

SOCIAL MEDIA: Getting the Best from your Page



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**Introduction by
Caren Schumacher**



Kiwanis®

Why Facebook?

“Every generation is the
Facebook generation.”

Why Facebook?

Because our members and potential members
use it...

64% of 12- to 34-years olds

74% of 35- to 54-year-olds

52% of those 55 and over



Which platform?

- Go for quality over quantity
- Avoid “shiny new object” syndrome

Who's our competition?

Rotary? Lions? Other service clubs?

Actually, all organizations and businesses have the same competition:

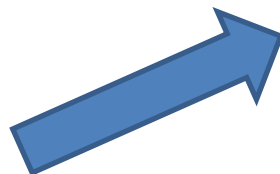
The audience's time.



Best practices

The anatomy of a great Facebook post:

- Short, friendly copy that's useful, inspirational or entertaining

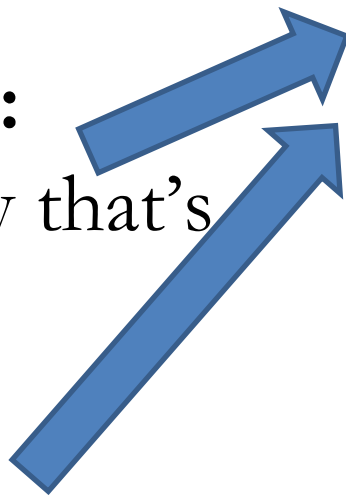




Best practices

The anatomy of a great Facebook post:

- Short, friendly copy that's useful, inspirational or entertaining
- A clear call to action





Best practices

The anatomy of a great Facebook post:

- Short, friendly copy that's useful, inspirational or entertaining
- A clear call to action
- Photos or videos (of people)





Best practices

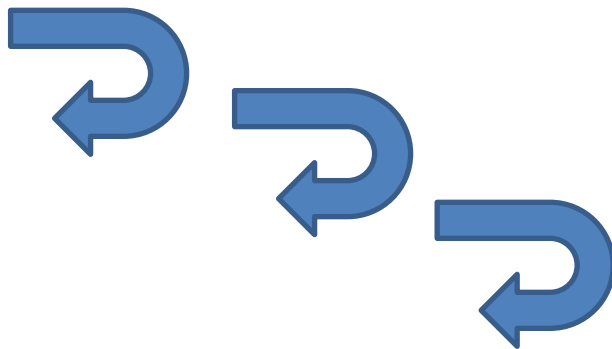
It's all about the visuals!

Video

Photo

Link

Text



Good content will always win.



Using emotion

OPTION 1

The Kiwanis Club of SomeplaceinMaryland is collecting diapers for children from underserved neighborhoods. New and unused diapers can be dropped off at any McDonald's location.

OPTION 2

No baby should wear dirty diapers, unfortunately too many newborns from underserved neighborhoods are. The Kiwanis Club of SomeplaceinMaryland is working to end that problem by conducting a diaper drive. New and unused diapers can be dropped off at any McDonald's location.



Clinton Kiwanis Club

October 24, 2018 · 🌐

The Clinton Kiwanis Club donated \$500 to the United Way program, Clinton Reads. Thank you for all you do for children!



👍 10

👍 Like

💬 Comment

➦ Share



Kiwanis Club of Disney, Florida

Just now · 🌐

Our club is proud to help kids learn to read. Our \$500 donation to the United Way will buy 300 books for at home libraries. Help us help kids. #KidsNeedKiwanis



Boost Post

👍 Like

💬 Comment

➦ Share



Write a comment...



Press Enter to post.



Kiwanis Club of Grand Ledge Area is 🇺🇸 looking for volunteers.

4 hrs · 🌐

We need your help! We want Kiwanis initiatives to come to life in Grand Ledge, but we NEED more people like YOU. Tomorrow is our all-member meeting at 6:00 p.m. at [Grand Ledge Area District Library](#). Even if you're NOT a member, come see what we're doing in the community. Please, please invite your friends to like this page, and JOIN US the third Tuesday of each month to continue engaging kids in our community.

Bob Haddad Jr., Haddads Agency Farm Bureau Insurance, Lisa Nic, i2Integration, Christine E Barnes, Concealed Carry Partners, LLC., Nicole Nyboer Halliwill, Edward Jones-Financial Advisor: Nicole Nyboer-Halliwill, Jim Bennett, Rise Up Restoration LLC, Kyle Lunsted, Sue Petrisin, Michigan State Spartans



Kiwanis Club of Grand Ledge Area

Community Organization



5

📧 Send Message

1 Share



Kiwanis Club of Disney, Florida

Just now · 🌐

kids need help learning to read, but we need more people like you to help them. Tomorrow, we're having our all member meeting. Join us at Cinderella's Castle at 6 p.m. Vicki Hermansen Steven Hadt



Boost Post



Like



Comment



Share



Write a comment...



Press Enter to post.



Kiwanis Club of Springfield North, Illinois



Published by Buffer [?] · 21 mins ·

Sometimes kids just need a little push in the right direction. Be their guide as part of Kiwanis: Kiwanis.org #KidsNeedKiwanis



VIMEO.COM

Kids Need Kiwanis (:15 Inflatable Pool)

Sometimes kids just need a little push in the right direction. Be their...



JUL
2

Kiwanis Meeting

Public · Hosted by North Judson-Wayne Township Public Library

★ Interested

Going...

Share



Until Dec 3 · CST

JUL
2

Tue 6:30 AM

AUG
6

Tue 6:30 AM

SEP
3

Tue 6:30 AM

+3

North Judson-Wayne Township Public Library
208 Keller Ave, North Judson, Indiana 46366

Show Map

About

Discussion

Details

North Judson Kiwanis meet on the 1st and 3rd Tuesday of each month.

Causes



JUN
20

Kiwanis Meeting

Public · Hosted by Lake Norman Kiwanis Club

★ Interested

Going...

Share



Every Thursday, until Aug 29

JUN
20

Thu 12:00 PM

JUN
27

Thu 12:00 PM

JUL
4

Thu 12:00 PM

+8

Brooklyn South Pizzeria
19400 Jetton Rd, Cornelius, North Carolina 28031

Show Map

Hosted by Lake Norman Kiwanis Club
Like the page to get more updates of future events

Like Page

About

Discussion

4 Interested

Share this event with your friends

Share

Details

Join us Every Thursday from 12-1pm at Brooklyn South Pizza in Cornelius for our weekly meeting. Drop in anytime and first lunch is on us to check out who we are and what we do! Join in any of our volunteer programs. Check us out online as well at www.lakenormankiwanis.org

Causes

Charity

Volunteering



AUG
1

Help kids in Haughton thrive

Public · Hosted by Kiwanis Club of Haughton, Louisiana

★ Interested

✓ Going

Share



Thursday, August 1, 2019 at 6 PM – 7 PM CDT

Town of Haughton, Louisiana
118 W. McKinley Ave, Haughton, Louisiana 71037

Show Map

About

Discussion

Details

Some kids are hungry. Some kids need help learning to read. Others need mentors. You can help improve these issues and more – one child at a time.

A group of us is getting together at 6 p.m. on Thursday, August 1 at the Haughton Town Hall on McKinley Avenue to figure out how we can help kids in our community realize a brighter tomorrow. Can't make the meeting? PM us so we can let you know about future service projects and meetings.

Whether you're a young professional, a new parent or a retiree, you can make a difference in the lives of children. Come help us change the future of children in Haughton. They need us — now! [#KidsNeedKiwanis](#)

Causes

About Kiwanis Club of Haughton, Louisiana

Kiwanis Club of Haughton, Louisiana
Community Organization



MAY
7

Assemble art boxes for kids

Public · Hosted by Kiwanis Club of South Oakland County

★ Interested

✓ Going

...



Tuesday, May 7, 2019 at 6 PM – 7 PM
about 1 month ago



National Coney Island
1812 N Main St, Royal Oak, Michigan 48073

Show Map

About

Discussion



Write Post



Add Photo/Video



Live Video



Create Poll



Write something...

26 Went · 188 Interested

See All



26 Went · 188 Interested

See All



Katherin went

Details

We need your help putting together art boxes we can deliver to the kids at Detroit City Camp. We have a pallet of supplies, but need people to sort and assemble the kits. Join us at 6:00 p.m. on Tuesday, May 7 at National Coney Island on North Main Street in Royal Oak. Make a difference in the lives of kids and learn more about our new club and the positive impact we're making in the community.

Causes

Recent Posts



Rhonda Young — I got off work late. Sorry I missed this. Hopefully next time you're doing something, I can attend

May 7, 2019



Venetia Reed Adams — I cannot make today's event but I love the opportunity you have presented fir my kids to participate in making a positive change in our community. Please do this again!

May 7, 2019

Example for Post Like/Share:



Rita Lynn Manser

Assign Conversation

MAR 19, 2021, 5:53 AM



Good morning! I would be interested in joining this group! Both of my children are students of St. Martin and I would love to give back to the local area.

Kiwanis Club of St. Martin, Mississippi

Hi, thanks for contacting us. We've received your message and appreciate you reaching out.

MAR 19, 2021, 7:18 AM

Kiwanis Club of St. Martin, Mississippi

Good Morning Rita. We would love to have you 👍. Do you have some time this weekend or next week to chat? I'm Rogena Mitchell and I am helping the new club get up and running. You can reach me at 228-249-9791 or rmitchell@kiwanis.org. Looking forward to it.



1

Sent by [Rogena Woods-Mitchell](#)

MAR 19, 2021, 1:51 PM



We are away for my daughters birthday this weekend, but will be available after Sunday. Could I give you a call Monday?

MAR 19, 2021, 2:57 PM

Kiwanis Club of St. Martin, Mississippi

Absolutely! Safe travels.



Why so important?

2 reasons why what we post is important:

- 3 seconds

Our attention span when we scroll



Why so important?

2 reasons why what we post is important:

- 3 seconds

Our attention span when we scroll

- 3 posts

How much context a visitor needs



Best practices

- Form a social media team
- It's not all about us
- Create posts that are easily shareable
- Post properly branded content
- [Kiwaniis.org/brand](https://www.kiwanis.org/brand)

**Learn more about
communication topics:**

[Kiwanis.org/buzzbuilder](https://kiwanis.org/buzzbuilder)

Questions?
rmitchell@kiwanis.org