

Rotary District 7390 Social Media Training

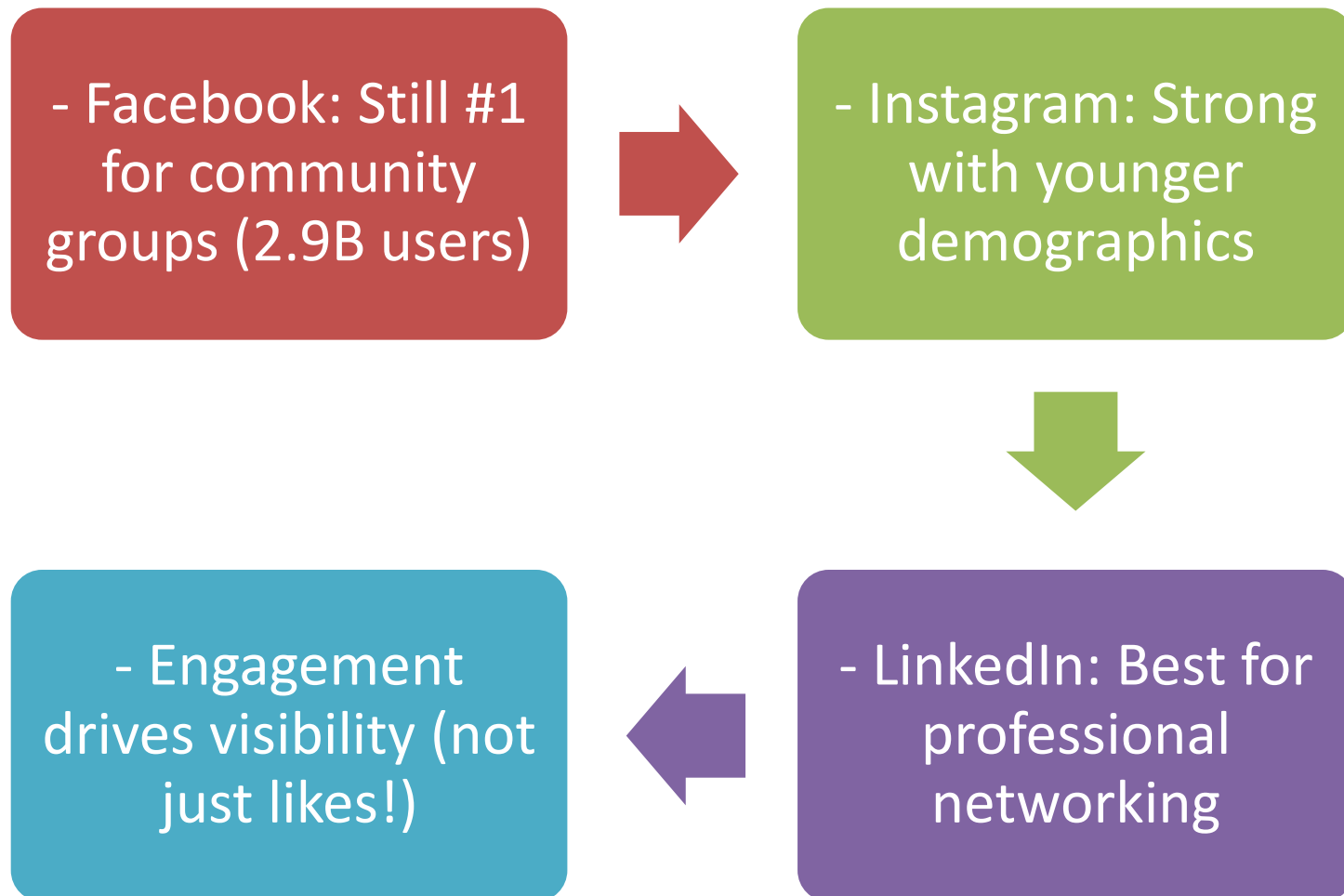
Building Awareness • Driving
Engagement • Growing Rotary

Why Social Media Matters

- - 4.9 billion people use social media worldwide
- - It's where potential members, partners, and donors are
- - Social media builds visibility, credibility, and trust
- - Essential for Rotary's future growth



Social Media Statistics



Setting Social Media Goals



- EACH ROTARY CLUB SHOULD SET MEASURABLE GOALS:



• FOLLOWERS



• POST FREQUENCY



• ENGAGEMENT RATE



- EXAMPLE GOAL: GROW FOLLOWERS BY 15% THIS YEAR



- TRACK RESULTS MONTHLY

Professional Dashboard



SEE RESULTS FOR
PERFORMANCE



SEE WHAT CONTENT
IS PERFORMING
BETTER



BREAK IT DOWN BY
WHO IS ENGAGING



FOLLOWERS ARE
GROWING? WHAT
IS YOUR NET?

Engagement Basics

- Likes: Quick support

- Comments: Deeper interaction

- Shares: Extend reach (most valuable)

- Engagement = relationships, not just numbers

Good vs. Bad Posts (Examples)

✓ Good: Smiling volunteers, service projects, community impact

✗ Bad: Empty meeting rooms, text-only posts, no context

Tip: Tell stories, show faces, add Rotary branding

Stay in Brand

- Take the training on Brand Center
- When posting, remember the Four-Way Test
 - Is it the truth?
 - Is it fair to all concerned
 - Will it build goodwill and better friendships
 - Will it be beneficial to all concerned



Facebook vs. Instagram vs. LinkedIn

- Facebook: Events, community updates, older audience

- Instagram: Visual storytelling, Reels, younger audience

- LinkedIn: Professional credibility, partnerships

- Use all three strategically

Hashtags Matter



- Facebook: Less important, keep 1–2 per post



- Instagram: Use 8–12 relevant hashtags



- LinkedIn: 3–5 professional hashtags



- Hashtags connect Rotary to larger conversations

Beyond Social Media



- Social media includes radio, TV, and community media



- Example: Good Day PA (easy partner to work with)



- Cross-promotion boosts credibility and reach

Rotary Examples



- HERSHEY ROTARY:
STRONG USE OF EVENT
PHOTOS



- HIGHLIGHT SERVICE
PROJECTS, FUNDRAISERS,
AND PARTNERSHIPS



- DISTRICT 7390 CAN UNIFY
MESSAGING FOR GREATER
IMPACT

How to Gain Engagement



- Ask questions in posts



- Celebrate members and milestones



- Share behind-the-scenes moments



- Use photos/videos with people (faces win!)

Your Call to Action



- SET ONE MEASURABLE
SOCIAL MEDIA GOAL
THIS MONTH



- SHARE SUCCESS
STORIES ACROSS CLUBS



- COMMIT TO POSTING
CONSISTENTLY



- USE SOCIAL MEDIA TO
TELL ROTARY'S STORY

Poll Question

Which platform do you use most?

A) Facebook

B) Instagram

C) LinkedIn

D) None



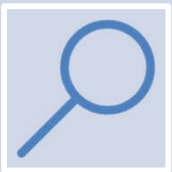
Q&A

- 1) What's your biggest challenge with social media?
- 2) Posting consistently
- 3) Creating engaging content
- 4) Growing followers
- 5) Measuring results

Extra Training



Hubspot Academy <https://academy.hubspot.com/>



Meta Blueprint

<https://www.facebookblueprint.com/>



Coursera <https://www.coursera.org/>

Thank you



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