

FACEBOOK 101

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Use your club's social media effectively

THE CHALLENGE: Social media is a powerful communication tool, but the average user just keeps scrolling — unless you convince them to stop.

THE DETAILS: Think about your social media audience as both current *and* prospective members. For example, Facebook should showcase the amazing things the club does so strangers can learn about us and current members can reconnect with the reasons they love the club.

THE SOLUTION: Create content that stops mindless scrolling.



- 1 Use videos and photos.** Posts with images get twice as much engagement. But it must be an *engaging* image. Skip the photos of checks and donated goods — focus on the smiles of the kids receiving your club's generosity. People respond better to images of happy faces and people in action.
- 2 Write fewer words.** Posts between 100-140 characters get more attention. Use words that evoke good feelings. The three types of posts that people like and share are inspirational, entertaining or those that contain useful resources.
- 3 Make it understandable.** Avoid acronyms like SLP, MNT and IDD. Remember, your audience isn't just superfans. It's also people who don't know Kiwanis. And make sure there are no typos or broken links — so your club's culture looks efficient and well organized.
- 4 Have a clear call to action.** What do you want the user to do after seeing your post? Tell them and they're more likely to do it.
- 5 Post 2-3 times a week if your audience is less than 1,000 followers.** Need ready-to-use content? Go to kiwanis.org/brand and click on the "Social Media" button.
- 6 Encourage friends to interact with posts.** Your followers will see more posts from the club if people interact with them. The most important metric is the number of shares a post receives. That shows whether the content you're posting is relevant to your community.
- 7 Expand your social media presence — cautiously.** Each platform has different strengths and formats, so it's not as simple as writing one post and sharing it on multiple platforms. For instance, it's better to have a strong Facebook page than to spread yourself thin with multiple social media pages. Quality over quantity.
- 8 Make it easy and fast.** People often decide within seconds whether a club is a good fit. A potential member, partner or donor should know exactly what you do by looking at the most recent three posts, the cover photo, the profile photo and the "About" section. And when someone contacts you via your page, respond immediately.



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