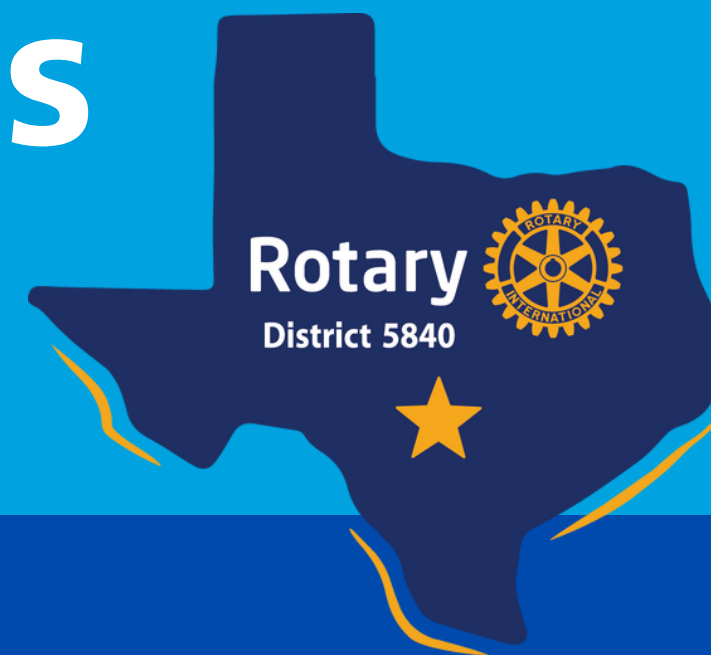




SOCIAL MEDIA BEST PRACTICES

Presented by Pam Blankenzee



AGENDA

- RI Branding Video
- Social Media Audit
- Deep Dive Into Facebook Business Page
 - How & Where to Edit your Page
 - Professional Dashboard Tools
 - Meta Business Suite
- Tips for Building Strong Social Media Presence
- New Public Image Resources for Social Media

ROTARY BRANDING VIDEO

SOCIAL MEDIA AUDIT

SOCIAL MEDIA AUDIT




- Profile Photo
- Timeline Photo
- Action Button

Rotary Fredericksburg, TX




Fredericksburg Rotary Club

446 likes • 484 followers

 Shop Now

 Liked

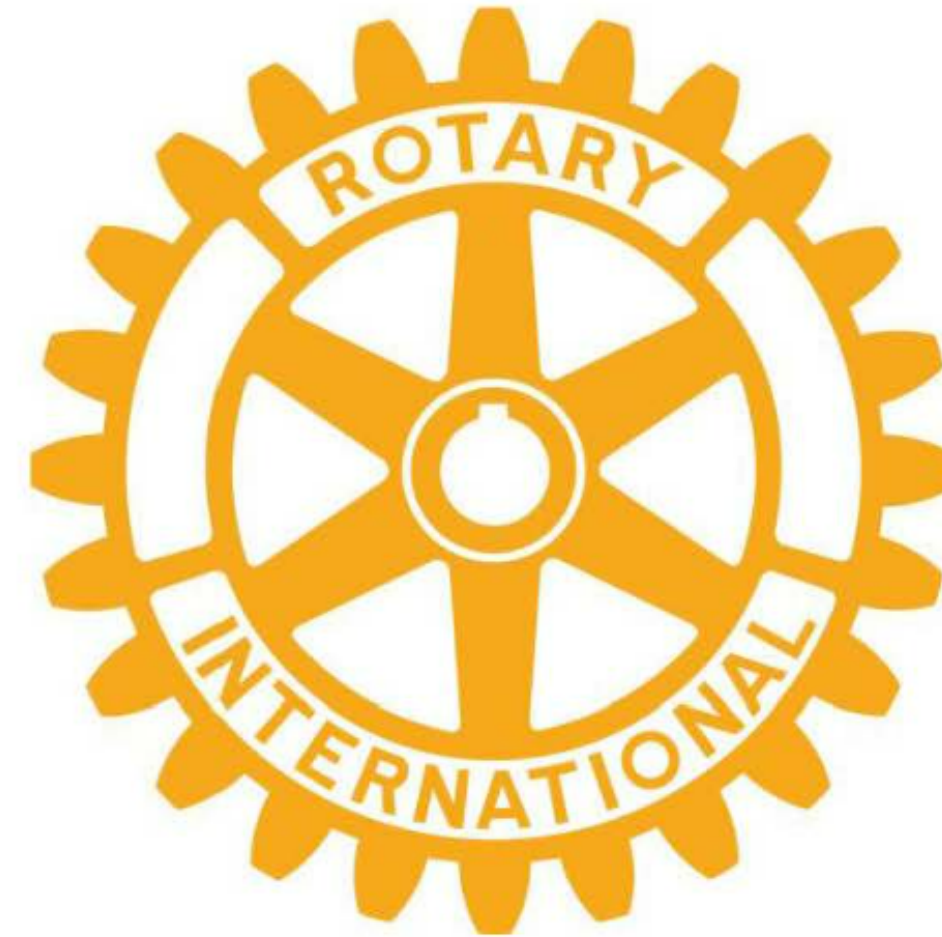
 Message

Rotary Club of Dripping Springs





Rotary Club of Dripping Springs

620 likes • 675 followers



 Liked

 Message

 Search

Rotary
Fredericksburg Nimitz



Serving the Community since 2014



Fredericksburg-Nimitz Rotary Club

550 likes • 619 followers

Message

Liked

Search

Posts

About

Mentions

Reviews

Followers

Photos

More ▼

...



Alamo Heights Rotary Club

549 likes • 603 followers

👍 Liked

💬 Message

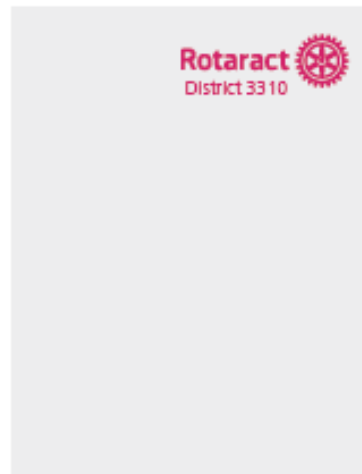
🔍 Search

RI SOCIAL MEDIA GUIDELINES & BEST PRACTICES

Layout Examples



club brochure



flyer



website



facebook*

*exception: the Mark of Excellence can be used for social media profile pictures

- Profile Picture
 - Wheel of Excellence or
 - Club Masterbrand Logo - BEST
- Timeline Photo
 - Club Masterbrand Logo
 - Club Photo - include your Club Masterbrand
 - People of Action photo with a People of Action logo

FACEBOOK BUSINESS PROFILE

HOW & WHERE TO EDIT YOUR PROFILE



Best size 820x315 pixels

Profile picture



Edit your about info & email

Edit Action button

WHERE TO MANAGE YOUR PAGE

Manage Page

 Rotary Club of South Austin

Professional dashboard

Insights

Ad Center

Create ads

Settings

More tools

Manage your business across Meta apps

Meta Business Suite

10



Rotary Club of South Austin

562 likes • 666 followers

Rotary Club of South Austin

562 likes • 666 followers

Promote

Manage

Edit

Posts

About

Mentions

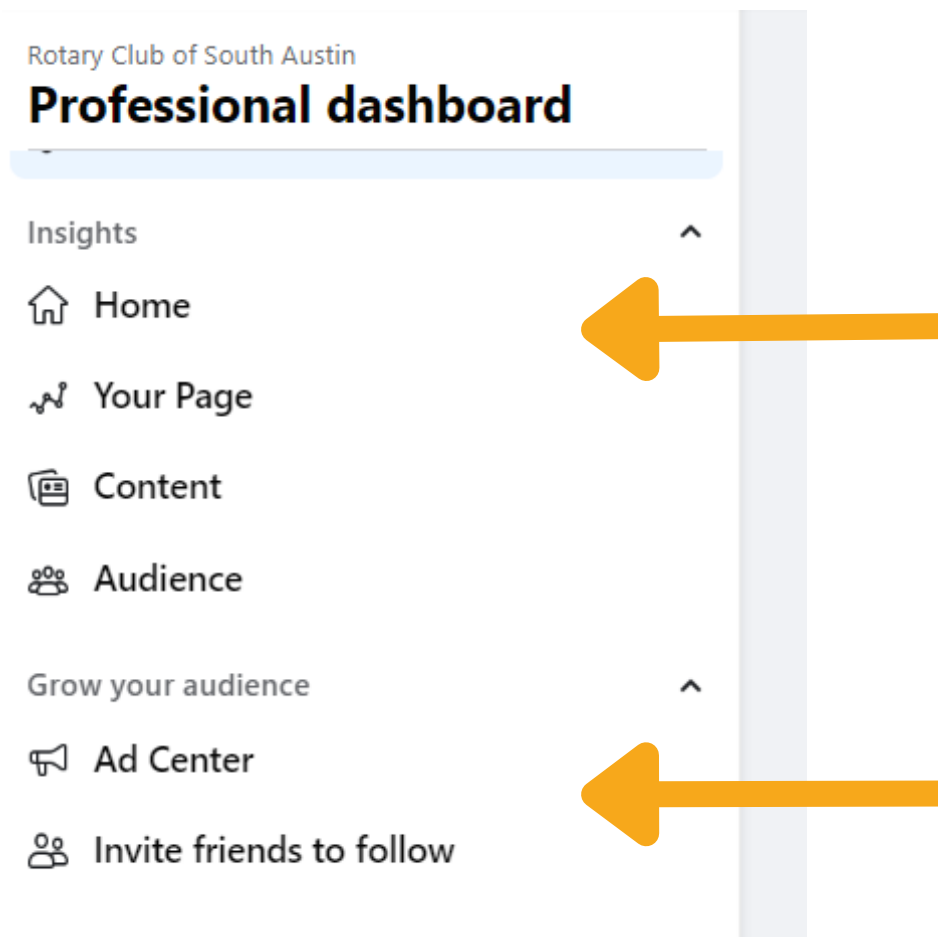
Reviews

Reels

Photos

More

PROFESSIONAL DASHBOARD



Insights - Can view your page metrics. Knowing your audience is helpful when creating an ad or boosting a post.

Grow Your Audience - Create a Facebook Ad or Boost a Post

PROFESSIONAL DASHBOARD -TOOLS

- Create an Event
- Page Access
 - Add an admin or editor for page
- Linked Accounts
 - Where you can connect Instagram & WhatsApp

Rotary Club of South Austin

Professional dashboard

Invite friends to follow

Your tools

- Earn achievements for creating reels
- Inspiration hub
- Events
- Page access
- A/B Tests
- Moderation Assist
- Linked accounts
- Fan engagement
- Nonprofit Manager
- Page recommendation

Platform tools

- Meta Business Suite
- Inbox
- See more

Insights, management tools and ad creation - all in one place.

Page Overview

Followers: 666
Last 28 days

Post reach: 202

Post Engagement: 72

Recent content

Last 28 days

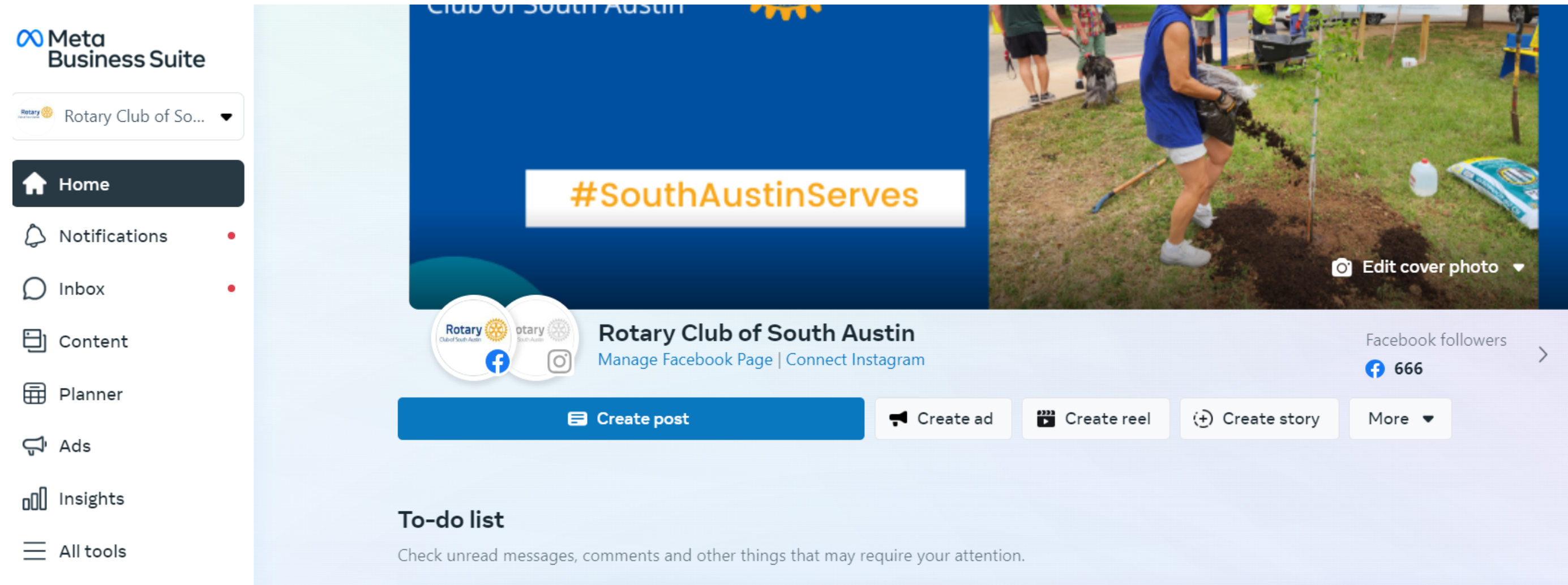
	Your help is needed!!! We are collecting gently used men's clothing and shoes to support the Men's Clothes Closet in Austin.... Fri, Nov 3	Post reach: 44	Engagement: 9
	Do you know what makes a Rotarian happy?? The ability to SERVE OTHERS!!! On Oct. 31, we volunteered at the Central Texas Food... Thu, Nov 2	Post reach: 61	Engagement: 19
	Happy Halloween, Everyone. May your night be filled with tricks and treats and your costumes be frighteningly fantastic! Tue, Oct 31	Post reach: 63	Engagement: 5

See more

New Pages guide

Easily switch between your Page and profile

META BUSINESS SUITE



This is where you can schedule your Facebook & Instagram post

SCHEDULING A POST

Click the arrow to select which accounts to post to.

Create post

Post to

Rotary District 5840 - South Central Texas

Post to Facebook and Instagram

☒ Rotary District 5840 - South Central Texas

☐ rotary5840

Publish to Facebook Groups

☐ ROTARY DISTRICT 5840 - NEWS
Private group · 24 members

[See more groups](#)

Create post

Post details

☐ Customize post for Facebook and Instagram

Text

😊

Scheduling options ☐ Set date and time

Privacy settings

☐ Boost post

NEW PUBLIC IMAGE RESOURCES

SOCIAL MEDIA GRAPHICS

- Rotary Monthly Theme Graphics
 - Located on the Public Image Resources page
- Rotary Branded Canva Templates
 - Member Spotlight
 - Guest Speaker
 - Rotary Birthday
 - Christmas Card

Email pblankenzee@rotary5840.org your Canva account email for templates.



TIPS FOR BUILDING STRONG SOCIAL MEDIA PRESENCE

Consistency: Post regularly and consistently to keep your followers engaged and interested. To save time, use the Planner located in the Meta Business Suite.

Engage with your followers: Respond to comments and messages promptly. Consider turning on automated messaging for Messenger.

Share fun and engaging content: While it's important to post about your club's projects and activities, don't be afraid to use other fun, lighthearted content. Use member spotlights, thank you your partners/sponsors, volunteer with us and a join us post. You want to position your Club as the Center of Service, Community Leaders and People of Action.

Visual appeal: Use high-quality images and videos in your posts to make them eye-catching. You can also use tools like Canva to create graphics and designs that align with your club's branding. Send us your Canva email address and we will share some Rotary Branded templates.

Promote your social media presence: Make sure to include links to your social media accounts on your club's website.

MOST IMPORTANT - Encourage your members to engage with your content - Like, Comment and Share your content with their networks.

WHAT YOU LEARNED

- Social Media Guidelines & Best Practices for Public Image
- How & Where to edit Facebook Business Page profile
- Facebook Professional Dashboard Tools
- Meta-Business Suite - Scheduling Content
- Tips for a Strong Social Media Presence
- New Public Image Resources for Clubs

QUESTIONS

pblankenzee@rotary5840.org