Welcome, blah blah...
By a show of hands, how many of you were in the Facebook 100 workshop with Steve last round?
OK, and how many of you currently have a Facebook page for your club or district?
Let me introduce myself: I’m Sarah Moreland Byrne, Kiwanis’ digital media specialist for the last 4 ½ years. If you’ve interacted with Kiwanis’ social media accounts, there’s a 90% chance that the person you talked to is me. My role is to not only oversee the Kiwanis family’s social media team, but also to manage Kiwanis’ email communications and the Kiwanis and Key Club convention mobile apps, including the one you’ve been using this week.
Today, we’ll start off with why what we post on Facebook – and how we do it – is so important. Then.... [etc.]
Why is all of this important?
Because of the #3...

If you don’t remember anything else from this presentation, remember the number 3 – and the two reasons why it relates to our social media.
2 reasons why what we post is important:
Why so important?

2 reasons why what we post is important:
• 3 seconds

Can anyone take a guess about this reason?
Why so important?

2 reasons why what we post is important:
• 3 seconds
  Our attention span when we scroll

If you’re scrolling through your feeds on your phone, 3 seconds is the length of time you spend on a post before deciding whether you’re interested or not.
Why so important?

2 reasons why what we post is important:
• 3 seconds
    Our attention span when we scroll
• 3 posts

How about the second reason?
Your 3 most recent posts are often what someone will use to decide whether they’ll follow your account or not, whether they’ll contact you or ask for more info about your projects and how to join. At any point in time, a stranger should be able to go to your page and, by looking at your top 3 posts (plus your cover photo, profile pic and About section), know exactly what your club’s all about AND understand that (hopefully) there’s a place in Kiwanis for them.

So this doesn’t happen in workshops often, but while we go through the next few slides, feel free to pull up your club or district Facebook page on your phones and see what prospective members would see in your top 3 posts. [pause a few seconds as people pull out phones] Ask yourself: Are your posts visually exciting? Do they tell the story of how your club helps kids? Is it easy for someone to figure out that we’re an organization of volunteers?

And let’s take that a step further: Do the posts seem welcoming? Does it seem like a bunch of inside jokes and acronyms? Are there typos or broken links? These are all things to consider.
So, as we move into best practices and tips for creating the best Facebook posts, I want to point out that this is crucial: We have to think about our social media as something that’s both for current members AND prospective ones, for people who know nothing about what we do as well as our superfans. Too often we use club FB pages as a message board full of acronyms and insider lingo, or just to push out reminders about upcoming meetings. Facebook pages should showcase the amazing things your club does to people in your community who may have never heard of Kiwanis, and that also helps reconnect current members with the reasons why they love your club.

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**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

**That’s not much at all.**
Something to keep in mind: Who's our competition on social media?
Who’s our competition?

Rotary? Lions? Other service clubs?

It might be different than what you think.
Who’s our competition?

Rotary? Lions? Other service clubs?

Actually, all organizations and businesses have the same competition:

Actually, every nonprofit and for-profit business has the same competition...
It’s all about time. We know that people are busy. With the sheer amount of stuff being shared—by brands, by friends and family—there’s too much for someone to see EVERYTHING. So people pick what they want to see by the number of times they interact with you (liking, sharing, visiting your page). That’s where the pesky Facebook algorithm comes in.
So, how do we do that?
The anatomy of a great Facebook post:

Let’s take a look at an example of a strong Facebook post to see what should be included:
Even though Facebook doesn’t have some of the same limitations Twitter does, multiple studies have shown that shorter text tends to work best, around 100-140 characters. The 3 top types of posts people like and share, according to SproutSocial, a social media management company: Inspirational/motivational, entertaining, useful resources. Go with your gut: If you’re about to post something that seems boring to you, why are you posting it in the first place?
We want people to do something. Why? Because this shows us people are actually reading our post – and the more people interact with us, the more often our posts show up in their feeds. There’s SO MUCH being posted to Facebook each day by family, friends, other organizations and businesses that we see only about 30% of what’s out there. What people click on, comment on, and share determines what they continue to see – which means we all have almost complete control over what we see.
Photos and videos are the easiest way to capture people’s attention within 3 seconds. In fact, according to HubSpot, Facebook posts with images perform more than twice as well as those without. But make sure it’s an engaging photo: People psychologically respond better to images with faces in them, so pass on the photos of checks and donated goods and focus on the smiles of the kids receiving your club’s generosity.

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)
Remember that #3? If we only have 3 seconds to break through someone’s mindless scrolling, it’s not likely that we’ll do that in text. Images and videos are king. In fact, Facebook puts emphasis on visuals in the algorithm, so posts with videos and photos get higher priority than links and simple text posts.
Remember that #3? If we only have 3 seconds to break through someone’s mindless scrolling, it’s not likely that we’ll do that in text. Images and videos are king. In fact, Facebook puts emphasis on visuals in the algorithm, so posts with videos and photos get higher priority than links and simple text posts.
It’s all about the visuals!

Video
Photo
Link
Text

Remember that #3? If we only have 3 seconds to break through someone’s mindless scrolling, it’s not likely that we’ll do that in text. Images and videos are king. In fact, Facebook puts emphasis on visuals in the algorithm, so posts with videos and photos get higher priority than links and simple text posts.
To reassure all of us: According to Mark Zuckerberg himself, the man behind Facebook, no matter what technological advances are made, and no matter how much money you have, good content will always win. So, what exactly constitutes “good content?” Let’s kick things off with how to make your text strong.
Best practices

What should I focus on in my copy?
Words are important. Words can make people feel proud to be Kiwanians, or make someone feel like Kiwanis is a good fit for them. So let’s make sure to use active verbs and sentences – like “Feed hungry kids” for a food-packing project or “Celebrate healthy communities” for a wellness clinic.

<table>
<thead>
<tr>
<th>Best practices</th>
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<tr>
<td><strong>What should I focus on in my copy?</strong></td>
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<td>• Words that evoke (good) feelings</td>
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And it’s not just verbs. We tend to use a lot of business-y lingo. Take “funding,” for example. When you hear the word “funding,” does that get you excited? No?
What should I focus on in my copy?

• Words that evoke (good) feelings
  
  “funding” → “money”

What about “money?” Does your initial reaction change if you read “Get money for your club projects” instead of “Get funding for your club projects?”
What about now? Which of these would catch your attention quickest, and get you excited to participate?

Yeah, words are important, so let’s use words with energy and excitement and avoid ones that lack emotion, like “initiative” and “programming.”

Best practices

What should I focus on in my copy?

• Words that evoke (good) feelings
  “funding” → “money” → “$5,000”
Like with the first bullet point, we have a Kiwanis culture where we abbreviate everything: MNT, IDD, LTG, IP... But think about it: If you want new people to join, we have to be clear about what we do. Real-life example: A few years ago, we at Kiwanis posted about the Kiwanis Children’s Fund and used MNT and IDD in the copy. We received a message from a Kiwanian who said he would’ve shared our post with his Facebook network, but we had too many acronyms in it and the awesome work Kiwanis does was lost in the messaging. You know what? He was completely right.
And like we talked about earlier, aiming for 100 characters or fewer in your copy and linking to another page for more information has been shown to be more effective than sharing a lot of copy in a post.

Best practices

What should I focus on in my copy?

• Words that evoke (good) feelings
  “funding” → “money” → “$5,000”

• Avoiding acronyms

• ~100 characters if possible
Lastly, let’s think about our audience. How will they answer the “What’s in it for me?” question? How are we giving them something useful, inspirational or entertaining? In the end, it may be our Facebook page, but our communications shouldn’t be all about us.

**Best practices**

**What should I focus on in my copy?**

- Words that evoke (good) feelings
  
  “funding” → “money” → “$5,000”

- Avoiding acronyms

- ~100 characters if possible

- What’s in it for the audience?
As for images:
Like we talked about earlier, people want to see people. Members laughing together at a social? A group gathering donations for disaster relief? Take a photo to show people helping and having fun.

As for images:

- People (happy faces!)
Best practices

As for images:
- People (happy faces!)
- Action shots

Posed photos are OK, but photos of members actively volunteering are better. Go for the action shots!
Whenever possible, get photos of the people who have benefited from Kiwanis. Sometimes this isn’t feasible, like when donating to a hospital, but for planned events at places such as schools, check with the facility’s staff to see 1) if they already have photo release waivers on file and 2) if not, if you can provide one to be signed in time. (DO WE HAVE A SHORTCUT URL TO THIS?)
Sure, professional photos are awesome, but social media is the perfect spot to share photos taken on your phone.

Best practices

As for images:
- People (happy faces!)
- Action shots
- Kids who have been helped
- Phone photos are OK
Lastly, just because you’re the person in charge of social media doesn’t mean you have to do all the work. Ask other members to share photos with you to post on social media.

As for images:

- People (happy faces!)
- Action shots
- Kids who have been helped
- Phone photos are OK
- Ask members to share theirs
Best practices

Frequency

How often should we post?

Now that we’ve talked about how to create a good post, how often should we?
Well, that depends on how big your audience is. For the majority of clubs that have under 1,000 Facebook page followers, aim for 2-3 times per week.
This keeps your page current and encourages people to come back. You’ll notice that Kiwanis often posts a couple times per day 6 days a week. No worries – you don’t have to post that much! We just have a very large audience – 60,000+ -- with members in all parts of the world, so we’re trying to reach multiple audiences at different times.
If 2-3 times a week seems like a lot, keep in mind that you can always share anything Kiwanis posts. (You don’t even need to credit us!) That content is there for you to use in all your communications. We’ve also created ready-made social media posts, graphics and videos for you to use at Kiwanis.org/brand.
Like our Do Gooder squares! How many of you have seen these? We release new ones each month, but you can download all of the ones published so far at Kiwanis.org/brand.
Best practices

I need some ideas...
Kiwanis.org/brand

Or these motivational graphics...
And here’s a list of some additional ideas to start your brainstorming.

- Question prompts
- Polls
- Trivia contests
- Facts about volunteering
- Updates on your SLPs
- Links to news on your website
By a show of hands, how many of you are hoping to leave this workshop with the secret to making your club’s Facebook posts go viral?

Want to know how to guarantee your posts will go viral?

Best practices
I’ll be honest upfront: There is no equation to make our Kiwanis posts get the same numbers as a post by a celebrity. But the good news is we now have scientific data to help us understand why people like and share the posts they do. So let’s go into what we should be paying attention to.

Want to know how to guarantee your posts will go viral?

Me too.
What’s great about popular social media networks like Facebook is that they often have fan data included in what’s called an admin dashboard.
If you are an admin of the page, go to your club or district page and click on the link in the top navigation bar called “Insights.”
Here, you can see graphs of fan growth, which posts people liked the most, how many people viewed your page, etc.
On the left-hand side, you can see categories of charts and data, such as how many followers you have, numbers of people who have seen your posts, etc.
There’s a lot of data here. What’s most important?
Best practices

What’s most important?

Is it likes?
Best practices

What’s most important?

Is it likes? Nope.
Best practices

What’s most important?

Is it likes? Nope.
Is it reach?
Best practices

What’s most important?

Is it likes? Nope.
Is it reach? Not that either.
Let’s break it down: Likes are what we in the industry call “vanity metrics.” Think about how simple it is to just click a Facebook reaction. What does it do? Well, beyond telling the page owner you like its content, not much. They just like and scroll away. And just because your post is seen by a lot of people doesn’t mean it’s effective. What we want to see most are shares – they’re our social media currency.
The best way to get your message out to people outside your club? Posting content that people will want to share with their family and friends. Thankfully, we have science to help us figure that out. 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.
People share posts that make them look good. If you were to see a FB post with an article about how graduates of your alma mater are the most successful of any school in your nation, what would you do? You’d share it, right? Because it makes you look good. The good news is, a lot of what we do falls within the results of that study. Volunteering benefits someone’s 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.

Best practices

The science of sharing:

“When a story more effectively tapped into people's desire for others to see them favorably, and presented an opportunity to relate to others positively, they were more likely to share it — and possibly make it go viral.”
How to find your post stats:
As an admin, you can see post stats just in the feed, or you can go to “Insights” again and click on “Posts.”
Choose a published post from the list to see how many shares it has received. (This includes shares on the post on someone else’s timeline too.) You can also see reactions, the number of people who saw your post, and how many people clicked on a link if your post had one.
Engagement is the number of times people have interacted with your page, such as liking, sharing and commenting on your posts – basically a bunch of stats combined. This tells us whether your content is what your audience wants. Remember when we talked about reach not being effective by itself? That’s because if thousands of people see your post but hardly anyone shares it or comments on it, it’s something that should be reevaluated. And a page with a small following could have high engagement if its Facebook fans are excited to interact with it.
Let’s quickly talk about crisis communications. Vicki Hermansen led a workshop on this earlier this week, but we’ll focus just on “mini crises” – such as if someone says something negative about us, or if someone posts something inappropriate to their personal pages.
Kiwanis International uses the “stoplight policy” for knowing how and when to respond.
With green, there’s no reason not to respond if necessary or appropriate.
With yellow, proceed with caution. If possible, provide them with the information they’re missing, or at least respond to let them know you’re looking into an issue.
In this case, let it be. Doing nothing usually solves the problem. Wait to see if someone else joins in, or if another member offers an alternative perspective. If things start getting out of hand, feel free to contact pr@Kiwanis.org. (← want me to say this?)
This is a question we sometimes have to deal with: What if someone—a member or non-member—posts something bad about Kiwanis on his or her personal account? Maybe it’s political or inappropriate, or something completely unrelated to Kiwanis has been branded under our name. What can we do about it?
“What if someone posts something negative or inappropriate about Kiwanis on his or her personal account? What can we do?”

Answer: Politely request that it be taken down.

The answer is: Truthfully, not much. If it were a post on your club page, for example, you could make sure all fans understand that you have a zero tolerance policy and will remove posts when they don’t follow your guidelines. However, if it’s on someone’s personal page, they have the freedom to express themselves how they choose. That said, if the post is obscene or violates Facebook, Twitter or Instagram’s guidelines, you can request for it to be deleted by that platform’s staff. Or you can contact the person who posted it and politely request that the content be taken down.
Finally, we’ll talk about some of my favorite resources to stay up-to-date on everything related to social media. Hootsuite is one of many programs that lets you schedule posts in advance from up to 3 social media profiles for free and gives you some basic data about your followers. The free account also gives your team access to video tutorials about how to use social media to your advantage.
One of the best resources is Facebook’s center of information specifically for nonprofits. It starts with the basics of building a page for your club or district and provides tools to raise awareness about causes and events, collect donations and recruit new members and community supporters. And if you need inspiration, Facebook regularly updates its Success Stories page with real-life examples of nonprofits with small to no budgets. If you’re an admin of a Facebook nonprofit page, you should receive occasional emails from Nonprofits on Facebook whenever new features or ideas are added.
Questions?
Thank you, everyone! Next in this room, Steve will return to talk about using Facebook’s advertising features to promote your club. And don’t forget to fill out evaluations for all of your Saturday workshops in the email you’ll receive later this morning.