



CurbAppeal

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SOCIAL MEDIA TIPS - PART 2 - MAKING THE MOST OF SOCIAL MEDIA

by Jenna Raimbault

Anyone familiar with social media for nonprofits knows that there are both challenges and advantages. Unfortunately, many clubs are lucky to have one person dedicated to managing social media, and most clubs don't have a lot of money to spend on marketing. Social media marketing allows you to share your message on a local and global level at very minimal cost if you know how to do it well. Here are some tips to help you make the most of social media.



POSTING REGULARLY

"How often should I post" is a frequently asked question. **Firstly - post quality over quantity!** It doesn't matter how often you post if your posts are not attractive and engaging. If you can, post on Facebook & Twitter between 4 and 7 original posts each week. For LinkedIn & Instagram, post between 2 and 3 original posts a week. On top of this, you should repost things that your intended audience will find relevant and engaging daily on all platforms.

If that seems like a big commitment - you're right but you're not alone. There are tools that can help you manage this! Firstly, use a social media management platform like Hootsuite, Zoho Social, or Buffer (or one of the hundreds of others). These

platforms offer a free version and will allow you to create your posts whenever you have time and schedule them to be posted throughout the week. They will also allow you to post on all platforms at once, keep a record of the successfulness of your campaigns, respond to your messages and comments from all platforms in one place, and in some cases monitor your paid ads.

Creating a content calendar is another valuable tool in managing your social media presence. It allows you to do big (potentially group) brainstorms of what kinds of content you'd like to put forward to your audience, instead of having to come up with it each week.

You can create a content calendar in many ways, but I recommend determining how often you'd realistically like to post, and then developing themes for each post day. For example, you could choose to post about appreciation on Mondays where you thank volunteers, donors, and members for their contributions - pointing out the impact that they personally have had in the community; Advocacy on Wednesday, focused on raising awareness and educating followers on the issues your club focuses on; and Appeals on Friday, promoting fundraisers, finding donors, and inspiring your audience to take action in some way.



POTENTIAL POSTING THEMES

- **Fellowship Friday** - highlighting key club members & their families & telling their Rotary Story, showing photos of the club
- **My Rotary Story Day**- Highlighting why people join Rotary - both inside your club, and internationally
- **People of Action Day** - Promoting the work your club does in the community (or could promote other clubs around the world)
- **Service Above Self Saturday** - Highlighting Rotarians and Community members that
- **Rotary Speakers** - highlighting the speakers each week to encourage guests
- **Rotary International Day** - Where you are posting content about what other clubs are doing around the world, or information about Rotary itself
- **Membership Monday**- could highlight and welcome new members or ask people to tag community members that might be interested in joining
- **Community Engagement Day** - Ask questions to your community, encourage people to tag friends to provide feedback. Create a conversation with your audience.
- **Rotary Impact Day** - Where you are telling the stories of how Rotary has impacted individuals in your community recently or throughout the years.
- **Upcoming Events** - Could be promoted individually throughout the week or together on one day.
- **Current Events & Rotary** - How Rotary is relevant with current events around the world.

Not everything you post should be about Rotary directly.

GETTING ENGAGED

Social Media is a team sport. Although your club hopefully has a PR team (or point person) it is the job of each and every Rotarian to promote Rotary both in person and online (assuming they already have an account). All social media platforms have an algorithm - a program that sorts posts in each users' feed based on what posts they have shown interest in, and what their closest friends are interested in.

There are 4 ways that people can show interest in something on social media, depending on how interested they are

1. **Reactions** - the “like” button. These are quick and easy to do and therefore this is the lowest level of engagement on the platforms. If you like something, maybe a few of your closest friends might see it, but it really won't go very far.
2. **Share/Retweet** - this action copies the post and puts it on your page for all your friends to see. This is much more likely to get attention, and most of your friends that engage with you online will be served a notification that you have shared this post on your page for them to see also.



3. **Tag** - Depending on each user's profile settings, people can tag their friends in a post either by clicking the photo, or by typing their @profilename in the comment box. This is often used for prize giveaways, and sends that person a message for them to take a look at the post.
4. **Comment** - Engagement is always the best way to get attention. The entire purpose of social media is to engage its audience. If several people have commented on a post it will extend outside of the friend base to other people that may be interested in seeing it, essentially giving you free advertising.

The reason to create exciting and engaging content like videos and interesting articles is to get as many people as possible talking about you and your post. When people like or comment on your page that are not already members, it's important for you to engage those followers further by responding to their comment and/or inviting them to like their page (there is a button for this, don't just ask them in text). Here's the great thing though - Facebook doesn't care if the people that are giving the post attention are members of your club or not - so the more you can encourage your club to like, share, and comment on the posts you make, the further they will be spread across the social media universe.



Another way to get attention is to use popular hashtags.

A hashtag (#) is essentially a way to categorize your post as being related to a specific theme or topic. People who are interested in the topic #Rotary will follow that hashtag, or will click the link that is formed when you use the hashtag, and will be shown all the posts associated with it. It's like a public bulletin board for that topic. 2 tips for using hashtags: 1) Try to use them in the middle of the sentence to reduce the number of characters in your message if possible, 2) ONLY use hashtags that are relevant to your post.

Popular Rotary Hashtags include #Rotary, #EndPolioNow, #Fundraising, #RotaryClub, #RotaryInternational, #ServiceAboveSelf, #PeopleOfAction, #RotaryLife, #MyRotaryStory, #RotaryOpensOpportunities, #CommunityService, #Philanthropy. If you are talking about a COVID program that your club is doing, cross reference themes by using #COVID, If you are talking about an End Polio Now campaign, use #EndPolioNow. There are also several hashtags for Interact and Rotaract clubs.

TAKE ADVANTAGE OF FREE TRAINING & RESOURCES



Clubrunner, Facebook, YouTube, Twitter, LinkedIn, Snapchat, TikTok, Hootsuite, and pretty much every social media related platform or program out there has free resources that will help you learn to become a social media guru. There is enough free information to fill a university degree online, all you need to do is set the time aside to do them.

Follow and repost from Rotary International's various social media networks: <https://www.rotary.org/en/news-features/social-media>

If you found these 2 articles to be helpful for you, start by reading the resources that were used to create them. *Social Media for Nonprofits: 11 Essential Tips for Success*, also

includes links to the free training resources for many platforms as mentioned above.

RESOURCES USED IN THIS ARTICLE

309 Social Media Statistics You Must Know in 2020

<https://www.socialpilot.co/blog/social-media-statistics>

Social Media Calendars for NonProfits

<https://wiredimpact.com/blog/nonprofit-social-media-calendar-template/>

Social Media for Nonprofits: 11 Essential Tips for Success

<https://blog.hootsuite.com/social-media-for-nonprofits/>

Rotarians On Social Networks Fellowship

<https://rosnf.org/training/>

About Jenna Rimbault

Jenna has run a successful financial planning business, and has shifted to become a promotions and marketing specialist. She was part of the team that helped the Humboldt Broncos manage the tremendous amount of media attention they faced immediately after their tragic accident. Over the past 5 years as a Rotarian she has been working on changing how Rotary views and manages public relations and marketing to attract new members and sponsors.



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Talking
Rotary

A ROTARY PODCAST

Rotary 

<https://talkingrotary.org/>

The graphic features a stylized microphone with a blue and yellow grid pattern on its top. To the right of the microphone, the text 'Talking Rotary' is written in a large, blue, sans-serif font. Below this, 'A ROTARY PODCAST' is written in a smaller, blue, sans-serif font. Further down, the word 'Rotary' is written in blue, followed by the Rotary gear logo. At the bottom, the website URL 'https://talkingrotary.org/' is displayed in a blue, sans-serif font.

Missed a District presentation over Zoom? See if it is archived on our District Video Resources page.

