Hello, everyone! Welcome. Today we’re talking about social media and how we can use it to promote Kiwanis and everything we do for kids.
Thank you for hanging out with me today. I’m Steve Hadt and I do public relations at Kiwanis International. My main role in the organization is creating and distributing content through various channels, like paid advertising, media relations, social outlets and our own channels like Kiwanis.org. I just celebrated my sixth anniversary at Kiwanis. Before I entered the Kiwani-verse, I worked in televisions newsrooms in Cleveland, Pittsburgh and Indianapolis as a producer and executive producer determining what is news and how to tell the news to our audience.
This morning, we’ll talk about why we should invest our time and energy into social media—and how you can help others understand the “why” behind social media, too.

One question that pops up a lot is “Which social media platforms should my club use?” We’ll discuss the differences among Facebook, Twitter and Instagram and how you can figure out which ones—and how many—are best for your club.

We’ll also go step-by-step in setting up a Facebook page for your club.

Then we’ll talk about some best practices for Facebook.

I’ve already posted the slides and the script of this presentation online so that you can review it later. You can find them at Kiwanis.org/buzzbuilder.
So, let’s get started with the most important question: Why? Why should we invest time into social media? Think about what you personally enjoy about social media. Is it the instant gratification, that jolt of dopamine and the adrenaline rush you get when someone likes or shares your post? Is it the fellowship and networking opportunities? Is it that you can send a message to a lot of people for free? Your experience with social media should also be a benefit.

Value of social media

- Relatively inexpensive
- High possible reach
- Quick way to communicate
- Used by billions of people worldwide
- Data
The No. 1 reason for your club to have a social media presence?

To not be left behind. It sounds dramatic, but it’s true. For a century, Kiwanis clubs have told our stories in order to attract new members, partners, supporters, donors and awareness. We’ve always done it with word of mouth in addition to newspaper, television and radio coverage. But that’s not good enough anymore. The number of people consuming traditional media is shrinking. People are getting their news and information from other sources. We have to be on those other sources as society changes.
Here’s just one example of how the modern media landscape has changed... What was the most watched TV show in 1998? (advance) It was Seinfeld. 38 million people tuned in every week to see what Jerry, Elaine, George and Kramer were talking about.
What was the most watched show in 2008 – 10 years later? (ADVANCE)
It was American Idol. 27.8 million people tuned in to see that reality competition.
10 million fewer people in the United States watched the number show despite the population increasing.
And in 2018—20 years after Seinfeld?
(ADVANCE)
It was Big Bang Theory.
18.6 million people tuned in every week.... 10 million fewer than a decade ago.... 20 million fewer than two decades ago.
You see the trend, it’s a big slide downward. The chart for newspapers isn’t any better. But, the population isn’t shrinking. There are just more options available on where we can spend our free time. And, there’s no evidence this trend is going to break.
Meanwhile, social media is reaching people where television and newspapers are not. There’s a lot of negative talk about millennials, but there are a lot of them. Soon there will be more millennials alive than Baby Boomers, which is the largest living adult generation. And another big cultural change will happen as soon as the Gen Zers get a little big older and start wielding more influence. We’re about a year or so until they are the largest generation.

If Kiwanis is going to remain in this world, -- hear that, if Kiwanis is going to remain in this world, we must tell our story to people where they are. If we don’t want to do that – if we don’t want to use digital media – let’s just shut down now.

If we limit our reach, we limit the number of kids we can help. I don’t think we should do that because there are too many kids who need us... too many kids are waiting for us.
That’s why all this is important. The more people we can tell our story too... the more people join Kiwanis... the more kids get help.

A recent study shows the number one way millennials choose to communicate with brands and organizations is through social media. In this digital age, signs, flyers and newspaper stories, even word of mouth and knocking on doors aren’t enough to spread the word about your club. You have to have a digital presence ... more importantly, you have to be on social media and post regularly.
Think about it for yourself... how many of you went to the bookstore or library and got a guidebook for what to see and do in Disney World.

(ADVANCE)

How many of you went to Google and searched for information and advice on what to do while you’re here?
How many went on Facebook and asked their friends? I saw more than a handful of posts from Kiwanians doing that.

So if the people in this room using the internet to find information... don’t you think other people are doing so too?

Anyone here still doubt your club needs to be on social media? It’s ok to raise your hand.
I’ll tell you anyway.
There are 7.5 billion people in the world. Facebook reports 2.3 billion users – 30 percent of the planet has a Facebook account. But that’s not really an accurate representation.

(ADVANCE)
Here’s a look at Facebook’s market penetration in 2017. Look at that… 72 percent of people in North America use Facebook. 42 percent in Europe
18 percent in Asia.
Does everyone now agree your club needs to be on social media and using it regularly?
After your club has decided it needs to have a social media presence, the first question usually is what platform? Clearly you know my preference ... but maybe Facebook isn’t right for your club.

When picking your platform, ask yourself: Where do your club members currently spend their time while on social media? Are they using Facebook, Twitter, YouTube, Instagram, whatever. Ask around. See what people are saying.

Also determine who you’d like to reach in the future. Is your club seeking younger members? In general, Twitter skews toward male Gen Xers (35-49); Instagram toward female Millennials (19-34).

What are your communications strengths, and what are the strengths of the platform?

Does your club have a member who’s a fantastic photographer? That can play to Instagram, which highlights beautiful photography. If good photography of your service projects is hard to come by, maybe Instagram isn’t the best platform.

Is your club often mentioned in the news? Twitter and Facebook are great platforms to share news articles and videos.

We often get asked how many social media platforms clubs should use, and again, there’s no real answer. But here’s our recommendation:
Start with Facebook.

“Every generation is the Facebook generation.”

Start with Facebook. According to a recent survey from SproutSocial, which is a media content management company, “every generation is the Facebook generation.” After surveying 1,000 social media users across three generations (Baby Boomers, Gen X and Millennials), all 3 generations identified Facebook as their favorite network.
The next question usually is how many accounts should our club have.

When in doubt, go for quality over quantity. It’s better to have a strong Facebook page than to spread yourself too thin over several platforms.

Because each platform has different strengths and formats, it’s not as easy as simply writing one post and sharing it across all of them, so keep that in mind. New platforms will take up more time, so think about what your social media team can handle.

It’s human nature to want to jump on the next big thing as soon as it’s available (just think about everyone waiting in line for a new iPhone), but is that helpful to us? Usually, no. For example, the creator of Vine—the popular app that allowed users to create and share 6-second video clips—founded an app called Peach, and within 24 hours it had surged to the top of the Apple Store charts. Four days later, it dropped off the charts and never had a comeback. There are hundreds of social networking apps that never make it off the ground, even with lots of tech and media coverage, so why invest time in learning a new platform before it proves itself?

But be aware that other platforms are becoming more and more established. You may have heard about Snapchat, and that’s an example of a platform that has seen continued success and could be around for awhile.
**Best practices**

- Form a social media team
- It’s not all about us
- Create posts that are easily shareable
- Post properly branded content

So now that we’ve talked a bit about the strategy behind choosing the platforms that work best for your club, let’s talk about some best practices for social media in general. First, form a social media team. Having a team ensures that no one person is responsible for all of the work, and others can help if a person goes on vacation or gets sick. Your team could include yourself, a newsletter editor, a webmaster or other assistants. Make sure to include at least one or two people who are comfortable with social media, someone who is good at planning and organization, and someone who’s a good proofreader. Together, you can brainstorm ideas for fun posts and photos. As a group, you can quickly come up with all the club’s posts for the month and be done scheduling those posts within an hour. Brainstorming early also gives your proofreader time to check that everything’s spelled correctly before you post. Another tip: Make sure that every member of the team has the current list of account passwords or is listed as an admin for the page just in case someone leaves the club. We always recommend the account have at least two admins.

When creating content for social media, remember that even though it’s coming from your club account, you can’t make it all about us. Think about what current and potential members would want to see or learn about. What would make them feel proud to be part of Kiwanis, or entice them to join? That’s what you want to write and posts about.

The best way to get your message out to people outside your club is by posting content that people will want to share with their family and friends. A recent study in the Proceedings of the National Academy of Sciences journal found that people are more likely to share a post if it triggers the area of their brain associated with rewards. The good news is, a lot of what we do falls within the results of that study. Volunteering benefits reputation. As volunteers, we often feel compelled to be humble about the service we do, but we should feel empowered to share the amazing work of Kiwanis—and use that opportunity to invite potential members to feel proud of what they can do with us.

Just like Nike, Coca-Cola, the Red Cross and any other recognizable company or organization, it’s important to share information and content that follows our branding guidelines. And it’s easy to use correct branding with the social media assets available for free at kiwanis.org/brand. You can also use and share any graphics or posts that we share through the Kiwanis family’s official social media channels, such as our social media squares, as well as our Kids Need Kiwanis videos.
As soon as we’re done with this workshop in this room, my pal, Sarah Moreland Bryne is going to talk about the importance of regular updating Facebook — including how to write engaging posts, selecting the best photos and accessing Kiwanis resources. I recommend attending her presentation because she’ll have more best practices that will help your club thrive on social media.
Before you can create a Facebook page for your club, you first must have a Facebook account for yourself. To have a Facebook account, all you need is an email address. Facebook accounts are free and there’s no monthly membership fee. To create an account, get on a computer or phone that can access the internet and go to facebook.com. (ADVANCE)
You will see this box. You’ll need to put in your first name, last name, mobile phone number or email address and create your password. Facebook will also need to know your birthday and your gender. Then click the sign up button. Notice the fine print, by clicking sign up, you agree to Facebook’s terms, data and cookie policy. After you click sign up, you’ll get an email or text message requiring you to confirm your contact information.
Once you confirm it, you’re on Facebook. Now you’ll be able to search the network and find out why it’s a big deal. If you’re not familiar with Facebook, you should spend some time getting familiar with the network before creating a page for your club.
Before you go and create a Facebook page for your club, you should make sure that somebody else hasn’t already done that. You can save yourself some work and you don’t want to confuse the audience.

If someone is interested in your club and looking for information, when they search Facebook, two pages are going to show up in their search results. Which page should they click on? Which is the current page with current information? The worst thing communicators can do is confuse the audience!

So, ask around. Ask your club members if anyone knows of an existing page. Maybe a former member created one. Also, search Facebook for your club. Put in your club name in the search bar and see what comes up.
If you discover your club does have a page, look around that page for contact information. On most home pages, there will be this about section with a phone number or a send message button. Call the number. Send a message. Try to reclaim the page. Also click on the about section. Look for any contact information there. If no one responds in a timely manner and the content of the page is not current, report the page to Facebook and ask them to take it down. It’s possible to try to reclaim ownership, but it isn’t an easy process. (ADVANCE)
Go to the page you want to report
Click the three dots under the Facebook page’s cover photo.
Click “give feedback or Report page.”

(ADVANCE)
When you do that, this box appears. Select why you are reporting the page. In this case, we would select intellectual property because this page is infringing on your club’s name and reputation. Enter details as to why the page should be deleted or why you should have control over it.

Once you take these steps, it’s a waiting game while Facebook decides whether to comply with your request. It’s a Facebook decision and not one that we can help with. We don’t have any special contacts at Facebook. Mark Zuckerberg is not a Kiwanian, although we did send him an invitation to join.
Let’s say you discovered the club has multiple Facebook pages and you’re able to get admin access to all of them. You’ll want to clean that up. Again, never confuse the audience. Never make it harder for people to find out information about your club.

Facebook offers the option to merge your pages.

To merge your Pages:
You can click merge pages in the settings menu which is in the blue bar at the top of your page.
Select the two pages you want to merge and click **Continue**.
Click **Request Merge**.
If you’re unable to merge your Pages, it means that your Pages aren't eligible to be merged. If you see the option to request to merge your Pages, Facebook will review your request. Again, it’s up to the people at Facebook to decide how to handle your quest.

Hopefully, everything will be clean and if your club already has a
page, you’ll be able to re-engage it with good content and start spreading your club’s story so that people will know what you do and want to join you in helping kids.
Once you’ve confirmed your club doesn’t have a Facebook presence, it’s time to create one. You’ll need to be logged into your Facebook account. In the blue bar, click on the word create. (ADVANCE) It will give you a drop down list of some different objects you can create: pages, ads, groups, events, marketplace listing and fundraiser.

An Ad would be a way to advertise your club. A group would be a small discussion group, most likely for members. Think of it like a chat room…. A place to talk with whomever is in the group. Maybe it’s a group for your club’s social media team so you can talk about your plans for the page.

Event is for functions, like a club meeting or a service project. You can invite people to attend events.

Marketplace listing is a way to sell stuff, like the classified ads section
of a newspaper.
And Fundraiser would allow you to raise money for a cause you care about, like the Kiwanis Children’s Fund or even your own club’s Foundation.
But, today’s we’re working on creating your club’s Facebook page, so we click page.
Facebook then takes you to this page. You have to decide if you’re creating a page for a business or a brand — or — a community or a public figure. The word community in this case is not how we think about communities in the physical sense. This is for a group of people — a community of people interested in a topic. It could be a community to discuss pet pigs. Or a community focused on the wellbeing of dogs. A community to talk about Miley Cyrus. Not necessarily a community in a location. You get the idea. For us, we click the “get started button” under business or brand.
It’ll lead you to a box where you name your page. When I create pages, I name them as the club name so it is easy for people to find. In this case, it would be Kiwanis Club of Disney, Florida. After you type the name, type a category to describe your page. Again, when I make pages, I start typing community, which pulls up the community service option. Click continue. Congratulations! You now have a club page. But you’re not done.
Facebook has directed you to this page, where you’re given the option to add a profile picture. You’ll want to do that. If you don’t, Facebook will give you an ugly picture.

This picture that will be associated with your page and posts, so you don’t want an ugly picture.

The image should be something that identifies your club with Kiwanis. But the space is little. It’s only 180 pixels wide and tall. There isn’t enough space for a picture of all the people in your club. We’ve made this step easy for you. Kiwanis International created several options you can use as a profile picture.
In another window or tab or before you start building your page, go to Kiwanis.org/brand. There you will see all the marketing and branding resources that are available to you.

(ADVANCE)
If you scroll down and click on social media, you’ll get this page. These are all assets free and available to you. Pick the profile picture you prefer. Download it to your computer. To do that, right click on the image you want. That means when you click on the image you want, click it using the right button on your mouse. A list of options will pop up. You will click “save image as.”

(ADVANCE)
You’ll have the option to name the image and save it where you want. When you make those determinations, click save. Make a note of what the file is called and where it is being saved. It’ll make it easier when you go to upload it.
Once you have the image you want, back on the Facebook page, click upload a profile picture. Navigate to the location you saved the file and click on the file you want to upload. Press open. Facebook will upload the profile picture. You’ll notice the button that says skip. We highly recommend you don’t skip this step. Again, you’ll get an ugly picture and you’ll have to upload a profile pic at some point. (ADVANCE) After you upload the profile pic, this screen pops up asking you to upload a cover photo. (ADVANCE) Again, same as before, Kiwanis International has many cover photos options available. They’re on the same page as the profile pics. So download the cover photo you like and then upload it to your page.
Now you’re taken to your page. You may have a grey box where your cover photo should be. That just means it’s still uploading. If you press refresh, the cover photo should appear. Facebook will give you a box where you can invite your friends to like the page. You are welcome to do that now or later. Under your cover photo, there’s a box that says welcome to your new page. You can view those tips, if you’d like.
I believe the most important part of a club’s Facebook page is the about section. This is where people will go to find out information about the club. (ADVANCE) To access the about section, click those three little dots under the cover photo. (ADVANCE) It gives you a bunch of options of managing your page and creating
content.
In this case, click edit page info since that’s what we’re going to do.
This box appears and it lets you start entering your information. In the description box, you’ll want to write 1 to 2 sentences to describe your club. You are limited to 155 characters. People will see this description when they search for your club. Your sentences should describe what your club does and the impact it makes in the community. 

(ADVANCE) 

Something like: We’re a Kiwanis club providing mentoring, school supplies and reading assistance to the kids of Disney. You see the save changes option appeared after I made changes to the copy. Make sure you click save changes. You can add more categories. You can add contact information like a phone number, website and email address. If you aren’t providing that information, just uncheck the box and press save. Go through this box and update the information. You can put your meeting times, dates and locations. You can enter the mission of Kiwanis and
your club. Put in the date your club or Kiwanis International was founded. Remember to click save after you update each box.

(ADVANCE)

Now when people click on the about page, they’ll see that information.

While you’re on the about page, write your club’s story, and include a picture. To do that, just click in that story box on the right side. This is another opportunity to tell users about the positive impact your club makes in the community. Focus your sentences on how children benefit from the work of your club. Your page is now set up.

(ADVANCE)

Whenever I’m done working on a page, I always go back up to those three little dots under the cover photo and click the option that says view as page visitor so that I can see how a page visitor is going to see my page. I want to make sure everything is showing the way I want it to.

In Facebook 101, we’ll talk about writing engaging posts and how to get your page found.
While we have some time, let me walk you around your new page.
Under the blue Facebook bar at the top of the page, you have your internal navigation system.
Clicking on page gets you back to your home page, which is really the newsfeed of your page.
(ADVANCE)
Ad Center is where you would go to create advertising for your page, posts or events.
(ADVANCE)
Inbox is where you would go to see any messages that have been sent to the page. If there are any message, there will be a red notification box in that area telling you that you have a message and you need to click there.
(ADVANCE)
Still at the top is notifications.
This will show you when people interact with content.
Like on this page, it show that Tom Gang likes your photo.

(ADVANCE)
Next to notifications is Insights.
This is the data about the people who have interacted with your club.
You can see how many likes you’ve received and other metrics. When you get more experienced, it’s interesting to poke about and see what’s happening with your page.

(ADVANCE)
Then you have publishing tools. This is where you can see the data for all your posts in one place. You can also schedule your posts, write drafts, check out the play of your videos.

(ADVANCE)
Under more, is a page quality score.
It shows you if there have been any violations to Facebook’s Community Standards agreement.

(ADVANCE)
If we keep going to the right, you get to settings.
These are the settings for your page, not your personal account.
Personal account settings are found in the drop down arrow in the blue bar.
Taking a look at the page settings, you have options of how you want your page to be found. Whether to have Facebook monitor for profanity, etc.
Honestly, I don’t touch any of these under general.
However, this is where you add other users to be administrators of your page.

(ADVANCE)
We always recommend every page have at least two admins just in case something happens to one, the page is still accessible for the club.
The second person can just be there for emergencies… but at least someone will still have access to the page.
This is a problem a lot of clubs run into and call us for help.
Unfortunately, there’s nothing we can do.
To add someone, click on “page roles” in the left-hand column.
This page will come up. It’ll let you assign new page roles and see who has existing page roles.
To add someone, put their name or email into the box in the middle of the page.
Find the right person and then select what kind of access to give them.
(ADVANCE)
If you click on the arrow next to edit, you can see the different levels of access.
There’s the top-level access of admin. That means they’ll be able to do everything and anything on the page. You want two of these just in case.
The editor role lets someone post content in the club’s name. They can’t assign page roles or manage settings.
The moderator can answer questions and respond to comments as
the club but cannot create posts or events.
The advertiser role lets someone just create advertisements. So if you are working with an advertising agency to build awareness of your club, that would be the role you give them.
And an analyst has the least amount of access to the page and can only view the insights page.
One more thing I want to show you back on the setting screen... it’s the template and tabs section.
So click templates and tabs on the left-hand column.
(ADVANCE)
Up will come this page.
For me, whenever I make a new page, it gives me the movie template. I don’t know why.
I change it by clicking the edit button.
(ADVANCE)
A box will come up and give you other template options. The template controls what buttons there are on the page and the tabs on the left of the page.
(ADVANCE)
Let me show on our page. Right now it’s showing home, posts, photos, about, community and under the cover photo is like, follow, share.
The template tab is how you change that. I always pick the standard template. There’s also a nonprofit template too. They’re pretty similar.

I picked my template and pressed apply. But I still don’t like the way the tabs are arranged, so I turn off the default tabs by sliding that on button to off.

Then I’m able to drag and drop the tabs how I want them arranged. I can also turn them off or on by clicking the settings button.

In my mind, I think “about” should be the first tab under home. So that’s where I put it.

I turn off reviews because I don’t think they add a lot of value to the user.

Feel free to do what makes sense to you and your page.

When you make changes, remember to press save. You won’t be able to turn off “community.” If people post to your page, that’s where their posts go.
So there you have it.
Thank you for joining me today. I highly recommend you attend
Sarah’s workshop next in this room. She’ll talk about writing
engaging posts and content.
I am available for any questions.