# Social media

By nature, Kiwanis is a social organization built upon hundreds of thousands of weekly face-toface interactions. But why should Kiwanis members and Kiwanis clubs work at developing online relationships? What is the value in social media?

Social media has changed the way we consume information. Every club that hopes to have an influence and make an impact in its community needs an active online presence. Kiwanis clubs mastering this new medium are gaining influence, establishing trust and becoming leaders in the community.

#### **Facebook**

Use the world's largest social network to connect with club members as well as your local community.

#### For the Kiwanis member:

- Follow Kiwanis International on Facebook (<a href="http://facebook.com/kiwanis">http://facebook.com/kiwanis</a>).
- Connect with your Kiwanis club members on Facebook.
- Talk about your club's impact on your community.
  - o Check in on Facebook when you're at your club meeting
  - Share photos of Kiwanis activities
  - Invite friends to your club meetings
  - Like, Comment, and Share updates from the Kiwanis International page and other Kiwanis pages.

#### For the Kiwanis club:

- Create a Facebook page for your club (<a href="http://facebook.com/pages">http://facebook.com/pages</a>).
- Assign someone in your club to manage the page. Update the page often, but no more than two times per day. Five to seven times a week is a good goal.
- Ideas for status updates:
  - Photos from service projects
  - Meeting information
  - o Community news and events (even if it's not about your club)
  - News about Service Leadership Program clubs your club sponsors (Key Club, CKI, Aktion Club, Builder's Club, K-Kids)
  - Links to stories on your club's website
  - Updates on fundraising goals or special projects
  - Invitations to club meetings
  - Polls and/or questions for the community

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#### **Twitter**

It's the mobile social network. You are limited to 140 characters per tweet, but with a basic cell phone, you can achieve deep levels of interactivity with some of the most influential people in your community.

#### For the Kiwanis member:

- Tweet as an individual
- Be conversational—have personality
- Follow Kiwanis International and other Kiwanis accounts on Twitter (<a href="http://twitter.com/kiwanis">http://twitter.com/kiwanis</a>)
- Share links
- Share photos of Kiwanis activities
- Retweet news and content from other Kiwanis Twitter accounts

#### For the Kiwanis club:

- Assign someone in your club as the Twitter manager
- Tweet as an information hub
- Give as much information about your club and its mission as you can
- Follow Kiwanis International and other Kiwanis accounts (<a href="http://twitter.com/kiwanis">http://twitter.com/kiwanis</a>)
- Share content from your club's website
- Share good news related to your mission
- Develop a key network of advocates (club members, local leaders, journalists, influential people in your community)
- Tweet photos and links, tell your club's story
- Follow those who follow you
- Tweet often. The "lifetime" of a tweet is about 15 minutes.

#### YouTube

### For the Kiwanis club:

- Create a channel for your club
- Subscribe to other relevant channels in your community
- Upload videos of service projects
- YouTube is a community; work on gaining subscribers
- Assign a club member to create, manage and upload video content to the channel.

What about LinkedIn, Tumblr, Pinterest and all the others? They're great! Go for it! Regardless of what medium you choose, remember a few key things:

- Always tell the story of Kiwanis in terms of your impact.
- Connect with influential people (not just companies).
- Use good photos and video.
- Post often.