SOCIAL MEDIA GUIDELINES

FACEBOOK BEST PRACTICES

PAGE SETTINGS

- Profile Pic - use recognizable logo
- (club logo/or wheel of excellence)
- Timeline Photo - People of Action photo
- Business Page not group
- Meeting location is listed
- Contact number listed
- Have multiple admins

CONTENT STRATEGY

- Share your impact
- Upcoming speakers/program
- Ask for volunteers
- Member spotlights
- Become a member/Join Rotary
- Promote community partnerships/sponsors
- Build awareness of Rotary
- Promote fundraiser

BUILD BETTER ENGAGEMENT

- Use action photos
- Tell a story - identify the problem, the solution & it's impact
- Call to Action - "Join Us", "Learn More" include a hyperlink
- Try new features - FB live, FB stories, & gifs
- Tag
- Hashtag

POST REGULARLY

- Minimum - twice a week
- Optimum - daily

REMEMBER TO TAG

(gives your post expotential reach)

- @business name
- @club name

USE HASHTAGS

(# -To file your post)

- Keep it brief
- Use more than one
- Capitalization doesn't matter

Rotary