

SOCIAL MEDIA GUIDELINES

ROTARY CLUB ONLINE STRATEGY

To position your Club: as a VIBRANT & ACTIVE volunteer organization whose members are COMMUNITY LEADERS that TAKE ACTION to create lasting change both locally and around the world.

PAGE SETTINGS

Profile Pic - Club/District Masterbrand/or Wheel of Excellence

- FB Timeline Photo - People of Action photo & include your Club logo
- 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, Reels & gifs
- Hashtag/Tag
- Get your Club Members involved - Like, Comment & Share

POST REGULARLY

- Minimum - twice a week
- Optimum - daily

REMEMBER TO TAG

(gives your post exponential reach)

- @business name
- @club name

USE HASHTAGS

(# -To file your post)

- Keep it brief
- Develop a District specific hashtag
- Include more hashtags that are relevant to Rotary and the content you are sharing
- Capitalization doesn't matter

