

District 5080 Social Media Toolkit for Rotary Clubs Seeking to Grow Membership

GOAL: To guide visitors to your website where you hold your calendar of activities, information about your club, promote Rotary within your community, and encourage interaction with potential new members.

Social media is the best way to create exposure for your club and to spread the word about all the great works in which your club engages. At first glance this can appear daunting and takes some time to set up and learn. This would be a great role for your Membership Chair or Public Image Chair and, with patience, can be accomplished even with limited computer or internet experience.

Below are simple to follow steps to increase your club's social media presence immediately. You can start with one, or jump in with all of them. Once set up in the below manner they are all interconnected. That means if you post a picture on one venue it will appear in most all of them. It's the magic of social media. The best part.... it's **FREE!**

TIP #1 - Review and set up your club website.

- 1) Log into DACdb (that is the back end of our websites, District & Club Database)
- 2) Click on My Club
- 3) Click the icon Club Website
- 4) Click on E&B Administration
- 5) Remove any links or tabs that go nowhere, only links that work need to appear.
- 6) Add a membership application to your website
- 7) Add your weekly meetings to your online calendar for the entire Rotary year. Then edit each one as you book your speakers
- 8) Add your events, projects, and fundraisers to your calendar. Include the name and email for the club champion and a request for club and community volunteers if applicable. If seeking volunteers, use the words 'Volunteer opportunity' or 'Seeking Volunteers' at the top to encourage interest. Potential members want to know what you are doing and how they can make a difference. Posting volunteer opportunities is a great way to demonstrate this.

Pro Tip: When working on DACdb there is a little button in every section that looks kind of like a Rotary wheel (called a configure button) -they are all over the place! Click on them for more information and instructions.

Pro Tip #2: Learn your URL. A URL is the address (www. whatever...) that appears in the search bar. SHARE this URL on a regular basis in your social media, emails, publications.

Add content to your website

- 1) Log into DACdb (that is the back end of our websites, District & Club Database)
- 2) Click on My Club
- 3) Click on EZ Stories
- 4) Follow the prompts to create stories and enter the dates you want those stories to appear on your website.

Pro Tip: You can create a library of stories that will appear on your website throughout the year. If you dedicate the time up front you can create these stories all at once and schedule them so your

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website will show fresh new content each month -automatically! The stories will be retained for future use, just change the schedule and recycle them for the next Rotary year.

TIP #2- Display your live Facebook feed on DACdb website:

Adding this feed is a terrific way to keep your website active and the content changing

- 1) Log into DACdb
- 2) Click on My Club
- 3) Click on Club Websites
- 4) Click E&B Website
- 5) Click on Custom Widgets
- 6) Enter Title (ie Facebook Feed)
- 7) Enter Codes (*follow steps below*)**
- 8) Hit Submit and exit – then refresh your website to see the feed

Pro Tip: Your feed should show live on your website. Every time someone posts to Facebook the new content will appear on your club website. If any issues you need to clear your cache and cookies from your browser. If you have enabled age restrictions or country restrictions on Facebook this will cause it not to work (see this under Facebook page settings 'general')

****How to obtain your HTML Facebook widget code (as needed in step #7 above)**

- 1) Go to your Facebook page and copy the URL address
- 2) Go to this website: <https://developers.facebook.com/docs/plugins/page-plugin/>
- 3) Enter the Facebook URL you copied in step 1 into the box
- 4) Enter 300 for height and for width
- 5) Click Get Code
- 6) Copy and paste code #1 into the HTML box from Step 7 above
- 7) Skip a line and copy and paste code #2 just below code #1 in same box
- 8) See step #8 above (hit submit and then exit)

Pro Tip: Strive to add a new post to your Facebook account between one and three times per week. A picture taken during your weekly club meeting with a caption of your current activity posted after your meeting is a helpful way to keep on schedule. The best photos are of members having fun opposed to staged 'say cheese' pictures. Include your website URL and an invite to visit your club or 'learn more' is helpful. Request club members to 'like' and 'share' these posts to increase exposure.

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TIP #3 - Connect your Facebook account to your Instagram account (Facebook posts show up on Instagram)

- 1) Go to your club Facebook Page
- 2) On the left margin select 'Settings'
- 3) On the left margin select 'Instagram'
- 4) You will be prompted to enable Instagram connection – you will need your Instagram @name

Pro Tip: Your Facebook posts will now share on Instagram. Ask members to hit the heart button to increase exposure.

TIP #4 - Connect your Instagram account to your Facebook account (Instagram posts show up on Facebook)

- 1) Go to your Instagram account and into Settings
- 2) Scroll to Meta and Accounts Center
- 3) Click Sharing across profiles
- 4) Click the account you want to share 'from' and press >
- 5) Click the account you want to share 'to' and follow the prompts.

Pro Tip: Request members to hit the Heart button on Instagram and 'like' and share on Facebook to increase exposure.

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TIP #5 - Set up your Google Page for your club

Google is the #1 search engine. Although your website may appear in the listing when a search is made there is tremendous value in adding an actual Google listing. This is where you can ask for 5-Star Google reviews.

- 1) Google first to see if your club has a Google page already
- 2) Find out which member has admin permissions and ask to be added
- 3) Start posting *updates* and photos by clicking the tabs and following the prompts
- 4) If new to Google begin by typing in 'Google Maps'
- 5) Type your address in the Google Maps search bar
- 6) Click on Add your Business and follow the prompts

Pro Tips: A good google listing takes some time -make sure you complete the profile and begin by posting 'Updates' and posting 'Photos' of your club activities. Action photos are more appealing than posed photos. Show your club members having fun and busy making a difference.

Encourage club members to post a **5-Star Google Review**. You can go to the review section and copy the URL for reviews and share with club members, in email, on your social media. Adding 5 Star reviews will help 'push' your ranking higher.

Test the progress by typing "Rotary Clubs Near Me" in the Google search bar. The more photos and reviews you add the greater the chances your club will pop up on the top.

TIP #6 - Set up a YouTube channel for your club

You Tube is another one of the top search engines where people go to learn more about your club

- 1) Go to Youtube.com
- 2) Sign up for a free account
- 3) Shoot a video on your phone
- 4) Click on the Share button on the video screen. Select Youtube
- 5) Follow prompts to share it to your Youtube channel.
- 6) Once it has been uploaded to Youtube you can click the Share button while viewing and a link will be provided. Copy and share that link on your social media or via email.

Pro Tip: Don't worry about making the perfect video. Just point, shoot, and enthusiastically talk about your club. You can interview longtime members and ask them to share their Rotary story. In the description of the video include your website URL

Pro Tip #2: Consider creating a Prospective New Member information video on your YouTube channel that summarizes what it is like to be a member. I recommend including information as to where you meet and any costs and dues related to membership as well as expectations for new members.

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TIP #7 - Add your New Membership Application to your website

- 1) Login to DACdb
- 2) Go to MY CLUB
- 3) Left Side click on NEW MEMBER FORM (form appears in center of page)
- 4) Click on SET UP
- 5) Under EMAIL address you enter the email of the party to receive notification followed by a comma if multiples. If you have Secretary and Member Chair defined it will default to them
- 6) You can edit the REPLY if you choose
- 7) You can send the application from the system if you wish OR send the URL by clicking WEBSITE LINK and then copy that link and paste to an email.
- 8) You can also take that link and past it into the FILES tab
 - a) Go to MY CLUB
 - b) Click on CLUB WEBSITES
 - c) Click on E&B Administration
 - d) On the left, click on TOP BAR or SIDE BAR
 - e) Click on ADD NEW TAB (upper right)
 - f) Instructions to change tab name (maybe call it **New Member Application** or **JOIN**)
 - g) Enter the URL from step #7 above
 - h) Click UPDATE
 - i) Refresh screen and visit your website

When a prospect completes the online application it will appear under PROPOSED MEMBER tab and can be changed to ACTIVE by following the directions provided.

Next step is to go to RI COMPARE to ensure the new member has been added. Most common error is due to missing info. If any issues you can contact RotarySupportCenter@rotary.org or District Membership Chair toddssbs@gmail.com

Pro Tip: Share the link to your application in an email to the new prospect. Go to the website, click on the application tab and copy the URL at the top. Paste it into the email. Write you invite and encourage them to click the link to apply. Hit send.

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TIP #8 - Get the Word Out by asking people to visit your social media

Consider sharing your social media links in your emails to club members, speakers, and community members.

You can include in your email signature or share in the club president weekly email to club members.

Here is an example (substitute your club info):

By the way.... we would appreciate if you would follow Tri-Cities Sunrise Rotary on social media or visit our weekly club breakfast meetings 7am at CG Public House 9221 W Clearwater, Kennewick, WA

Facebook <https://www.facebook.com/tcsunrise>

Instagram @tcsunriserotary

5-Star Google Review <https://g.page/r/CR7IrxilayN3EBM/review>

Website www.tcsunriserotary.club

YouTube: <https://youtu.be/TLf2Dn6SJbM>

Consider volunteering with us! Check out our club events calendar:

<https://www.tcsunriserotary.club/index.php?p=calendar>

Pro Tip: It is a good idea for the club president to send an email through DACdb P-Mail to the club a few days prior to each club meeting announcing the speakers, a link to the calendar (go to your website, click on calendar, and copy the URL that appears in the search bar), a link to Zoom if applicable, and a request to “invite a Rotary-minded friend or associate to the next meeting.

Rotary friends,

I hope you find the above helpful as you explore the benefits of increasing your club’s social media exposure.

I am not a web professional or computer IT tech. I learned by patiently following the prompts and using Google or YouTube searches. I’m happy to answer questions and try to steer you in the right direction as best as I can.

Yours in Rotary,

Todd Shepard

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