

Social media is a phrase that gets tossed around a lot but what does it really mean?

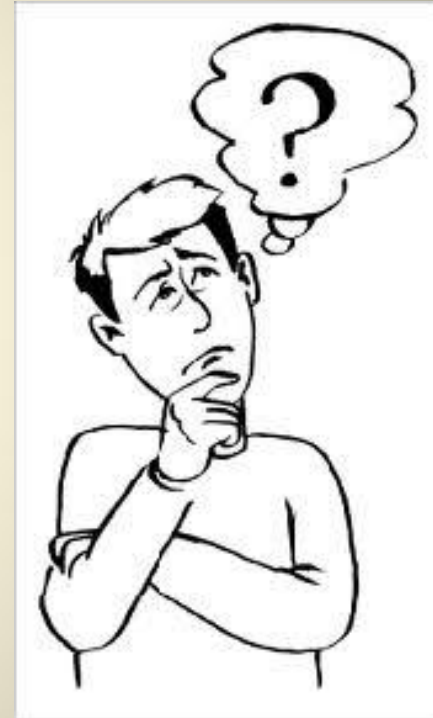


Social Media is an electronic platform that allows a public conversation to take place



Why should my Rotary Club or I care about Social Media?

- It's fast
- It's convenient
- It's efficient
- Millions of people, including your friends are already using it
- IT'S SOCIAL!



Which social medias do you suggest?



- Facebook is the most widely used social media in the world (600,000,000+ users)
- It's easy to learn and to use
- Many Rotary Clubs are already successfully using it to communicate



- Used to quickly share videos with users on the web
- Good tool to actually show others what your club does
- It's easy to download videos even from a smart phone

Isn't YouTube just a collection of "stupid human" tricks and pranks?



- [YouTube](#) is used to quickly and efficiently make video accessible to others
- Although 99% of the content is nothing you or most of your friends care about, it's a free tool worth taking advantage of

I thought Facebook was for young people. Our Rotary Club members are not going to like something that's new.

- Over 600,000,000 million people already use [Facebook](#)
- Facebook's fastest growing demographic is women aged 55+
- Facebook is a perfect tool for communicating with current and prospective members.



Ok. I'm ready to set up a page. Now what?

- Set up a [business page](#), not a [personal profile](#)
- Create the page as an organization, not a local business, artist or public figure
- Select a name that's easy to remember
- Select an appropriate profile picture
- Enter club information
- Claim a custom URL once 25 fans are achieved at www.facebook.com/username

What should I post as status updates?

- Meeting date reminders
- Guest speaker schedules and profiles
- Fellowship opportunities
- Club projects
- Club surveys
- Links to members in the news
- Links to District and RI news and events
- Use pictures and videos to increase engagement
- Keep posts interesting, compelling, thought provoking and fun on a regular basis



How do we get more fans?



- Share facebook page with members at meetings and in newsletters
- Add Facebook widget to club website
- Add Facebook hyperlink to e-mail signatures
- Use Facebook logos in all media
- Ask current fans to “suggest page” to their friends
- Run page suggestion contests
- Make regular and interesting status updates that generate comments and “likes”

Can you give me some hints?

- Make sure a responsible member “owns” the page
- Make sure to assign at least 2 administrators
- Make sure someone else has the passwords
- Set up mobile posting for smart phones
- Make status updates regularly and at various times of the day
- Respond to questions, comments and inquires in a timely manner
- Refer to posters by name
- Use keywords on all your sites
- Increase allowable characters beyond 420 with pictures, links and videos.

**What if someone posts something
negative about our club?**



Do you want to learn more?

- Attend PETS (President Elect Training) March 4 – 5, 2011 in Wisconsin Dells
- Attend District Assembly April 9, 2011 in Wisconsin Dells
- Attend the Rotary International Convention May 22 – 25, 2011 in New Orleans
- Contact David Warren at dave@davesace.com

