Promoting Your Rotary Club on Facebook

Facebook is one of many social media sites where a Rotary Club could set up an online presence. The Facebook user audience has a strong overlap with target demographics of people most likely to join Rotary or donate to Rotary fundraisers, so it tends to be an effective place for Rotary promotion. With that in mind, the D7450 Public Image Committee put together this information for Clubs that want to use Facebook. D7450 does not officially endorse or require Rotary Clubs to use Facebook.

# Facebook Pages

Facebook Pages are helpful for Rotary Clubs to share news and event information and reach the huge audience of Facebook users. See [www.facebook.com/help/282489752085908](http://www.facebook.com/help/282489752085908) for general information about using Pages.

Here are a few examples of Facebook pages from some of the Rotary Clubs in D7450:

* Chester - [www.facebook.com/chesterparotary](https://www.facebook.com/chesterparotary/)
* King of Prussia - [www.facebook.com/KingofPrussiaRotaryClub](https://www.facebook.com/KingofPrussiaRotaryClub)
* Media - [www.facebook.com/RotaryClubOfMedia](http://www.facebook.com/RotaryClubOfMedia)
* Philadelphia - [www.facebook.com/philadelphiamsrotary](http://www.facebook.com/philadelphiamsrotary)
* Upper Main Line - [www.facebook.com/UMLRotary](https://www.facebook.com/UMLRotary)
* West Chester - [www.facebook.com/The-Rotary-Club-of-West-Chester-375385132528532](https://www.facebook.com/The-Rotary-Club-of-West-Chester-375385132528532/)

# Facebook Ads

Using paid advertising to “boost” your posts and events is a powerful way to promote your Rotary Club’s Service Above Self activities. You can target ads to all people who live in your area, or create an customized audience profile that targets demographics like age, education level, income, or if people “Like” specific topics such as food, drink, music, reading, and so on.

Facebook provides a lot of helpful info on using their advertising system at [www.facebook.com/business/learn/lessons/how-to-promote-your-business](http://www.facebook.com/business/learn/lessons/how-to-promote-your-business). The info is written for businesses, but it works the same for non-profits like Rotary Clubs.

To get started quickly, we recommend this brief (5 min) video on how to do a Facebook ad: [www.facebook.com/business/learn/lessons/top-steps-to-creating-a-facebook-ad](http://www.facebook.com/business/learn/lessons/top-steps-to-creating-a-facebook-ad)

# Tips for Getting the Most Out of Social Media

These are general tips for Facebook and all other social media.

## Post frequently!

The #1 thing is to post regularly and always have recent, new posts. This signals that your Club is active and meaningful. If your most recent Club post is several months old, that doesn't look like "People of Action"! Frequent posts help your Club be visible. Each post is an opportunity to inspire someone. But… don't clump your posts! Posting on three different days is better than posting three times on the same day.

## Be relatable.

When you post content, think about what the whole community will care about, and think about the point of view of people who may not know about Rotary. The more people can relate to your posts, the more likely they are to Like and Share your info, participate in fundraisers and service projects, and consider joining Rotary.

## Use a positive voice.

People respond best to a tone that's upbeat and friendly. It's also important to be concise, because people won't read big blocks of text (especially if they're reading on a phone). Consider these voice guidelines from Rotary International:

|  |  |  |
| --- | --- | --- |
| OUR VOICE IS... | THIS MEANS... | OUR COMMUNICATIONS ARE... |
| **Smart** | We look at problems from different angles and apply our expertise to address social issues in waysothers cannot. We are insightful and discerning. | **Knowledgeable****Perceptive****Confident** |
| **Compassionate** | Tackling the world’s toughest challenges requires empathy. We champion real people and stories that are relatable and universal. | **Thoughtful****Sincere****Engaging** |
| **Persevering** | We find lasting solutions to systemic problems at home and abroad. We speak with clarity and conviction. | **Bold****Purposeful****Courageous** |
| **Inspiring** | Motivated by the enduring connections and positive change we bring to communities and the world, we encourage others to take action. We convey hope, enthusiasm, and passion. | **Upbeat****Hopeful****Visionary** |