



Best Practice Newsletter: SOCIAL MEDIA & WEBSITE

Social Media Best Practices

Page Setup

Profile Picture

Set to the Club Masterbrand or Wheel of Excellence

FB Timeline Photo

Set to a People of Action photo with your Club logo

Page Type

Set page to a business account

Meeting Location

Clearly list meeting location and details

Contact

Make sure to have a way to contact your Club listed

Admins

An account should have multiple admins

Use of Hashtags

Make Use of Hashtags (#)

- Keep them brief
- Use multiple
- Capitalization doesn't matter

Remember to Tag

Make Use of Tagging

- @business name
- @club name
- @members involved

Request for use in our district on all your posts
#LivesImpactedbyRotary



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Content Creation

- **Include pictures**
 - Use People of Action photos from the Rotary website
 - Encourage members to share videos and pictures with PI leads
- **Use the Rotary Brand Guidelines**
 - Fonts
 - Colors
- **Get used to a graphic design program**
 - Canva can be a great tool in post creation
- **Don't make the posts overwhelming**
 - Simple can sometimes be better
 - People have short attention spans
- **Use bold colors and graphics to catch attention of scrollers**
- **Try to tell a story with each of your posts**
- **Double check**
 - Make sure to have multiple people check the posts for errors

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Post Ideas

Share your impact

Build awareness of Rotary

Upcoming speakers/program

Promote fundraisers

Ask for volunteers

Join Rotary

Member spotlights

Promote community
partnerships/sponsors

Post Regularity

- Try to post at least twice a week but daily is optimal!
- Make a social media calendar for accountability.

- Find out what your best posting time is.
 - Find through Meta Business Suite or trial and error.

Website Best Practices

- For consistency keep communication between website and social media heads
- Write stories to keep members updated
- Keep a calendar on the website with all meetings and events
- Consider looking into search engine optimization