

Social Media 101

Grow Membership. Increase Visibility. Strengthen Impact.



Session Goals

By the end of today, you will be able to:

- Confidently manage your club's social pages
- Create engaging posts
- Protect and grow your online presence



CNY Rotary Tools

Public Image Page on CNYRotary.org:

<https://cnyrotary.org/page/cny-public-image>

- Sample Social Media Calendar
- Information about the News Network
- Informative Tips

[Download the CNY Rotary Social Media Guide:](#)

You can also utilize the Brand Center for creating logo, access to marketing materials, ensuring compliance, etc. Join Breakout Session III to learn more!



Know Your Audience

- This includes being aware of which demographics are spending time on various platforms.
 - **Facebook** - Ages 25-54. *Great for events, photo albums, community stories.*
 - **Instagram** - Ages 18-34. *Great for photo and video.*
 - X - Ages 18-49. *Good for brief updates.*
 - **LinkedIn**- Ages 25-54. *Showcase your professional impact. Do member spotlights.*

Data above is primary age group. There are certainly people outside these age ranges that do use the platforms.



Content Ideas

- Meeting Recaps
 - Especially when you have interesting speakers
- Service Projects
 - Highlights your community impact
- Member Spotlights
 - Great for networking and membership
- Photos in the Community
 - Be the brand
- Videos/Reels
 - Can all be done on your Smartphone.

Always tag businesses/organizations mentioned in posts.



Time Savers

- **Repurposing content:** One event = multiple posts.
- **Canva:** Save templates with club logo.
- **Scheduling:** Schedule posts weekly using Meta Business Suite.
- **Content Calendar:** Plan around meetings and service events.
- Have 2 admins and 2 editors



Repurposing Content

For release: November 18, 2024

For more information, contact:

Joe Abraham, josephabraham2011@gmail.com

Urban Tree Planting Project Reaches Milestone 100 Trees Planted Since Inception

Utica, NY – Twenty-nine volunteers of the Urban Tree Planting Project, a collaborative effort by the Rotary Club of Utica, The Unitarian Universalist Church of Utica and the City of Utica Parks Department, recently planted another 40 trees across the city. Following this recent effort, the project has now planted 100 trees since its inception.

"Through the dedicated efforts of our volunteers and community partners, we're proud to celebrate the planting of 100 trees in Utica as part of the Urban Tree Planting Project," said Rotary Club of Utica Past President Dave Jones. "This initiative not only beautifies our city, but also improves air quality, provides cooling shade, and creates a safer environment for residents. Each tree we plant represents a lasting investment in the health and well-being of our community. It's a testament to what we can achieve when we work together to make a difference."

The Urban Tree Planting Project provides eligible City of Utica homeowners with a free tree, which is delivered and planted at no charge. Homeowners are required to care for the trees for a minimum of five years. Funding for this project is made possible through a Department of Environmental Conservation grant specific to Urban communities for tree planting in disadvantaged communities.

The goal is for the trees to thrive over many years and serve to enhance the value of these properties, improving the air quality within the community by reducing carbon emissions, provide a canopy of shade to lower the heat index during summer months, and as recent studies have found, trees planted in urban areas have served to reduce the level of crime.

Applications for trees to be planted in Fall 2025 will be made available this summer.



Tree-mendous effort leads to milestone

By Joe Abraham

Some 29 Utica Rotarians and friends broke up into groups to plant another 40 trees across the city on Saturday, as part of the Urban Tree Planting project, a cooperative program with The Unitarian Universalist Church, Rotary Club of Utica, and the City of Utica Parks Department.

Following Saturday's success, the project has now planted an impressive total of 100 trees since its inception.

"Thank you to all of our volunteers for their incredible work," said PP Dave Jones, who leads our club's involvement in this project. "Driving down James Street and seeing the newly planted trees filled me with pride, knowing that future generations will benefit from our efforts. It's service like this that makes me proud to be a Rotarian. Great job, everyone!"

The Urban Tree Planting Proj-

ect offers trees (delivered and planted) to homeowners in the City of Utica at no cost. Homeowners must care for the trees for at least five years.

This grant-funded initiative aims to enhance property values, improve air quality by reducing carbon emissions, provide shade to lower summer heat, and contribute to reducing crime in urban areas.



One event can result in a press release, Facebook album, Instagram reel, LinkedIn post, etc.

Benefits of Tagging

- Expands your reach
- Encourages resharing
- Strengthens partnerships
- Builds community visibility

CNY Rotary

January 10 at 6:51 AM · 🌐

We have a big birthday to celebrate today for [Northville Rotary Club](#) 🎉
Please comment below with your well wishes for their milestone today!



Join us for a Wine & Whiskey Tasting at [Galway Rock Vineyard & Winery](#) on November 7, Featuring [High Peaks Distilling](#) and Galway Rock wines. Meet the makers - ask questions and enjoy a guided tasting. Food by the [Wandering Food Dude](#)

Get your tickets <https://www.galwayrockwines.com/product/wine-whiskey/>

Proceeds benefit [Galway Rotary Club](#) and [Twin Bridges Rotary Club](#)



Protecting Your Social Pages

- Meta will shut down your page if their algorithm thinks you are imitating RI
- Easily add your Facebook and Instagram pages to a list with RI to help protect them from fraud accusations or community standards violations
- This takes one minute and will save you a big headache!

Complete the form here:

<https://on.rotary.org/fbissue>



Questions?

Stay in this room for Social Media 201 and Rotary Brand Center Sessions.

