

District Training Bulletin 7

“I don't pretend we have all the answers. But the questions are certainly worth thinking about.” **Arthur C. Clarke**

Social media

Two training sessions have been arranged for better understanding social media:

“Basics” will be on **Wednesday 29th May**, at 7.00pm by zoom

“Intermediate” will be on **Wednesday 12th June** at 7.00pm by zoom.

These sessions are open to **ALL** 1040 Rotarians, because the role of social media doesn't just fall to your PR/marketing officer – it's something all Rotarians should be engaging in.

Basics: Facebook (Basic overview; set up for business.)
Overview (uses / when and how to use) of TikTok;
YouTube, Instagram, and LinkedIn
How to create content for social media
Best practice tips

Intermediate: How to use # effectively
How to design and run a Facebook social media campaign to create impact and action
How to find / get people to follow us
How to track a campaign / use the analytics
Pros / cons of boosting posts
LinkedIn – how to use and how to get most impact

You can book on one or both courses. They will last around 1.5 hours including questions. Please note, if you book on the Intermediate course, please either already have a basic knowledge or have done the basic course as we won't be repeating the basics.

You need to register - to register your place, please click on the following links:

[Basics](#)

[Intermediate](#)

Foundation

The recording and a copy of the presentation made at the Foundation training session in March is now available on the DKL.

<https://www.1040knowledge.net/foundationtraining>

District assembly

The various presentations made at District assembly are now available on the DKL. There are some more to add, and they'll be available soon. <https://www.1040knowledge.net/districtassembly24>

So, a short and sweet bulletin this month, and I'll see you at the social media training.

Susan Rogers
District Training Officer

Susan.rotarian@gmail.com

DKL <https://www.1040knowledge.net>