

FACEBOOK - WHY, HOW, WHAT

Rotarians Are People of Action!

**WHY SHOULD
ROTARIANS BE
ACTIVE ON
FACEBOOK?**

**IT'S WHERE OUR
COMMUNITIES
ARE MEETING,
SHARING INFO &
ENGAGING**

Facebook users:

- Worldwide - 2.89 Billion with a B
- United States - 68% of Adults, 51% use it everyday
- Madison Group - more than 7,600
- Madison Rotarians - 85?, 59?
- Your Worldwide Friends - 0 to ????

**BY OUR VERY
NATURE,
ROTARIANS ARE
SOCIAL PEOPLE!**

Rotarians Engage Socially:

- At meetings - YES!
- At events - YES!
- Around town - YES!
- In the local media - YES!
- On Social Media - Not so much

LET'S GET SOCIAL!

IT'S WHAT YOU'RE

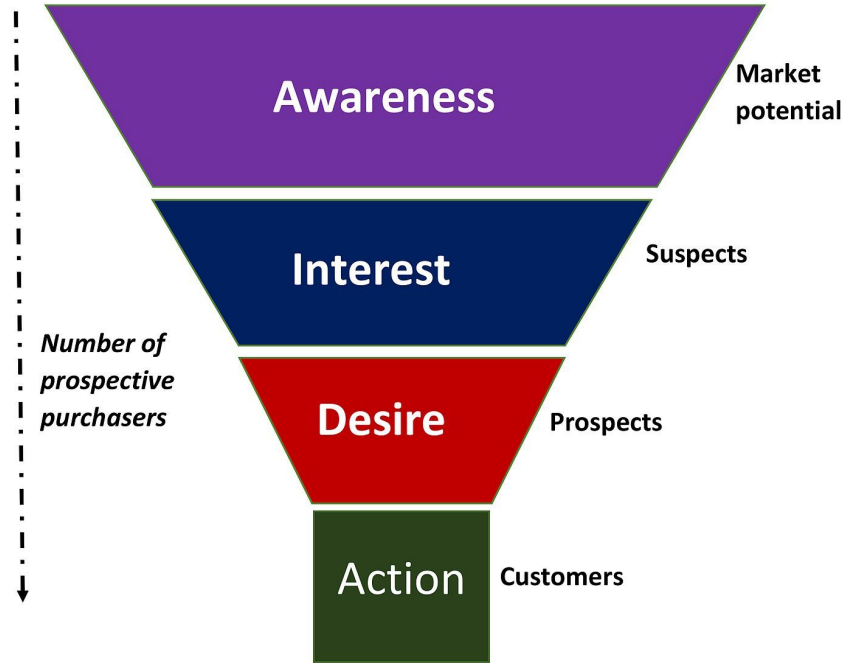
ALREADY DOING IRL

- **NO SPECIAL OR ADDITIONAL
SKILLS REQUIRED**

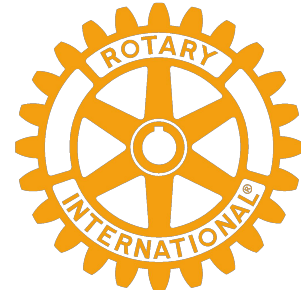
RESULTS OF BEING VERY ACTIVE ON FACEBOOK

Members
Participants
Customers/Donors
Influencers

The Purchase Funnel



REPETITION
KEEPS ROTARY
TOP OF MIND



And now, a brief word about algorithms

- ❖ For Facebook, YOUR ACTIONS are the product
- ❖ The more active you are, the more Facebook will market your actions to other users
- ❖ Facebook uses three factors to identify what posts appear in a user's newsfeed:
 - friends, family, pages (public figures, organizations, businesses etc) that a user interacts with
 - the type of content you like (movies, books, fashion, video games, etc.)
 - posts that are quite popular with lots of likes, comments, and shares

FACEBOOK IS EASY TO USE - YOU ALREADY KNOW HOW, EVEN IF YOU DON'T



HOW ROTARIANS CAN BE ACTIVELY SOCIAL ON FACEBOOK

- Follow your Club's and District's Pages
- Like, comment on and share your Club's and District's posts
- Like, comment on and share your friends' posts
- Create your own Rotary-based posts
- Join your community's Facebook Group - like, comment on and share posts there.
- Follow your local media Facebook pages - like, comment on and share their posts

WHAT RESONATES ON FACEBOOK?



Rotary Club of Madison N.J.

Published by Steve Shannon · December 2 at 5:22 PM · 🌐



Come get your tree at Dodge Field! You pick, we trim the bottom and if you'd like, drill a hole for your stand, pack it in netting and secure to your car for an easy trip home. We also have stands, wreaths and luminary kits. All proceeds go right back into making Madison a better place.



2,659

People reached

136

Engagements

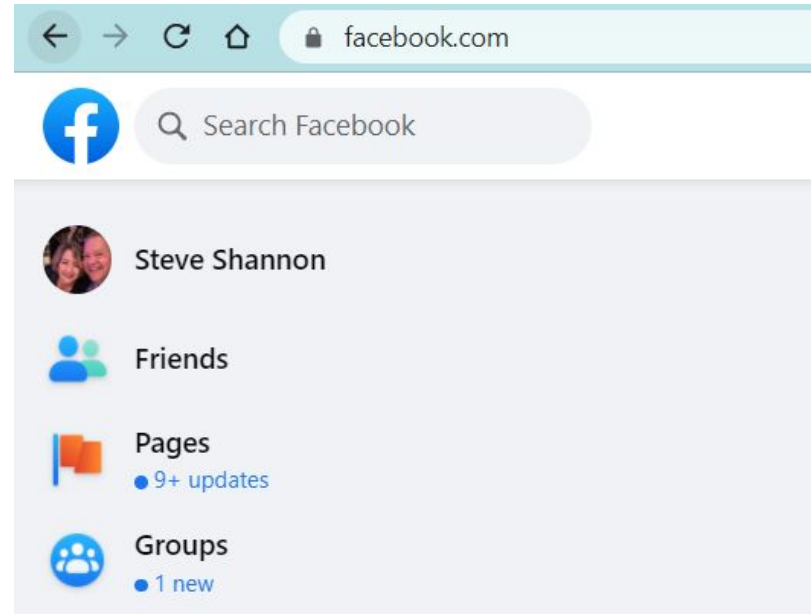
Boost post

STEP ONE - FIND OUR CLUB PAGE

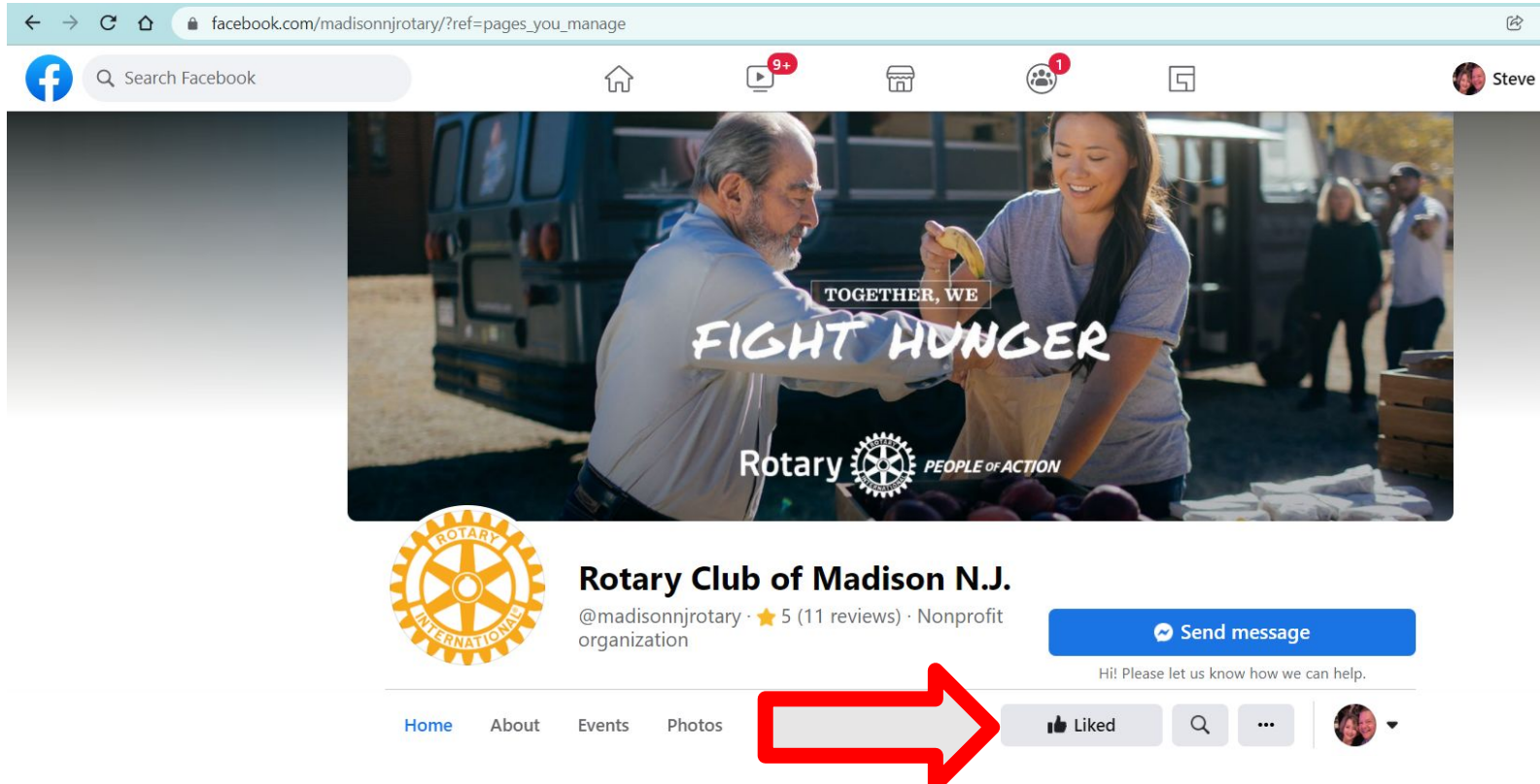
<https://www.facebook.com/madisonnjrotary>

Search for @madisonnjrotary

Search for:
Rotary Club of Madison N.J.



STEP TWO - LIKE OUR CLUB PAGE



The screenshot shows the Facebook profile page for the Rotary Club of Madison N.J. The page features a cover photo of a man and a woman packing food, with the text "TOGETHER, WE FIGHT HUNGER" and the Rotary logo. Below the cover photo is the club's profile picture, name, and contact information. A red arrow points to the "Like" button in the bottom right corner of the page.


facebook.com/madisonnjrotary/?ref=pages_you_manage


Search Facebook

Home 9+ 1

Steve



TOGETHER, WE
FIGHT HUNGER

Rotary  PEOPLE OF ACTION

 **Rotary Club of Madison N.J.**
@madisonnjrotary · ★ 5 (11 reviews) · Nonprofit organization

Send message

Hi! Please let us know how we can help.

Home About Events Photos  Liked 🔍 ⋮ 

STEP THREE - ENGAGE!

LIKE, COMMENT & SHARE CLUB POSTS



Rotary Club of Madison N.J.
★ Favorites · December 5 at 10:49 AM · 🌐

Dictionary Day across all four Madison elementary schools is always a great day, where Madison Rotary provides every third grader with their very own dictionary. In the photo Rotary President Carol Martorana meets with eager students at Torey J. Sabatini Elementary.

NEWJERSEYHILLS.COM
Madison Rotary's 'Dictionary Day' returns to local schools
MADISON - An annual tradition of the Madison Rotary is its "Dictio...

You, Hal Moeller and 3 others 4 Shares

Like Comment Share

Write a comment...

YOUR ACTIONS = ENGAGEMENT

ENGAGEMENT =
AWARENESS
INTEREST
DESIRE
ACTION

ACTION =
NEW MEMBERS
PARTICIPANTS
CUSTOMERS/DONOR
INFLUENCERS



STEP FOUR - ENGAGE ON YOUR FRIENDS' POSTS - BE SOCIAL!



You, Kenny Duffy, James O'Connor and 63 others · 13 Comments

Like

Comment



Scott Rotter

Great to stay in touch with such great, long time (I didn't use the word old) friends.

Like · Reply · 1d



7

YOUR ACTIONS = ENGAGEMENT

**THE FACEBOOK ALGORITHM
LOVES ENGAGEMENT**

**YOUR ACTIONS ON FACEBOOK
ARE THE PRODUCT**



STEP FIVE - CREATE POSTS ABOUT ROTARY - BE SOCIAL!



YOUR ACTIONS = ENGAGEMENT

**THE FACEBOOK ALGORITHM
LOVES ENGAGEMENT**

**YOUR ACTIONS ON FACEBOOK
ARE THE PRODUCT**

STEP SIX - ENGAGE YOUR COMMUNITIES - BE SOCIAL!

17



Madison Area Parents And Community (Official)

Private group · 7.6K members



Joined + Invite

About Discussion Featured Topics Members Media



Write something...

About

A page to supply information and possibly have

YOUR ACTIONS = ENGAGEMENT

**THE FACEBOOK ALGORITHM
LOVES ENGAGEMENT**

**YOUR ACTIONS ON FACEBOOK
ARE THE PRODUCT**

STEP SEVEN - ENGAGE OUR LOCAL MEDIA - BE SOCIAL!



Madison Eagle


@madisoneagle · Newspaper

[Sign Up](#)

[newjerseyhills.com](#)

[Home](#) [About](#) [Photos](#) [Video](#)

 Liked

 Message







YOUR ACTIONS = ENGAGEMENT

**THE FACEBOOK ALGORITHM
LOVES ENGAGEMENT**

**YOUR ACTIONS ON FACEBOOK
ARE THE PRODUCT**

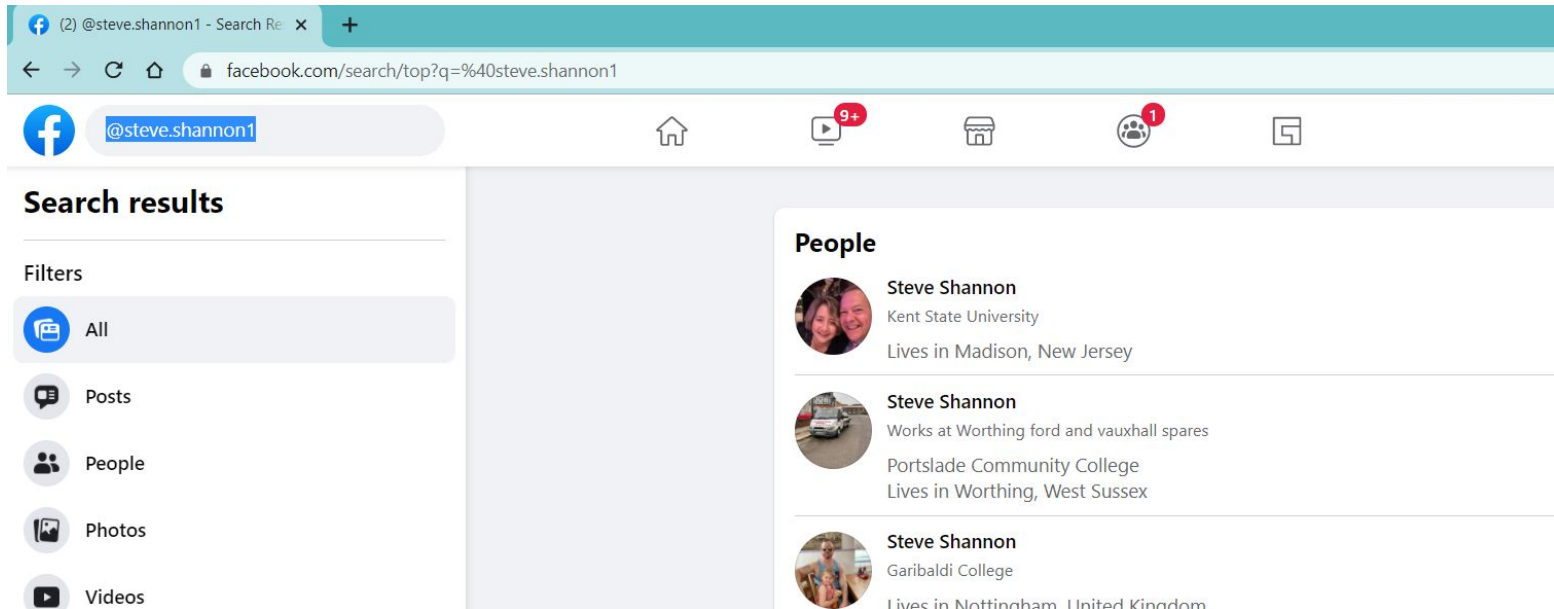
STEP EIGHT - WASH, RINSE, REPEAT

And so on, and so on, and so on



STEP NINE - BE SOCIAL - SEND ME A FRIEND INVITE!

@steve.shannon1 OR <https://www.facebook.com/steve.shannon1/>



A screenshot of a Facebook search results page. The browser address bar shows the URL [facebook.com/search/top?q=%40steve.shannon1](https://www.facebook.com/search/top?q=%40steve.shannon1). The search bar contains the text "@steve.shannon1". A large red arrow points to the search bar. The search results are displayed under the heading "Search results". On the left, there are filter options: "All", "Posts", "People", "Photos", and "Videos". On the right, under the heading "People", three search results are listed:

- Steve Shannon**
Kent State University
Lives in Madison, New Jersey
- Steve Shannon**
Works at Worthing ford and vauxhall spares
Portslade Community College
Lives in Worthing, West Sussex
- Steve Shannon**
Garibaldi College
Lives in Nottingham United Kingdom



QUESTIONS