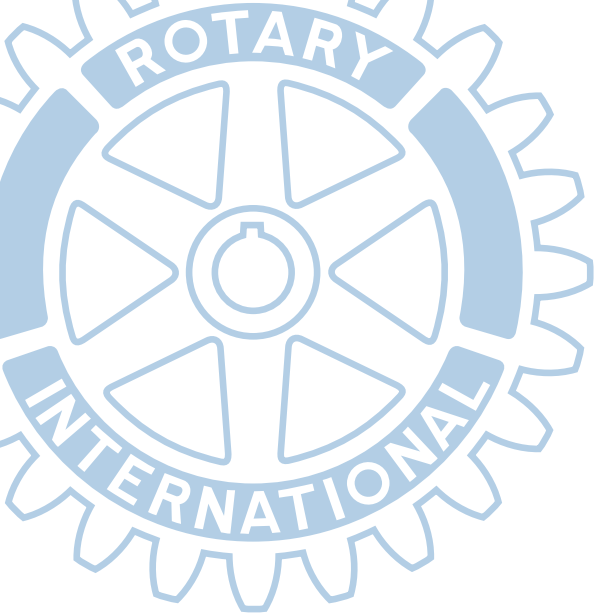
Target your clubs demographics

- 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



Overextent your Reach





More Marketing

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

Central Coast Rotaract NSW

PIEBULLS VS PUPPIES TRIVIA

**Build a school in Cambodia
for just \$10.**

Register your table TODAY at
events@ccrotaract.org.au



Rotaract Club of Central Coast, NSW

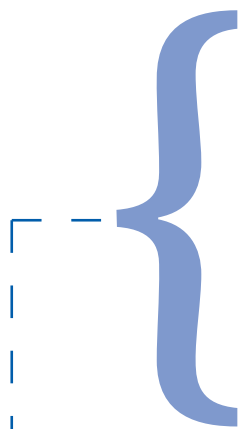
55 likes · 22 talking about this



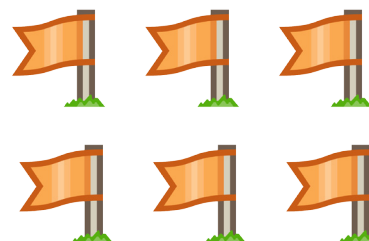
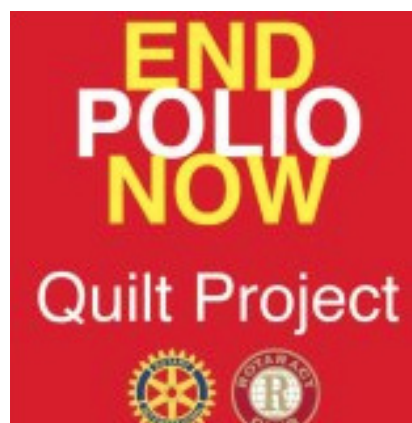
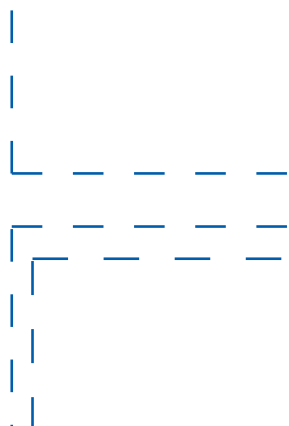


Child Pages

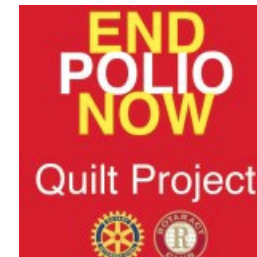
Indipendant pages
that are managed
by your clubs social
media officer



Information flows
out of child page



Information flows in and out
of child page into subscribed pages



Fan Base
Sharing
Parent
& Child





Need help?

Your local Rotaractors will come to your aid!

Email me

jessica.southeren@ccrotaract.org.au

Ask yourself,
Is it on Facebook?