Hello, everyone, and happy PR webinar Tuesday! Welcome to today’s webinar, which is all about social media and how we can use it to promote Kiwanis and everything we do for kids.
But first, let me introduce myself: I’m Sarah Moreland Byrne, Kiwanis’ digital media specialist for the last 2 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. Digital media—especially social media—is what I love, and I tend to wear my heart on my sleeve, or...
... in the case of my photo here, on my belongings.
Thank you to everyone who took our survey! Your feedback helped us shape what we’ll discuss today. So, what’s on the agenda? First, we’ll briefly talk about why we 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.
Then we’ll talk about some best practices for the “top 3” most used networks and share examples of good social media campaigns.
We’ll also briefly touch on how to handle small crises on social media—such as public complaints or if a member posts something inappropriate to his or her personal page that somehow involves Kiwanis.
Then we’ll share some of our favorite resources, including where to find tips specifically for nonprofits and tutorials for people at all levels of social media savviness.
Finally, we’ll end today with time for questions. We’ve shaped this agenda around the survey responses we received, so if you have a question that doesn’t get answered during this webinar or a question that pops up right after, feel free to post in the KI PR Coordinators Facebook group or send me an email [repeat email address].
So, let’s get started with the most important question: Why? Why should we invest time into social media? And there are several answers to this, many of which were mentioned in our survey results from you. [go thru list above] 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, so focus on the value—and fun!—it can bring to your club and community.
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. As we know from The Formula’s research, Kiwanis clubs need to grow and attract younger members to keep membership strong. Social media is often how younger members get information and are exposed to new ideas and groups—and for millennials in particular, a recent study shows that’s the No. 1 way they choose to communicate with brands and organizations. Journalists, too, pull story ideas and contacts from networks like Twitter. In this digital age, signs and flyers aren’t enough to spread the word about your club.
So, where do we begin? From the survey results, some people are very comfortable with multiple platforms and others are comfortable with maybe one, and that’s OK. Today, we’ll discuss some strategy, best practices and suggestions for posts, and for anyone who’s not yet comfortable with social media, we’ll also share some tutorials you can use and share to make the world of social media less confusing.

So, looking at social media for your district and for clubs, here are some things to consider: Who’s in your district or club now, and how they prefer to receive information.
Who you’d like to reach. Is your club seeking younger members? Meet them where they are. In general, Twitter skews toward male Gen Xers (35-49); Instagram toward female Millennials (19-34).
These next two work together: What are your communications strengths, and what are the strengths of the platform?

For example, do you have a member who’s a fantastic photographer? That can play to Instagram, which highlights beautiful photography. If good photography of your club’s events 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.
I often get asked how many social media platforms clubs should use, and again, there’s no real answer. But here’s my recommendation:

• Current club audience
• Who you’d like to reach
• What your strengths are
• What the platform is best for
• What your club can handle
Start with Facebook. According to a recent survey from SproutSocial, 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.

Another fun fact: In a 2016 Nielsen Media survey of the above groups, the generation that spends the most time on social media ISN’T the Millennial generation. It’s actually Gen X!
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 club can handle.
In this webinar, we’re focusing on 3 social networks: Facebook, Twitter and Instagram. Of course, the digital world is full of other networks, but we’re focusing on these three because 1) they’re well established and not going away anytime soon and 2) your audience is already using these, which means less work for a bigger reach.
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 you to create and share 6-second video clips—founded a new app called Peach about a year ago, and within 24 hours it had surged to the top of the Apple Store charts. If you haven’t heard of Peach, I wouldn’t be surprised. That’s because 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?

On the other hand, there are some newer platforms that are becoming more and more established. You may have heard about Snapchat’s IPO last week, and that’s an example of a platform that has seen continued success and could be around for awhile.
So now that we’ve talked a bit about the strategy behind choosing the platforms that work best for your club, let’s learn about some best practices for social media in general. First, form a social media team within your district. (This is a great way to get new members involved!) Having a team ensures that no one person gets stuck with all of the work, and if that person goes on vacation or gets sick, someone else can help manage your district’s accounts. 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 networks, 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. My suggestion is to sit down as a group and come up with about a month’s worth of ideas. This sounds like a lot, but it could simply be 3 posts a week, such as reminders to club members about upcoming events, news articles about the benefits of volunteering, content shared from Kiwanis International’s social media accounts and silly photos showing members having fun or photos of the kids who benefit from our service. 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 so that someone can continue managing social media if another member moves or leaves the club.
When creating content for social media, remember that even though it’s coming from our accounts, it’s not all about us. What is it that 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?
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.

Best practices

• Form a social media team
• It’s not all about us
• Create posts that are easily shareable
This quote from the study sums it up: [read quote] / 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.
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 listed at www.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.
Who’s our competition? Rotary? Lions? Other service clubs?

Who’s our competition on social media? It might be different than what you think.
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. If fans and followers don’t interact with you on a regular basis, they’ll start seeing your posts less and less. So our ultimate goal is for our followers to see us as worthy of their limited time.
Now for best practices specific to each platform. First, Facebook. I mentioned earlier Facebook’s algorithm, which sometimes makes people want to pull their hair out, but the good news is that as long as you publish content that your fans like and share, you’ll end up on the good side of the algorithm. So focus on the good content, the posts that make people excited and proud to be Kiwanians. And, as always, quality over quantity.
Which leads us to our next point: how often to post. If you’re posting several times a day, it’s likely that people won’t interact with all—or any—of your posts, and eventually they won’t see any of your content at all. Posting less, and posting high-quality images and videos and links when you do, will help followers know that you only share what’s most important to pay attention to.
But if you’ve paid attention to Kiwanis’ official Facebook page, you’ve probably noticed that we tend to break that rule. Why do we? Well, that’s because frequency of posts depends on your number of fans. If your page has under 1,000 fans, you’ll want to limit your posts to 1-3 times per week, according to data from Hubspot. If between 1,000 to 10,000 fans, it’s safe to go up to 5-7 posts per week, and anything larger—such as Kiwanis’ Facebook page, which currently has about 55,000 fans—up to 12 posts a week is OK.

Regardless of how many posts per week your page should do, there are a number of inexpensive or free programs you can use to schedule your Facebook and Twitter posts in advance. With programs like Hootsuite, which we’ll talk about more later, you can schedule a week or month’s worth of posts at once, maybe even during your social media team’s meeting, to save time and energy later.
If you’re verbose (like me), you might prefer Facebook to Twitter because it doesn’t have Twitter’s 140-character limit. But based on data, the best Facebook posts are ones that have fewer than 100 characters. (That includes spaces!) Shorter is better because, as we know, everyone’s busy and our time is important.

Best practices: Facebook

• Focus on good content
• Post no more than once per day
• Post frequency depends on fan numbers
• Keep posts to under 100 characters
Facebook puts emphasis on visuals, so posts with videos and photos get higher priority than links and simple text posts. When you can, add a strong visual so your post is more likely to be seen.
What’s great about popular social media networks is that they often have fan data included in the admin dashboard, and Facebook is no exception. 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.
Let’s break down what some of these Facebook Insights terms mean: Engagement is the number of times people have interacted with your page, such as liking, sharing and commenting on your posts. Reach is the number of people who saw any of your posts, which includes people who saw your post because someone else shared it. Fan growth is your net total of new fans, minus any previous fans who unfollowed you.
Now on to Twitter. Unlike Facebook, Twitter doesn’t have the same limitations on frequency of posts, but you still don’t want to spam people’s feeds. Post at least once per day, up to 3 times a day. Note that this number doesn’t apply to replies or conversations.
Twitter is the place where people most often communicate questions or negative feedback directly to brands and organizations—and where they expect a quick reply. Aim for a 50/50 split: half of your tweets should be responding to people who have tweeted at you with questions and comments or retweeting what others have posted about your club or district. The other half can be content you want to share with current and potential members.
Whenever possible, try to respond quickly (within a day) to any messages or tweets you receive asking for resources or clarification. Multiple studies show that a positive interaction with a brand on Twitter often leads to a positive connotation—and vice versa. If someone’s request lingers too long or is ignored, it can lower Kiwanis’ reputation.
If you use the Twitter app on your phone, you’ll find a list of trending hashtags under the “Explore” button. These are the top 10 most used hashtags in your region/country right now, and they’re updated frequently throughout the day to reflect what people are talking about. A great way to get your Twitter account noticed by someone who isn’t currently a follower is to tweet using one of those hashtags. For example, when one of the trending hashtags was #MyValentineIn4Words, we tweeted “#MyValentineIn4Words: Kiwanis Service Leadership Programs! We @keyclub, @circlekintnl, @BuildersClub, @kiwaniskids and @aktionclub!”
Of course, there’s danger in joining a hashtag if you don’t know how it’s being used. In 2014, Digiorno Pizza saw that the hashtag #WhyIStayed was trending and tweeted “#WhyIStayed: There was pizza.” What their marketing department didn’t realize was that the hashtag was trending in response to a domestic abuse case, and Digiorno received a lot of negative feedback about their tweet making light of a serious situation.

Before joining a trending hashtag, see how others are using it, and check Twitter’s Moments feature (listed below the trending hashtag list if you’re looking at it on your phone) to see if they list how it originated.
Our third platform is Instagram, which relies heavily on high-quality images.
Because this platform stresses quality over quantity (notice a theme?), frequency can be a lot lower than Facebook and Twitter, but you still want to make sure people regularly see your photos. Post at least once per week, and no more than once per day.
People open up their Instagram app to be inspired and feel happy, so keep your info upbeat. Unlike Facebook and Twitter, Instagram doesn’t allow URLs in posts, so you can’t link to content; however, Instagram allows you to include multiple hashtags so your photos can easily be found by millions of people.
Crisis communications: What do we do if someone says something negative about us, or if someone posts something inappropriate to their personal pages? That’s where our “stoplight” policy comes in.
GREEN: Someone is asking a question or providing a positive or neutral comment.

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, contact Vicki or Steve ASAP.
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?
The answer is: Truthfully, not much. If it were a post on your district 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, as I mentioned earlier, is one of many programs that lets you schedule tweets and 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.
This guide from Top Nonprofits has social media best practices all on one PDF, so it’s easy to download and hang up next to your computer. TopNonprofits.com can also be a resource for your district, beyond just social media.
If you or someone you know doesn’t yet feel comfortable with the basics of a social media platform, Lifewire has several easy-to-understand tutorials. Branded as “Lifewire: Tech Untangled,” you can type in a keyword (such as “Facebook”) and several articles about Facebook will come up, such as “What is Facebook?” and “How Facebook Works.”
Questions?
Our next webinar will be Tuesday, April 4 at noon Eastern, 9 a.m. Pacific. We'll have a round robin of topics to discuss, including:

1. How to get the most media momentum out of a Legacy of Play entry
2. How to take advantage of Teacher Appreciation Day in May
3. The launch of the new Kiwanis.org
4. A huge investment in marketing Kiwanis

We hope you'll join us then.