

BuzzBuilder—June 2017

Kiwanis International

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To: Steven Hadt <shadt@kiwanis.org>;



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#KIDSNEEDKIWANIS PHOTO FILTER

Have you seen the #KidsNeedKiwanis photo filter on Facebook? It's easy to place over your profile picture. [Click here to add the frame to your profile photo](#). Search for Kiwanis and select the frame with white or gold lettering. You can set the photo and frame to remain in place for an hour, a day or a week.

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USE THE KIWANIS FILTER:



FACEBOOK CHANGES LAYOUT OF NONPROFIT PAGES

Facebook has released a new layout for nonprofit pages that includes prioritizing reviews. Because the reviews section hasn't been a focal point of the Kiwanis International Facebook page for a couple of years, the most recent entries on our page are from 2014. Take a moment and [add a review](#) – and encourage your district and club members to do the same. And, if your club or district uses the nonprofit template on Facebook, this change applies to your page as well. Check your page and get those reviews in.

LEAVE A REVIEW:



MEDIA RELEASE FOR CONVENTION ATTENDEES

Is your district or club sending representatives to the 2017 Kiwanis International convention? Ask your members if they want to be included in a [media release](#) about attending the convention. You can send the release when the attendees return from convention and include quotes about what they learned or experienced, particularly if members don't want to broadcast their travel plans. This information also can be used in club and district newsletters.

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SHOW WHY KIDS NEED KIWANIS

Facebook has provided the opportunity to use video as a cover photo on a "company page"—such as a club or district page. (At the moment, you can't use cover videos on your personal pages.) Check the [Kiwanis International Facebook page](#), where we already have a Kids Need Kiwanis video at the top. Go to [kiwanis.org/brand](#) and use the 15-second videos for your club or district pages—because #KidsNeedKiwanis!

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SEE THE VIDEO ON KIWANIS' PAGE:



EASY MEDIA COVERAGE

If your club honors police officers and firefighters or students and teachers, make sure you send a photo and a brief release to local media. The [Kiwaniis Club of South County, Missouri](#), submitted a photo of its firefighter of the month, and the [Kiwaniis Club of Elmira, New York](#), recently honored top athletes and coaches in the area.

KIDS NEED KIWANIS

Kids need Kiwanis and we need our Kiwanis members to reinforce that message. Has your club shared our [videos](#) or used our [news release templates](#)? Share the videos on social media and ask a local radio station if they'll play [one of the audio recordings](#) from the brand campaign as a public service announcement. Use the hashtag #KidsNeedKiwaniis on social media—join the movement.

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#KIDSNEEDKIWANIS IN ACTION:



EXPERT ADVICE

Everyone can benefit from public relations coaching tips; here are [four quick tips](#) to help you create your message, whether it's for your club or your district publications. Follow these tips to cut through the clutter and deliver the right message at the right time to the right audience.

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