

Effective Social Media

1. Select a Public Image Chair who is very familiar with social media – preferably someone who has experience with business social media .
 - Have at least one other person on this committee.
 - Be sure roles are really clear, i.e., someone on your Public Image committee should be responsible for taking photos at every meeting, club service project, or social. If s/he is not available, s/he should ask another member.
 - There are classes in the Learning Center on creating a Public Image Committee. The Learning Center is in My Rotary found in the member center of Rotary.org.
2. Start with Facebook and maybe Instagram as the two mediums are linked. However, don't always post the same thing on both as people will stop following both channels.
3. Set up a business account.
 - Fill out the About section as completely as possible. Don't forget to include your meeting times and place!
 - It is okay to have two or more admins on your social media accounts.
 - Make sure you are using a Rotary brand club logo (see Brand Center on rotary.org – remember you need a My Rotary account to use the Brand Center).
4. Decide the 'image' or 'culture' your club wants to project to current and potential members. For example, if you only post photos of people listening to a speaker, then visitors to your page will think that is all you do. Remember, Rotarians are people of action! Take photos of service projects. Show people enjoying themselves at your socials. If you are participating in a global grant, be sure to post info and photos about that project.
5. Always select quality, engaging photos for your social media postings. See the pdf on high quality photos in the Public Image section of this website (utahrotay.org).
6. Post *at least* once a week.
 - Be sure to tag everyone possible in your photos. Or ask members to tag themselves.
7. Have all your members LIKE and FOLLOW your page. Have all your members invite their friends and family to LIKE and FOLLOW your page. This is very important to your page engagement.
8. Respond to any comments on your posts (even just by liking every comment) and all questions promptly.
 - Your Facebook page is where many potential new members can be found.
 - Turn on notifications so you know when a visitor has asked a question.
 - Younger members use Instagram more than Facebook, so make sure to have a presence there.

9. Use Facebook Events to promote your club events. Be sure members promote the event to their Facebook friends as well. You can make a post and create an event for your members to share.
10. Variety is the spice of life. Post about more than just what your club is doing. Post about Rotary's mission, about making a difference in the world, highlight a club member, have a poll on types of service activities, ask questions about local service opportunities, and use the pre made posts available from the Brand Center. To connect your club to a global conversation/cause you can also talk about activities that your club has done on international days such as – World Water Day, International Women's Day, World Environment Day, etc.
11. Like and Follow other Rotary clubs to show support and get ideas.
12. Create custom People of Action Photos to post. <https://app.poaphotos.com/>