

# Social Media Strategy

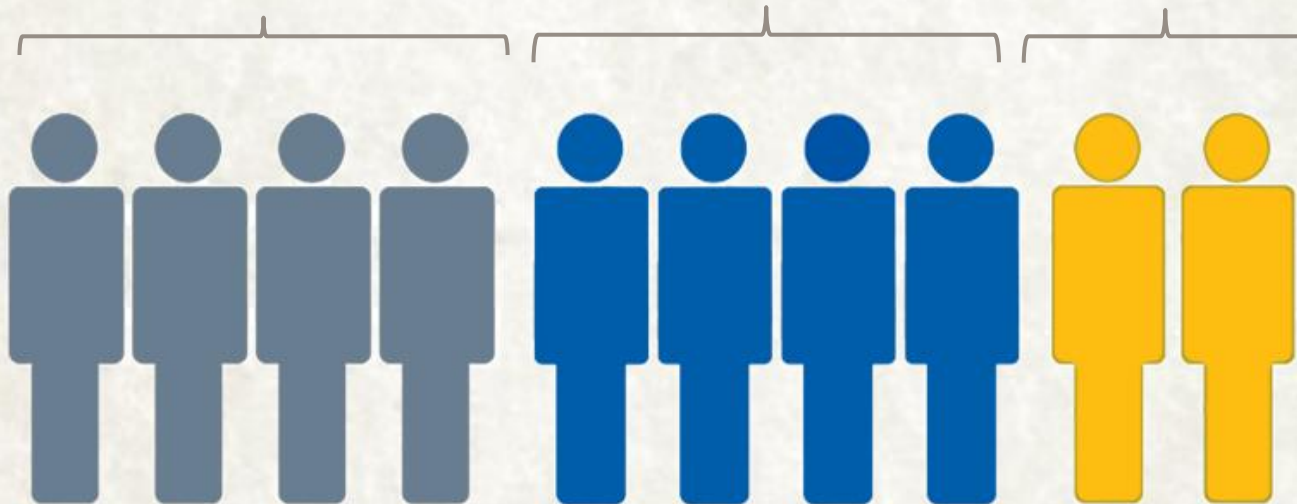
# What's RI doing in media?

# SURVEYS SHOW

Never Heard  
of Rotary

Know  
Name Only

Some  
Familiarity



# STRENGTHENING ROTARY



IT'S **HARDER** TO REACH  
OUR FULL POTENTIAL

**Not earning** full credit for our  
good work

Why did you initially **join Rotary?**

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Why do you **stay with Rotary?**

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- **To positively impact my community**
- **Friendship & Fellowship**

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# These are your next generation membership materials!



**JOIN FOR OUR  
COMMUNITY.  
STAY FOR THE  
WORLD.**

**Rotary** 

**JOIN LEADERS:** [www.rotary.org](http://www.rotary.org)

## JOIN THE FIGHT TO END POLIO



Only three countries remaining.

Nigeria Afghanistan Pakistan



**Through Rotary, I'm leading my community forward.**

7%

30%

63%



# BE A ROTARY CHAMPION



That's fantastic....

But what does it mean for  
MY club or district?

“It’s often difficult to do something exceptionally well if we don’t know why we’re doing it in the first place.”

Daniel Pink

# What is your club's/district's story?

- What is its purpose?
- What gives it heart?
- Why does your club/district matter?

- Who have you helped? Talk about the beneficiaries. Show photos.
- Why did you get involved?
- How can others help?

- Who is my audience?
- What do I want to tell them?
- Is my message of concern to them?
- How am I going to reach them?

What is your elevator speech?

What is your elevator speech becomes...  
What is your CLUB'S elevator speech?



# What does this say?



**Rotary Club of**

Personal Items donated by friends and sunrisers for the kids at **Garlands**  
Children Home in Anchovy — **Sunrise Shoebox Project** (26 photos)



Unlike · Comment · Share · 5 · Sunday at 9:45pm ·

... versus what this says?



**Rotary Club of**  
Intro of Personals



Like · Comment · Share · 1 · 2 hours ago ·

- My club is active, but they don't exactly have a library of action photos...

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  - Rotary.org
  - Rotarians on Social Networks Fellowship (<https://www.facebook.com/groups/rosnf/>)
  - Rotary Global History Fellowship (<https://www.facebook.com/RotaryGlobalHistoryFellowship>)
  - The Rotarian

- The single most important social media platform is....

- The single most important social media platform is.... **THE ONE YOU USE**
  - Facebook
  - Twitter
  - Instagram
  - Pinterest

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- Pictures work. Per Forrester, Instagram has an engagement rate of 4.21%. Facebook? .07% - Twitter? .03%
- But video works even better. If you're not posting pictures and videos, you're missing out.

# Q & A