

# Social Media & Rotary

Facebook & Instagram

Ari Talantis -Skinner  
Volunteer Coordinator

[Rotary Melbourne](#)

0408522587

# Why Facebook?

- ▶ Facebook is the largest social media platform used by Baby Boomers (those born between 1946 to 1964)
- ▶ Instagram is gaining popularity with Gen X & Baby Boomers
- ▶ Gen X (1965 to 1985) also use Facebook to connect
- ▶ Millennials use Facebook less than once a week, many don't even have a Facebook account, they are more likely to have an Instagram account



The connection is what lies at the heart of the Rotary experience. It is what brings us together. Rotary Connects the World.

Copied from The Rotary International Facebook page.

# Facebook helps us Connect

- ▶ To stay connected we need to be online
- ▶ We need to post pictures, and talk about our club's projects
- ▶ We have to think about the image we are portraying online
- ▶ We don't want the public to think that we just meet for drinks. So don't just post social events. Post content that will make your follower want to connect with you.
- ▶ Facebook along with Instagram could be the first place that a potential new member comes into contact with Rotary
- ▶ Be proud of your achievements!

# Do we need Instagram?

- ▶ Increasingly Baby Boomers and Gen X's are using Instagram to share pictures of food, holiday snaps, family and pets and to promote their business.
- ▶ They are a great demographic for Rotary
- ▶ Obviously the answer is yes
- ▶ On Instagram part of your audience will belong to a younger demographic
- ▶ Millennials are interested in your story, how you helped someone and how it changed their life, they believe that the world needs to change
- ▶ They are likely to volunteer for your hands on projects and perhaps be Rotarians in the future as their earnings and free time increases
- ▶ You want to highlight your club as a place that people want to come to, Instagram tells your club's story in pictures

# Cross Posting between Instagram & Facebook

- ▶ Having accounts on both platforms does not need to be time consuming
- ▶ For most of the time you can cross post
- ▶ Think of a few words to describe the picture, post it on Instagram and cross post to Facebook

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Tag people

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Add location

Kensington Commu...   Bentleigh East, Vict...   KJ Es

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**Also post to**

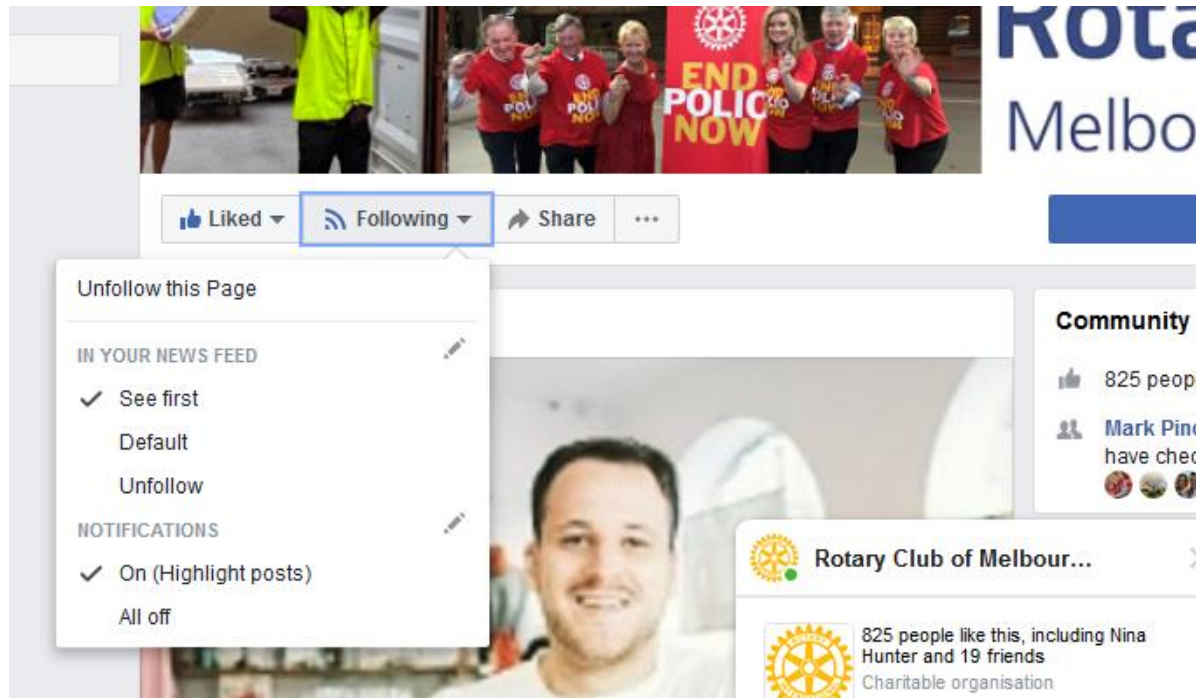
Facebook   Rotary Club of Melbo...

Twitter



This picture was posted along with a call for volunteers for the 2023 Rotary International Conference. It's 'very Melbourne' and it sets a mood.

- ▶ Encourage everyone in your club and your friends and family to 'like' your Facebook and 'follow' your Instagram Page.
- ▶ Get them to select 'See first' otherwise they may not see posts at all.
- ▶ Share your posts on your personal accounts





# Housekeeping

- ▶ Make sure your details are always up to date
- ▶ Link your socials to an email address that you check at least once a day
- ▶ Respond to people who message you promptly
- ▶ Have one person in charge of your social media content
- ▶ Post often
- ▶ Like other pages as your page
- ▶ Comment as your page
- ▶ Invite people who like your posts to 'like' your page if they haven't already
- ▶ Don't be afraid to ban trolls

# And Finally

- ▶ Don't forget to give admin and editor rights to at least one other person in your club
- ▶ You don't want to have to reinvent the wheel by establishing a new page if a member leaves and you don't have access rights to post
- ▶ Analyse trends, which post in the past month got the most likes and try to replicate that
- ▶ Think of your social media accounts as an asset your club owns
- ▶ Remember to protect your and your club's privacy, don't post holiday snaps of the vice president and partner whilst on holiday in Europe while they are away without their permission!