Public Image Coaching: How to Use Facebook to Attract and Retain Members

1. Change your banner photo monthly to show a variety of members in action, supporting a local team, or in season clothes (think fun Halloween costumes or Red Sox jerseys). This will show that you pay attention to your page and update it regularly...and you're a fun club!

2. After posting your new member press release (with photo) on your local online newspaper (Patch, Wicked Local, etc.), use the URL to post to Facebook. This shows your new member that you're recognizing them and it's big news that they joined! You can also scan in a photo from the newspaper clipping of a new member instead of the photo itself.

3. Turn on your page's call-to-action button such as the "contact us" button through your page settings.

4. Encourage members to "check in" at your club and tag other members who are on Facebook. Example: include "We just heard an inspiring speaker (insert name with tag) and we are inspired!" Check in is only available if you list your club's meeting address and not PO Box in the "About" section.

5. Feature a member at least once a month. Post quotes with photos about why they joined Rotary and why they stay in Rotary.

6. Mention that Rotary is an opportunity to become a humanitarian. Include one example of how your club covers that mission with a photo.

7. Talk about any personal stories from members regarding their memories of an impactful project or a comment about the friendships grown in Rotary. Even better, make it a post on your club's website, then link the post URL to your Facebook page as a post. This creates "unique content" for your website and helps grow the visibility of your site. Search engines work by looking for pages with fresh and unique content as well as current and regular postings. Those sites show up higher on searches!

8. Use Throwback Thursday as an opportunity to post an old photo and thank the members for their service.

9. Offer "teasers" such as, "Want to know why our club was recognized for…." or post a curious photo from an event with the caption, "Come to a meeting and learn how this project impacted an entire community."

10. Invite viewers to suggest captions to photos from an event or project and watch the social media engagement jump!

11. Put out an "ask" or call to action on a regular basis. Invite people to visit your club with no commitment!

12. Use your insights to learn when the best time of the day is to post and what gains the most views. Do more of the stuff that gets big numbers!

Rotary
District 7930

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Additional Tips for General Use

- The best thing you can do to gain views is share something with a comment.

- Never post from the 1st person perspective, always from the 3rd (Use "we" and "our" instead of "I.")

- Tag as many people as possible in photos.

- List your club's Facebook page and website on your club's business cards.

- Use your page to set up an event that links back to the actual registration page.

- Allow only well-trained members page administration access.

- Thank sponsors for events on your page. They're likely to start following you!

- Avoid using acronyms or abbreviations. Assume your fans don't know our terms.

- Think of your postings as "outward facing" content. What would be interesting to everyone, not just Rotarians?

- Use a Facebook Group if you need an internal way of communicating. For example, posting a call for a greeter at the next meeting would be fine on a Facebook Group, but not your public page.

- You can use a Facebook Group to post documents and to poll members.

- Monitor your page for people who post advertisements. Immediately remove those posts and block the person.

- Track which members get photos posted. Make sure you include every member over the Rotary year, even if they don't have Facebook.

- If your club uses Twitter, consider linking the 2. It's possible to just post on Twitter and then have it automatically show up on Facebook.

- Don't start a Twitter, LinkedIn, Instagram, etc. account until you've mastered Facebook.

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