



Social Media 101

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- Getting started
 - Choosing social networks
 - Fill out your profiles!
 - Voice & tone
 - Audience 101
- Content
 - Sharing/Frequency/Timing
 - Analyze & test [Monitoring]
 - Paid, earned, owned
- Follow us!
- Resources & FAQs

Choosing Social Networks

Purpose

Being on social media has evolved from a question of “should we” to “which network?” Social media is increasingly becoming the key to increasing brand awareness and expanding community beyond your club:

Build
Awareness

Drive
Donations

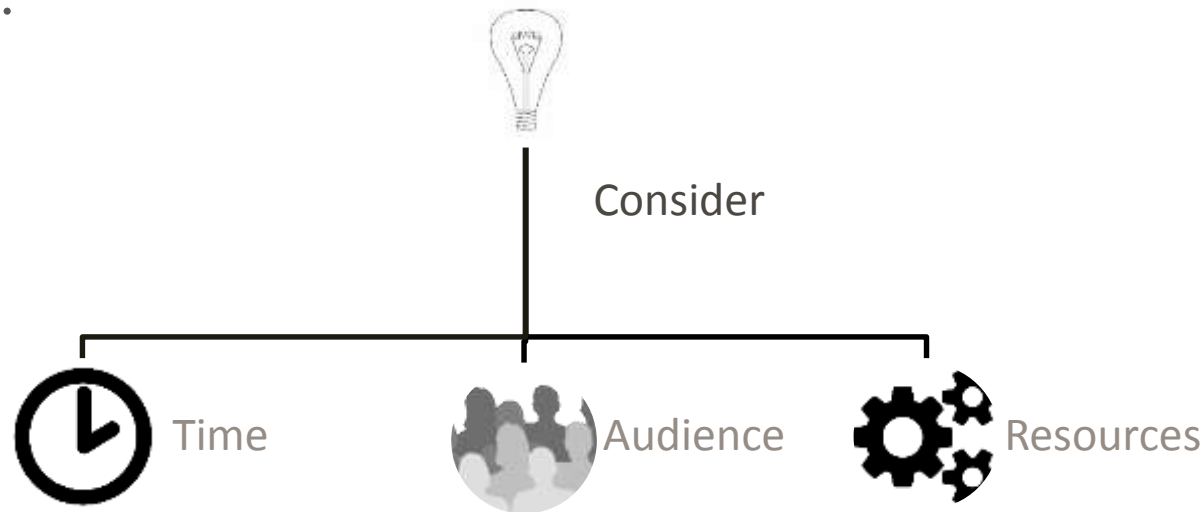
Inspire
Partnerships

Increase
Visibility

Community
Engagement

Choosing social networks

When it comes to social channels— just the ones that matter to your audience.



Questions to evaluate:

- How much time can you devote to managing social?
- Plan for an hour each day to post, monitor and engage.
- Who is creating and posting your content?
- Where are your potential members engaging online?
- Which social channels are right for you?

Which channels are best for your club?



Facebook

- Updates and news from friends and family, and brands users “Like”
- Discover, contact, and get updates from local businesses and global brands
- Facebook Pages can target users based on location, interests, and more with paid content



Twitter

- Consume, create, and share short bits of information.
- Interact in two-way dialog with organizations, brands, and thought leaders
- Content is typically consumed in real time



Instagram

- Consume visual media from people and brands
- Content is served based on relevance to the user, not always chronologically (similar to Facebook’s News Feed)



Other channels

- **Snapchat** skews to a younger audience
- **YouTUBE** to post original video and curate playlists of videos
- **LinkedIn** groups for business and networking

What should I post?

People engage with content that:

- Connects with their passions
- Gives them ideas and inspiration
- Helps them achieve their goals
- Entertains them

Fill Out Your Profiles!

Fill out your profiles!

A completed profile shows visitors that you're available and interested in engaging.
[Click here](#) for more dimensions across social networks.

Facebook Page
Cover Photo

851 x 315

Twitter
Header Image

1500 x 500

Facebook, Twitter,
LinkedIn
Profile Image

400 x 400

Instagram
Square Image

1080 x 1080

Fill out your profiles!

Images are important but be sure to customize all of the text sections for your social channels:

- Tailor language to your audience
- Avoid buzzwords
- Answer the question of your potential followers “what’s in it for me?”
- Be personable
- Visit often, engage with your audience.

Facebook Page Profile



- ✓ Profile
- ✓ Cover photo
- ✓ Name/Categories
- ✓ Description – When was your club founded? This will appear on the history timeline and as an update at the very bottom of your main feed.
- ✓ Address – Enter this if you want people to be able to check in via Facebook.
- ✓ Long description & Mission – Add additional details that help people learn more about your club. This is different from the 155 character description that appears on the main page.
- ✓ Phone number / Email address – Add additional contact information.

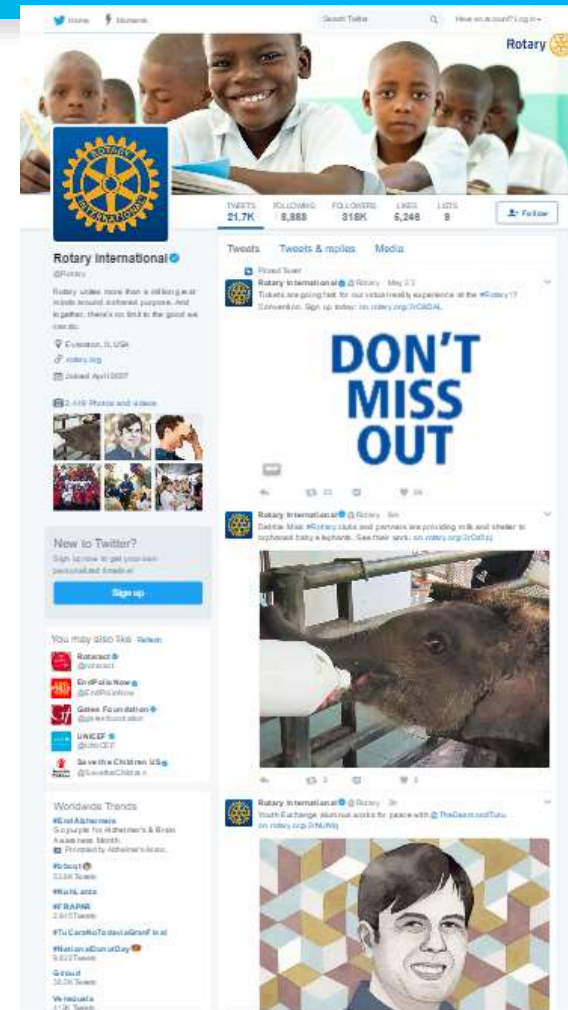
These details will appear on the About tab of your Facebook page.

Bonus: Enter “Milestones” highlighting significant events specific to your club!

Twitter Profile

- ✓ Profile photo
- ✓ Header image
- ✓ Name
- ✓ Bio
- ✓ Location
- ✓ Website

Pro-tip: Be sure to preview your Twitter account from a mobile device– it can look different!



Instagram Profile

- ✓ Name
- ✓ Username
- ✓ Website
- ✓ Bio
- ✓ Email
- ✓ Phone Number
- ✓ [Similar Account Suggestions](#)



The screenshot shows the Instagram profile for 'rotaryinternational'. The profile picture is the Rotary International logo, a blue gear with a yellow wheel in the center. The bio reads: 'Rotary International Rotary unites more than a million great minds around a shared purpose. Share your #rotarystory and we'll repost our favorites! rotary.org/WINS'. The profile statistics show 549 posts, 69k followers, and 864 following. Below the bio are six grid images: 1. Graduates in black gowns and caps on a lawn. 2. Four young women in white polo shirts smiling. 3. A woman in a white shirt interacting with a child at a table. 4. A group of people in white shirts holding a banner with the Rotary logo. 5. A woman in a green patterned dress sitting with two children. 6. A person sitting on a large rock overlooking the ocean.

Voice & Tone

Rotary's Brand Voice & Tone

OUR VOICE IS...

THIS MEANS...

WE ARE...

BUT NOT...

SMART



We look at problems from different angles and apply our expertise to solve social issues in ways that others cannot. Our communications are insightful.

Knowledgeable
Perceptive
Confident

Obscure
Disconnected
Arrogant

COMPASSIONATE



Tackling tough challenges in communities worldwide requires empathy. Our communications champion real people, with stories and experiences that are relatable and universal.

Thoughtful
Sincere
Engaging

Lofty
Sentimental
Weak

PERSEVERING



We find lasting solutions to systemic problems at home and abroad. Our communications express our commitment when we speak with clarity and conviction.

Bold
Purposeful
Courageous

Reckless
Close-minded
Stubborn

INSPIRING



Motivated by the enduring connections and positive change we bring to communities and the world, we encourage others to take action. Our communications convey hope, enthusiasm, and passion.

Upbeat
Hopeful
Visionary

Hyper
Zealous
Impractical

Rotary 's Brand Voice on Social



Rotary International

May 18 at 10:38am · 🌐

Find out the six things you should know before starting a community project. <http://on.rotary.org/2qVPcJe>



Rotary International

@Rotary

Do you want to start a service project and improve your community? Find out where to start. bit.ly/2rEBXNh



👍 Like 💬 Comment ➦ Share



rotaryinternational



2,397 likes

rotaryinternational May is Youth Service month, to celebrate we are recognizing our Youth Leadership All-Stars. 🌟 Meet Nicolas a from Argentina who learned the value of working together to change lives through a Rotaract service project. Tap the link in our profile for the full story. #rotaract #rotaractors #youthleadership #leadersoftomorrow

Understanding Your Audience

Find your people!

Know your target audience(s)

Get specific. Who are you reaching?

You're busy, so are they

Don't waste your time or theirs

It's not all about you

Show interest in needs of others (partners), do not just focus on club meetings

Do unto others

People like mentions & retweets as much as you

Be focused when asking for donations

Ideally keep this below the 10% mark

Be responsive

Respond to direct messages within 24 hours, aim for less.

Types of Content

Without Content, What Would You Share?

Define the purpose of your content

- To inform
- To inspire
- To persuade
- To start a conversation

What you share should be a mix of local club-focused content and assorted content available to you from Rotary International

- Share Rotary Social content
- Look for updates on Brand Center

Should be a mix of local and global:

- Articles or blog posts
- Pictures
- Infographics
- Videos

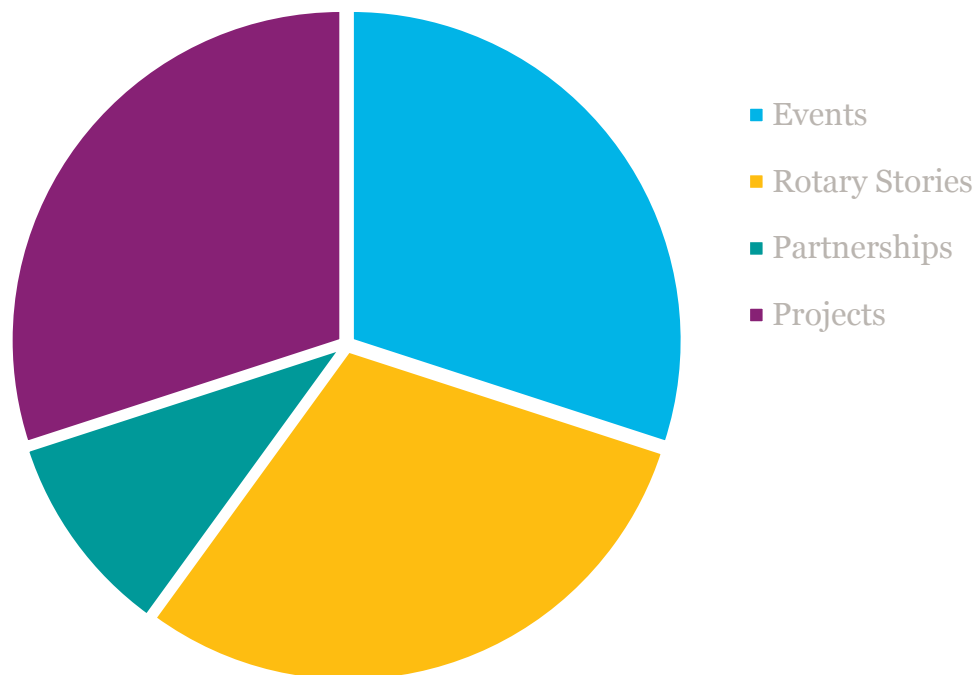
What's your content mix?

Once you identify which social channels you want to represent your club, the next step is defining the purpose of your content. This will inform how you connect and interact with your community.

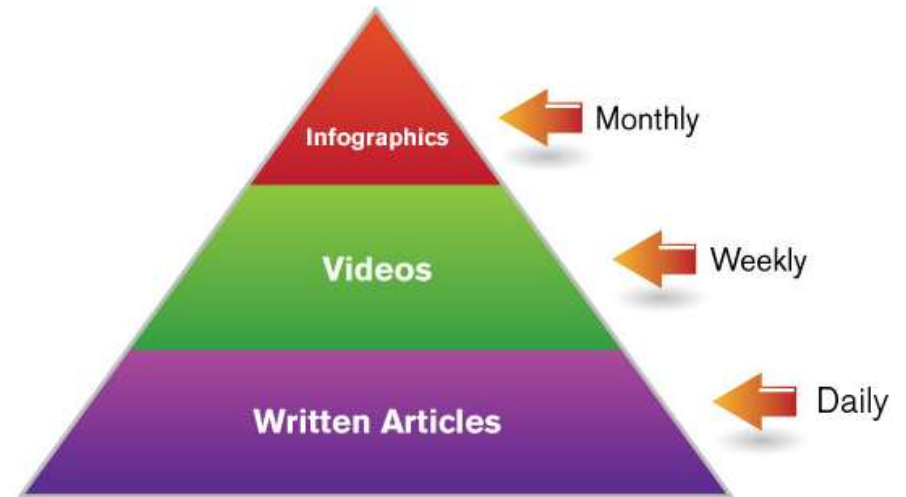
Content examples:

- Sharing Rotary Stories
- Inviting community to join you at club events
- Share what's happening in the community
- Spotlight on your members
- Photos from special events, or projects

Content Mix



Posting Frequency



Finding Content to Share

Content Sources

- **Rotary Channels**
 - Find content to share from Rotary International social channels (see recommended list on slide 26 and a complete list at www.rotary.org/social-media)
- **Trusted Partners or Organizations**
 - Sharing content from other trusted people or organizations is a great way to keep your channel active
- **People in Your Club/Zone/District**
 - The people that are in your organization are great sources of content. They are often capturing and creating their own content. Sharing this type of content helps give your broader audience a sense of the activities and vibrancy of your organization.

Notes on Sharing

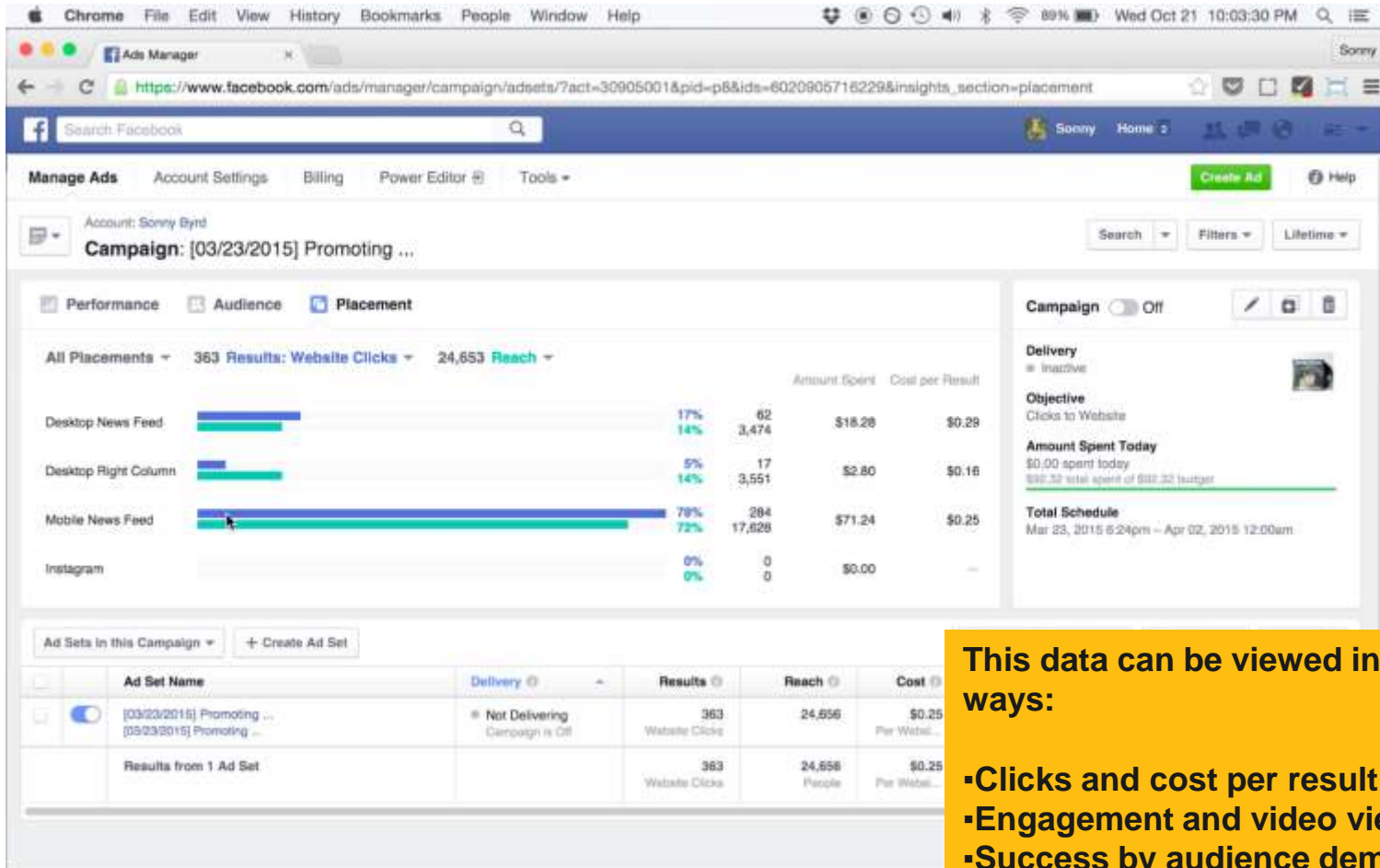
- When you share content, try to add an appropriate comment that connects it to yourself or your club/district/zone. Your point of view on what you are sharing adds value.
- Be careful not to overdo the amount of content you share. What you post from your account should be a balance of your own original content as well as posts that are shared from trusted channels.

Posting Frequency

Be authentic: Quality > Quantity

Channel	Posting Frequency/Reshares
Facebook	1 original post per day Curate or share a post every other day
Twitter	3-5 tweets per day Retweet or curate about 2-3 tweets a day
Instagram	1-2 posts per day Curate posts only when necessary and beneficial to your audience
LinkedIn	1 post per day Curate or share a post every other day

Facebook Ad KPI's



This data can be viewed in the following ways:

- Clicks and cost per result
- Engagement and video views
- Success by audience demographics
- Effectiveness by ad placement

Social Listening

Check in on your social channels regularly to respond to any comments or questions.

- **Membership Inquiries**
 - To foster an inclusive image of Rotary, be responsive to questions about joining your club. A good place to direct general inquiries is rotary.org/join
- **Questions about your post**
 - If people are asking for more details about one of your posts, respond with accurate information that you have available; if unsure, verify your answer first
- **Positive or Negative Feedback**
 - Acknowledge positive feedback with a positive reply.
 - Negative feedback: Leave opinion as opinion. Find a positive way to diffuse if possible.
- **Crisis Communication or Sensitive Subject Matter**
 - If you receive any comments that you believe merit elevated attention, contact: social@rotary.org or youthprotection@rotary.org
 - Examples include: abuse allegations or any other sensitive info involving youth, allegations of discrimination against any of the protected classes.

Social Listening

There are 3 main areas for you to monitor for comments from your community.

1. Visitor Posts on the right-hand side of your Page

2. The Messages Inbox accessible from the tab at the top of your Page

3. Every Post you publish can be commented on. See just below each of your posts.

Follow us!



[Rotary International](#)
John Hewko
End Polio Now
Rotaract
Rotary Peace Centers



@Rotary
@JohnHewko
@EndPolioNow
@Rotaract



Rotary International



Instagram: @rotaryinternational
Snapchat: @rotary



Rotary International

Facebook reaches people of all ages since it's used by nearly 75 percent of all adult internet users. Sharing on Facebook Pages and profiles provides broad reach among current and potential members.

Share News. Twitter is for networking and real-time sharing of events and trending topics. It is popular among 18-49-year-olds, making it an effective way to reach young professionals.

LinkedIn is for networking and thought leadership. Company pages and groups appeal to current and potential members, particularly professionals who seek to network, improve their business practices, and increase their industry knowledge base.

We go behind-the-scenes. Instagram and Snapchat users enjoy behind-the-scenes-style video and photos from individuals and brands they share common interests with. Both channels are popular with Rotaractors and young leaders. Instagram Stories and Snapchat are both short form, low-production ways to get your message across to your fans and followers.

Video Campaigns. Although YouTube initially appealed to teenagers, 50% of current users are over 35, and 41% have taken an action after viewing a video

Social Media Resources & FAQs

If you are interested in learning more about managing your social channel or have a question about the social channel, explore these helpful resources:

Rotary Brand Center

- <https://brandcenter.rotary.org/>

Facebook

- Help Center: <https://www.facebook.com/help/>
- Marketing on Facebook tutorial: <https://www.facebook.com/business/products/pages/>
- Blueprint - Online modules for learning basics and advanced tactics:
<https://www.facebook.com/blueprint>

Twitter

- Help Center: <https://support.twitter.com/>
- Twitter Basics: Online modules for learning basics and advanced tactics.
 - <https://support.twitter.com/categories/281>
- Twitter Flight School: <https://twitterflightschool.com/login>

Any Questions?



If you have questions, feel free to contact Rotary's Social Media team at social@rotary.org.