**SOCIAL MEDIA TIPS**

**Rotary District 6710 Training Assembly 2022**

TOP 10

1. Who is your audience and what is the purpose of the social media page?
2. Which platforms do you want to use and how many/right networks?
3. Strategic planning
4. Schedule posts
5. Make sure you are following Brand guidelines for Rotary.
6. Ask for audience participation.
7. Respond to comments and DMS as soon as you can.
8. Keep it current
9. Mix it up: pics, video, FB live
10. NEVER give one person complete control

Helpful Social Media Links:

* <https://statusbrew.com/insights/how-often-to-post-on-social-media/>
* <https://blog.hootsuite.com/>
* <https://blog.hootsuite.com/social-media-best-practices/>
* [brandcenter.rotary.org](http://brandcenter.rotary.org/)
* <https://blog.rotary.org/2022/08/02/kick-start-you-clubs-social-media-presence/>

Rotary FB Groups:

* End Polio Now
* Imagine Rotary
* Public Image Rotary
* Rotary Club Members: Public Image, Graphics, and Ideas Hub

Club FB pages that are good and those that need work.

*Gretchen Ross, D6580 Social Media Chair, 2022-23*