

FACEBOOK 100

Kiwanis International can help!
Get tips, tools and resources at
kiwanis.org/brand.

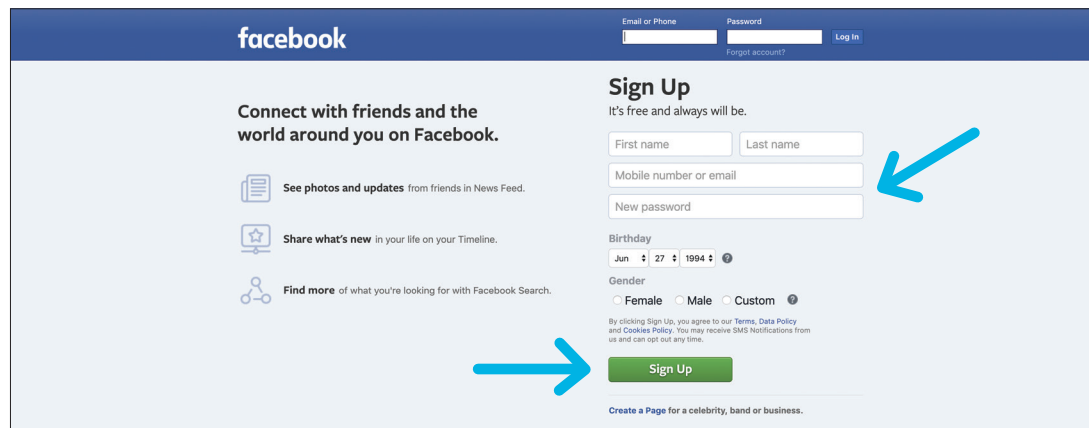
THE CHALLENGE: Too many Kiwanis clubs rely on traditional communication tools instead of social media.

For decades, Kiwanis clubs have relied on flyers and signs to spread the word about projects, fundraisers and other events. But social media offers a wider and more efficient reach. For example, nearly 170 million people in the United States (more than half of the population) use Facebook. Around the world, there are 1.5 billion daily active users on average. It costs clubs nothing to use Facebook — and to share what they're doing and why people should join them.

THE SOLUTION: Use social media (Facebook in particular) to spread information about club projects, fundraisers and other news.

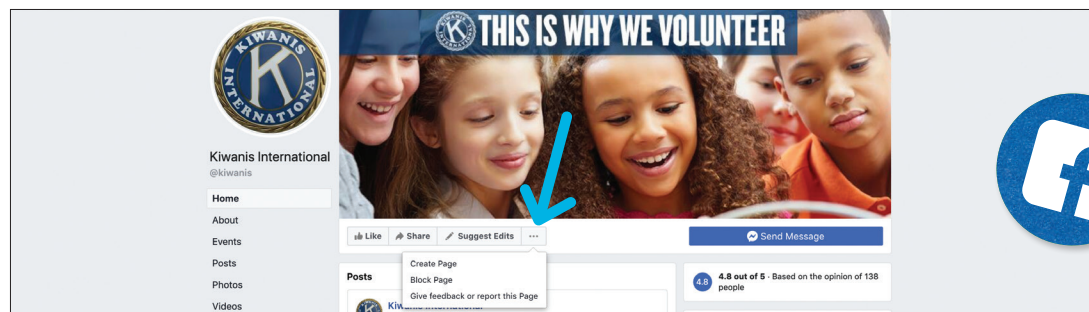
HOW:

- 1 **Go to facebook.com and create an account.** You will enter your first name, last name, mobile phone number or email, birthday and gender. You will also create a password. Click “Sign Up.”

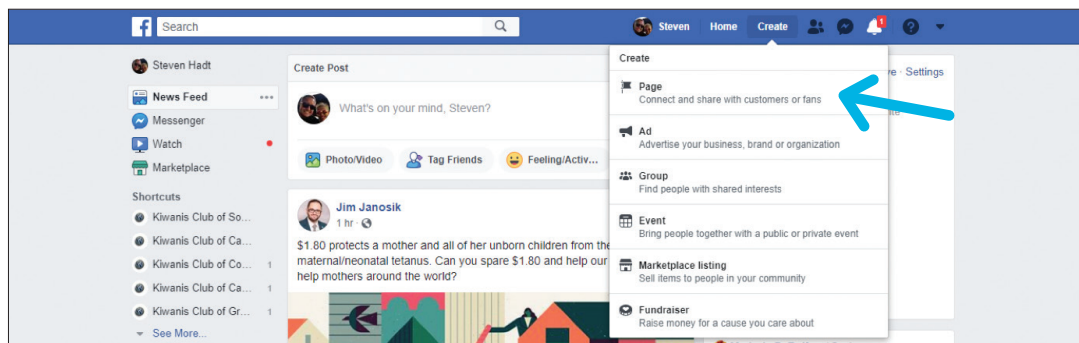


The screenshot shows the Facebook 'Sign Up' page. On the left, there's a section titled 'Connect with friends and the world around you on Facebook.' with three options: 'See photos and updates from friends in News Feed.', 'Share what's new in your life on your Timeline.', and 'Find more of what you're looking for with Facebook Search.' On the right, the 'Sign Up' form is displayed. It includes fields for 'First name', 'Last name', 'Mobile number or email', and 'New password'. Below these are 'Birthday' (with a date picker set to Jun 27, 1994) and 'Gender' (with radio buttons for Female, Male, and Custom). A 'Sign Up' button is at the bottom right. A blue arrow points to this button. Another blue arrow points to the 'New password' field.

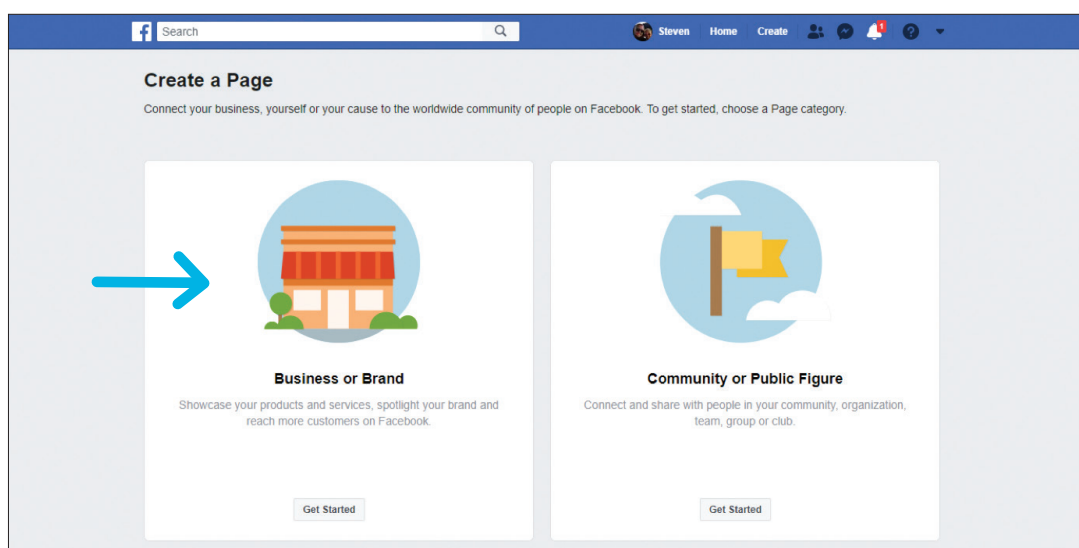
- 2 **Become familiar with the Facebook platform.**
- 3 **Confirm that your club doesn't have a Facebook page already.** Check with other members. Put your club name into the Facebook search bar. Report to Facebook any dead or unused pages you cannot gain access to by clicking on the three dots under the page's cover photo and click “Report page.”



- 4** If there isn't already a Facebook page for the club, click "Create" in the blue bar at the top of the page and choose "Page."



- 5** Select "Business or a brand" and click to get started. Input your club's name and select "Community service" in the category field.



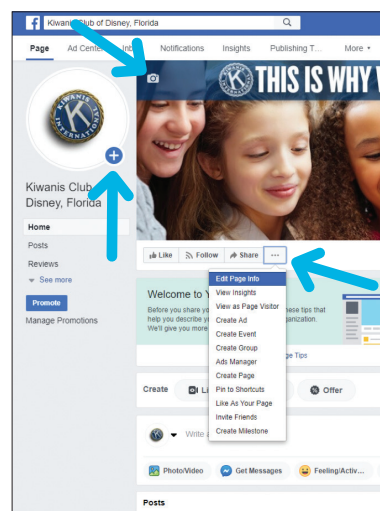
- 6** Upload a profile photo. Kiwanis International has several options available for you at kiwanis.org/brand. Click on the "social media" button.

- 7** Upload a cover photo. Kiwanis International has several options available for you at kiwanis.org/brand. Click on the "social media" button.

- 8** Update the "About" information by clicking the three dots under the cover photo and selecting "Edit page info." Focus on how your club helps the children in your community.

- 9** Share the page with your friends, family and colleagues. Ask them to "like" the page so they can learn more about how your club improves the community.

- 10** Post consistently, with interesting content with interesting visuals. Keep posts under 100 characters.



Kiwanis