



## Using Social Media to promote your Club

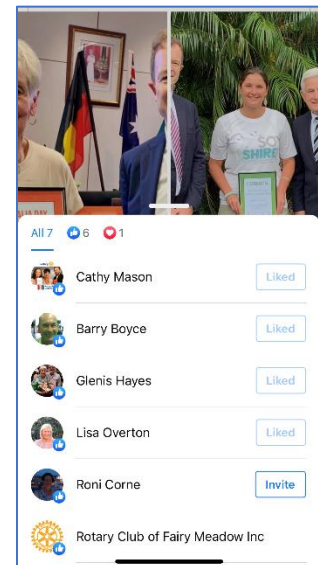
The fastest way to spread information and engage with people is via Facebook and Instagram. The more active you are, the more likely you are to gain followers.

*Is your Club ready for any upcoming social media campaigns?*

### Facebook - Sharing is Caring, so share, share, share!

Most Rotary Clubs have a Facebook account. It is important to be adding to it regularly. The power of Facebook is in sharing posts. This is called viral marketing. Here are a few tips ...

- Ask members to 'like' your Club Facebook page?
- Ask members to 'like' District 9675 – Rotary?
- From your Club page, you can invite people to like your Club page by clicking on the 3 dots to the right (...) and selecting 'Invite Friends'
- Ask members to share any posts made by your Club. Sharing is as important as liking.
- Making comments on your Club's posts help too.
- If you have liked District 9675 – Rotary, your Club posts *may* be shared by them to spread the word of your activities
- Invite people to 'like' your page who have 'liked' your post. (Click on blue thumb symbol to open list - See picture)
- Run competitions to get people to 'like' your Facebook page.
- In your posts, ask people to share your posts
- Join local Facebook groups, e.g. "Everything Sutherland Shire". You can then share your posts to these groups and reach thousands of people for FREE!
- Setup Events on your Facebook page to keep comments, etc together.



- #hashtags can be used in Facebook to make your posts searchable. You can also monitor hashtags to see what topics are trending. Don't go overboard. Use unique & relevant hashtags
- Link your Facebook page to your website. This will feed information from your Facebook into your website, without needing to constantly update your website.
- You can boost your posts through paid advertising. This will increase your reach to people who don't already 'like' you!
- Place details of your Facebook & Instagram on emails and letters and printed material.

## Instagram – How many followers do you have?

Instagram is the new, modern way of reaching people, especially younger ones! Instagram is all about followers. Here are a few tips ....

- Does your Club have an Instagram Account? Most Rotary accounts are named *rotaryclubname*
- 'Follow' District 9675 – rotary9675?
- Ask your members to 'follow' your Instagram page?
- Instagram will have a section on your page called "Suggested for You". Scroll through these and 'follow' appropriate suggestions. In turn these people *may* 'follow' you.
- The more you post, the more likely you are to have 'followers'. Posts need to have great photos and catch people's attention.
- Videos are a great way to capture people's attention!
- Engage with your 'followers'. Comment and like their posts and click on people who comment on their posts and make more comments!
- Messages need to be short and clear
- #Hashtags are important on Instagram!
- Instagram posts that use #hashtags gain a 12.6% increase in engagement
- Ask people to share and #hashtag their photos at events for both Instagram and Facebook
- Link your Instagram account to your website. This will feed information from your Instagram account into your website, without needing to constantly update your website
- Ask your Facebook followers to follow you on Instagram (and vice versa) – use a corflute social media frame at events with a clear #hashtag
- Build influencer relationships. Approach the leaders in your causes (i.e. climate change) and ask them to repost your posts and/or follow you. Often, they will be happy to provide you with content too!