

# KEEPING ROTARY SERVICE ONGOING IN THE TIME OF COVID-19

## Engagement through Social Media Tools

Social Media is a great tool for engaging members and the general community every day. Clubs can optimize and concentrate their social media channels as a resource to bolster engagement during the hiatus from in-person contact. Many of these strategies can be used once you return to business as usual, so this may prove to be a pilot for your club.

## Fellowship

Use social media prompts to mimic

*[Below] Presidents-elect and District Rotary Leadership at the Chesapeake PETS held March 5-7, 2020.*

the fellowship your members enjoy during your meetings. Included among the resources are social media assets that you may use to start these online conversations. Here are few examples:

- What are you reading?
- Picture Contest: Sunrises
- Kindness is Contagious Social Media Takeovers

Allow various members to “take the reins” on your social channels and let them use pictures and stories to share how they’re dealing with the changes

to daily living brought on by the pandemic.

Here is a useful guide: <https://blog.hootsuite.com/social-media-takeovers/>

## Migrating Meeting Activities to Social Media

“Getting to know you” activities like Hot Seat or Member Profiles

Happy Bucks or Happy Dollars online (sample social assets are included in resources)

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# Rotary

District 7620



Stay up to date with COVID-19 announcements from Rotary International at [bit.ly/3doQbXc](https://bit.ly/3doQbXc)

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