

Social Media 201

Building a Campaign



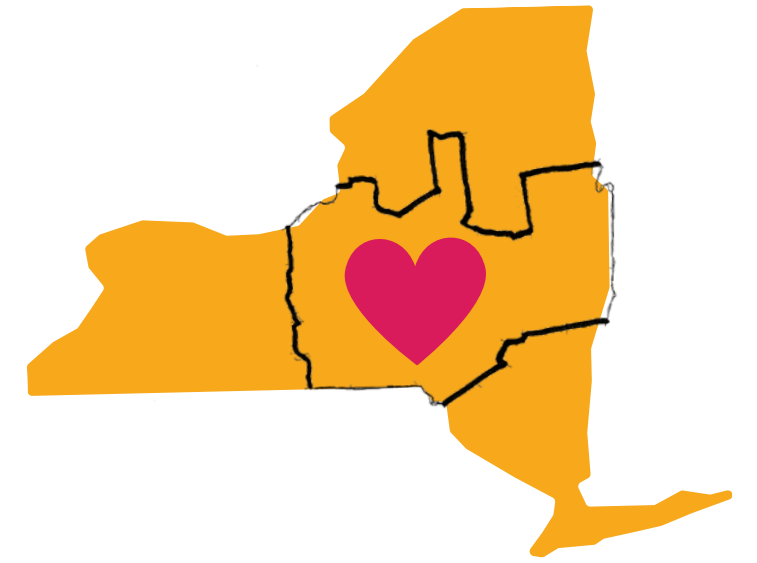
DLA Session | March 7, 2026





Lizzy Martin

CNY Rotary President 2024-25



Public Image Experience

SUNY Oswego Bachelor's Degree - Public Relations

18 years at Advance Media New York - Advertising Professional

Baldwinsville Rotary Public Image Chair 2010-2023

D7150 Public Image Chair 2014-2024

CNY Rotary Social Media Manager

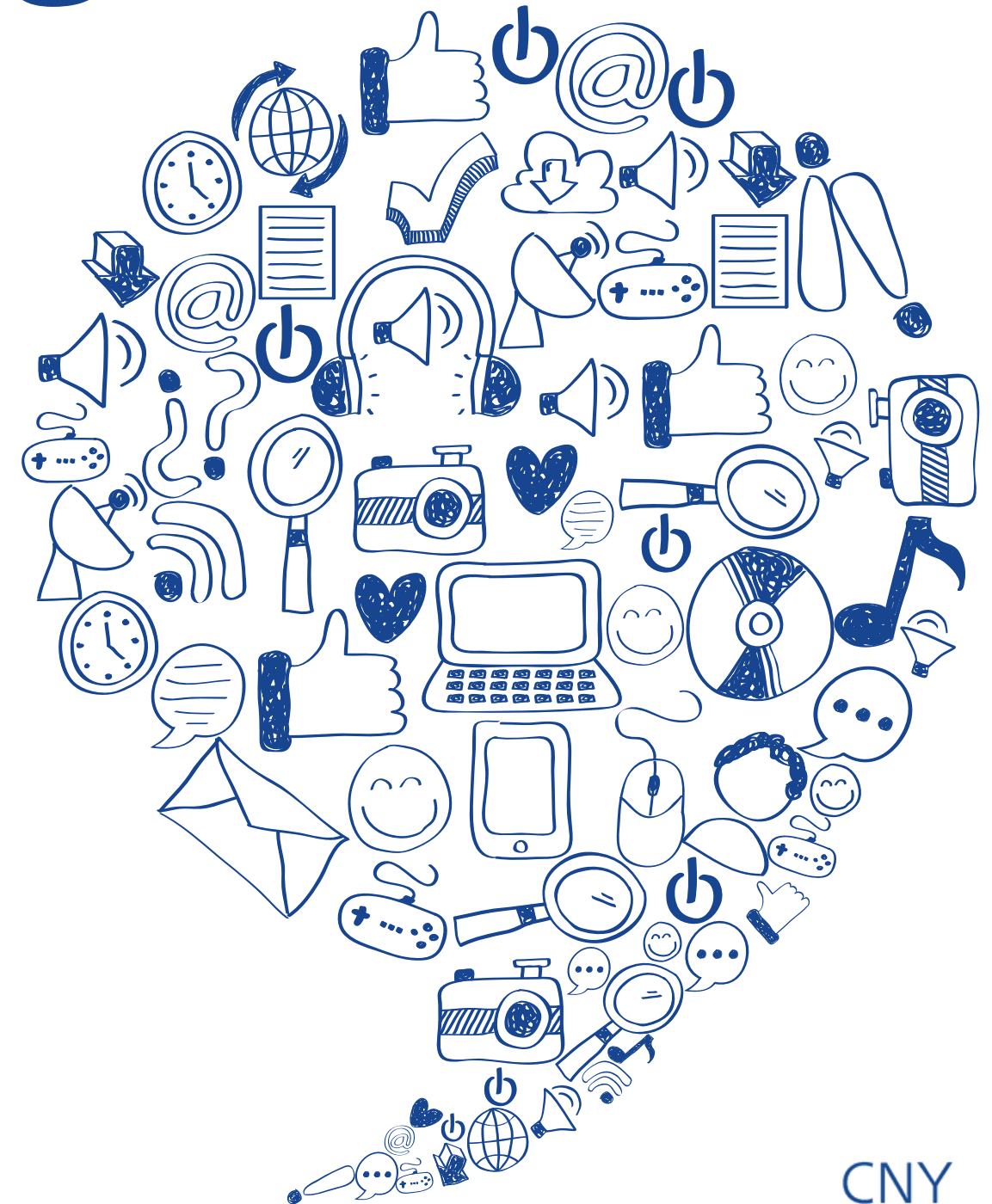
CNY Rotary Webmaster

Zones 28 & 32 Assistant Public Image Coordinator 2022-23, 2025-27



Social Media Campaigns

- Organic vs. Paid
- Platforms to use
- Campaign design
- Tools to make it easier
- Live demonstration
- General plan to take home





Social Media Campaigns

Organic

- A coordinated series of unpaid posts and interactions designed to build awareness, engagement, and action around a specific goal, such as a fundraiser, service project, or membership event
- Can also be an educational and awareness effort
- An organic campaign requires consistency, storytelling, and relationships



Social Media Campaigns

Platforms to use

- **Facebook:** Ideal audience demographics for Rotary
- **Instagram:** Skews younger, but a great place for visually appealing posts
- **LinkedIn:** More professional, an excellent way to connect with current and future members
- **TikTok:** Requires video that should be trendy and formatted specifically for the platform

Social Media Campaigns

Before you begin...

- **What is your objective?**
 - Raise money
 - Join Rotary
 - Educate
- **Who is your audience?**
 - Your community
 - Your members
 - Potential partners

Social Media Campaigns

Before you begin...

- **What is the message?**
 - Help people quickly understand your objective
 - Includes who, what, when, where and WHY
 - What visuals will support your message?
- **What content do you have to work with?**
 - Do you have a video or quality images to work with?
 - Will you need to develop graphics?
 - What stories can you pull into the mix?

Social Media Campaigns

Elements of a Campaign

- Announcements posts
 - Can include setting up a Facebook event
- Impact storytelling
- Member and partner spotlights
- Countdown reminders
- Live coverage
- Thank you & results posts

Social Media Campaigns

Map Out Your Campaign

- Determine timeline and mix of posts you want to do
- Create the text, images, videos and graphics needed
- Schedule posts across your timeline in a way that informs, inspires and creates urgency
 - Includes calls to action in each post
- Use Canva features to make developing cohesive graphics and images easy by copying and repurposing
- Also re-post to stories on Meta for more visibility
- Consider boosting a post if you have money

Social Media Campaigns

Tools to Help Us

- **Meta Business Suite**
 - Free to use for Facebook and Instagram
 - Access at business.facebook.com
- **Canva.com**
 - Free, but more features with subscription
 - Access to graphics and stock images that are safe to use
 - Can set up brand kit for additional time savings


Social Media Campaigns

Let's Do This Together - Our Scenario:

- CNY Rotary is a club that's hosting a pancake breakfast where the proceeds will go to the local food pantry
- This club is active on Facebook and Instagram
- This is our first ever pancake breakfast, so we don't have photos or videos available from previous events
- We subscribe to Canva and have \$30 to boost a post

Sample Outline

March 2026

						Save the Date Post FB Event
Story about food pantry		Event details post	Show off Rotary aprons		Promote pre-sale tix	
ONE WEEK	Ask to share event details		Live video at location		TWO DAYS	Dream about pancakes!
	Thank partners post			#TBT Reel of images from event		

Social Media Campaigns

Steps to Take Home

- Create a design that will guide the rest of your campaign
- Build out multiple graphics from that initial design
- Set up a Facebook event and invite everyone to help spread the word
 - Remember to cross-post in this event too
- Schedule at least three posts per week promoting your event
 - Mix up the type of post - storytelling, video, CTA
 - Re-post to stories to get more visibility for a post
- Use countdown messaging to create urgency
- Post thank you's and results

QUESTIONS?