



WHY FACEBOOK?

We live in a smart phone society

- 72% of all internet users are now active on social media.
- 71% of users access social media from a mobile device.

Immediate

You can update with all the latest info about what is happening in your club.

Quick & free

Social pages are simple to set up and they are mostly free.

Low Maintenance

No need to know how to code or maintain a website and links

Engagement

Social media encourages back and forth interaction, and tends to be casual and humanizing. This allows you to easily communicate and build relationships.

Mobility

You can add or edit content right from your phone while at the site of your event. Everything you can do from a computer, you can also do from the Facebook app.

CREATING THE PAGE

1. Click "Create Page"
2. Choose "Company, Organization or Institution"
3. Select "Non Profit Organization" from the pull-down menu
4. Name your page (Club Name)
5. Click "Get Started" and follow the walk-through

LCI how-to video: https://www.youtube.com/watch?v=1136_pv5ZGk

Who is posting? Designate at least two page administrators. This allows access if the original administrator becomes less active, moves away, or can no longer access Facebook.

Involvement & interaction Get club members involved & interacting with the page. Their liking & sharing of posts increases the page views by showing up on their friends' news feeds. Tagging them (with their permission) in pictures & statuses also increases page views. Tagging locations & businesses/ organizations with your activities also leads to eyes & potential reciprocal interactions.

Create network of likes - local businesses, civic organizations, school pages, local sports teams, local media

Plus – LCI, MD27 Lions, 27-D1 Lions, other clubs

<http://www.facebook.com/MD27Lions>

<http://www.facebook.com/District27D1Lions>

<http://www.facebook.com/lionsclubs>

What/When to post

When to post – Content will do best when posted in morning, during the week – it gives more time for people to come across it. (posting content the evening or at night means less people will have time to see it.)

What - Build a positive Lions image

- Use lots of pictures (people do not like reading, they are overwhelmed with digital information & need to process it fast)
- Fundraising preparations, difficulties, milestones, etc.
- Social projects donations
- Social projects follow up (return to post about the positive impact of your clubs donation)
- Lions in action doing hands on work)
- Re-post District, MD & LCI posts
- Interview a club member (why he/she got a Melvin Jones, explain about Melvin Jones)
- Report about the main LCI themes (Measles, Sight First, Special Olympics, ...)
- Report about LCIF (Emergency grants Haiti, Nepal, ...)

Prioritize your posts. Personal posts first, shares when you have less personal content available. Anything your club secretaries file for Monthly Activity Reports is a source for what to post.

Remember: Our viewers will be fellow Lions, members of other Lion clubs & prospective members. This will affect what we post concerning when & where our clubs meet, as well fundraising work & our success with service projects. Keep in mind things that might be "standard operating procedure" for our members will be news to others, so do not presume everyone knows what our nicknames & special terms mean.