USING FACEBOOK FOR ROTARY

HOW TO SET UP AND USE YOUR CLUB'S FACEBOOK PAGE

SET UP FOR SUCCESS

Setting Up Your Club's Facebook Page

Key Things To Know when setting up a Rotary Club page

SETTING UP YOUR FACEBOOK PAGE:
FACEBOOK GROUP VS PAGE

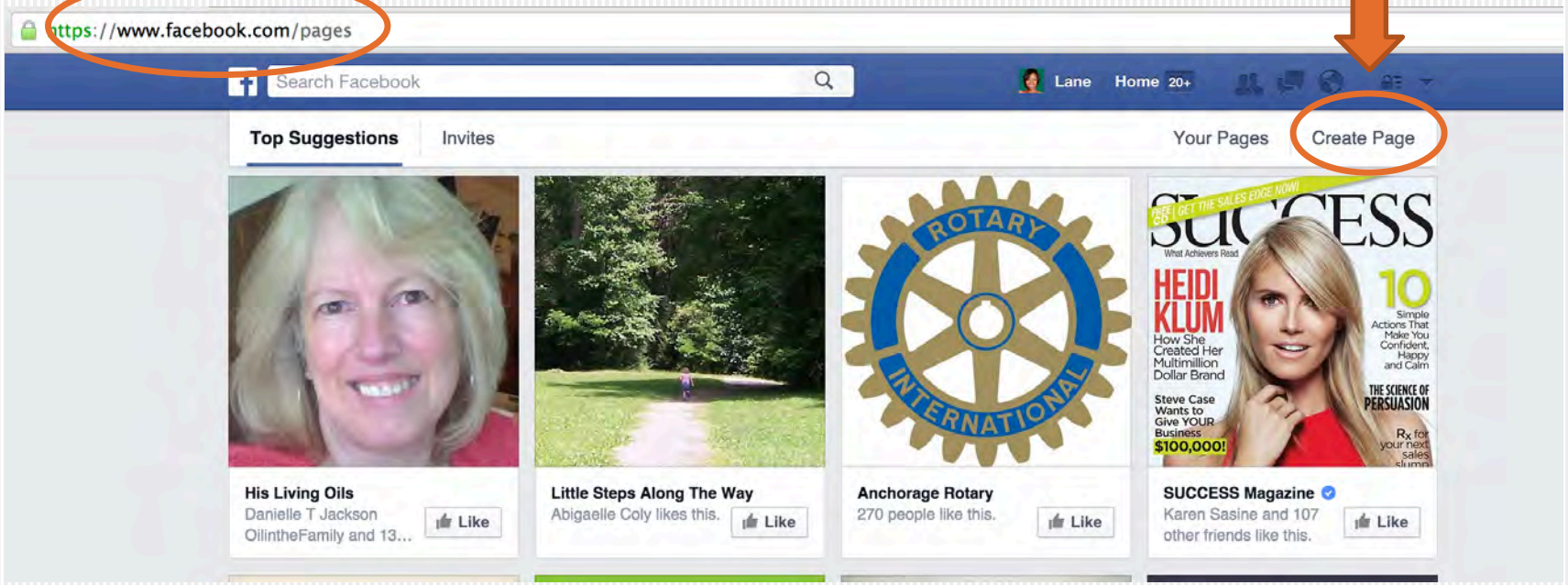
Set up your club's Facebook presence as a Facebook

PAGE

(not a group)

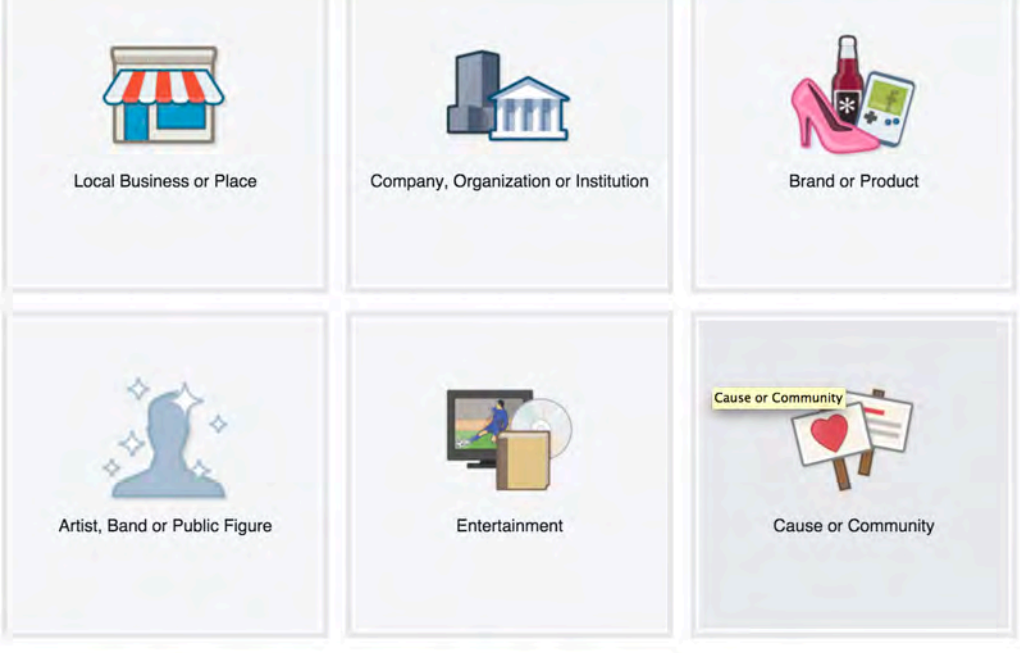
SETTING UP YOUR FACEBOOK PAGE

Facebook.com/Pages



SETTING UP YOUR FACEBOOK PAGE

Choose Cause or Community



Join us on facebook

SETTING UP YOUR FACEBOOK PAGE

Make sure your Page name includes the name of your Club

Join us on facebook

SETTING UP YOUR FACEBOOK PAGE:
ABOUT SECTION

- Give a brief overview of your club, including:
- Name of club
- Meeting location and times
- Include your website address on the first line

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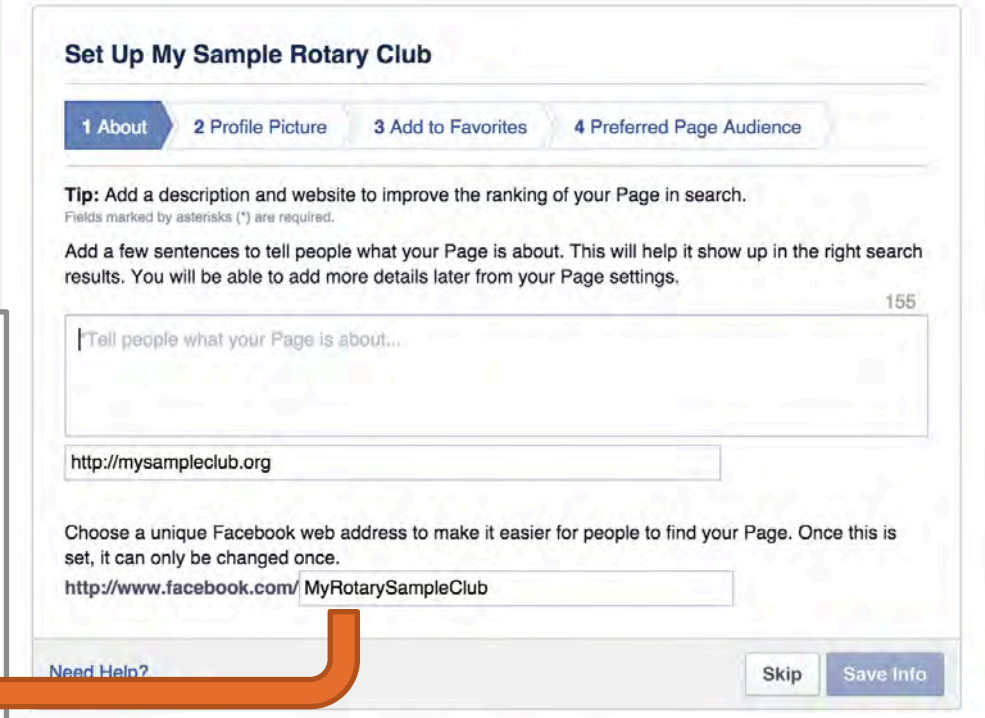
SETTING UP YOUR FACEBOOK PAGE

Be sure to shorten the link to your club's page so it's easy to share!

Create a Custom URL (Link) for your page at set up or go to

Facebook.com/UserName

TIP: Since your FB page URL has to be all one word with no spaces, capitalize first letter of each word so it's easy to read.



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SETTING UP YOUR FACEBOOK PAGE:
PROFILE PICTURE

Profile picture needs to look good as a small square

- Easily identifiable, e.g. Rotary emblem
- Not likely to change regularly

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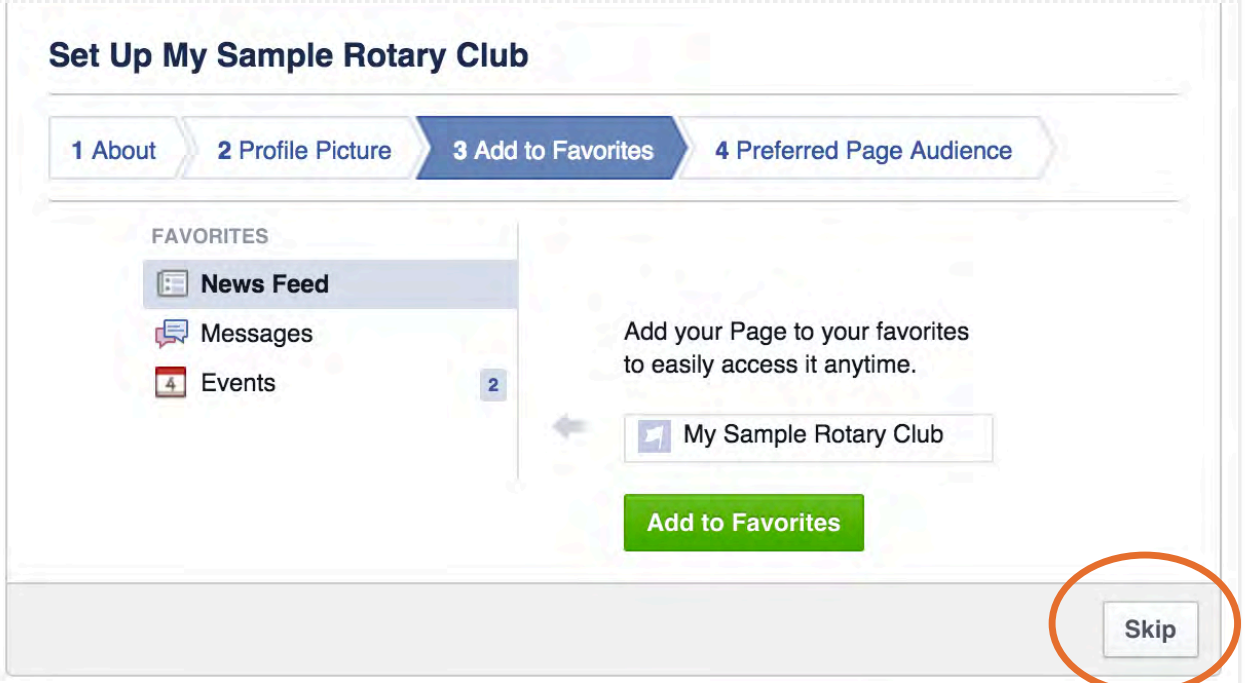
SETTING UP YOUR FACEBOOK PAGE

You can skip steps 3 & 4!



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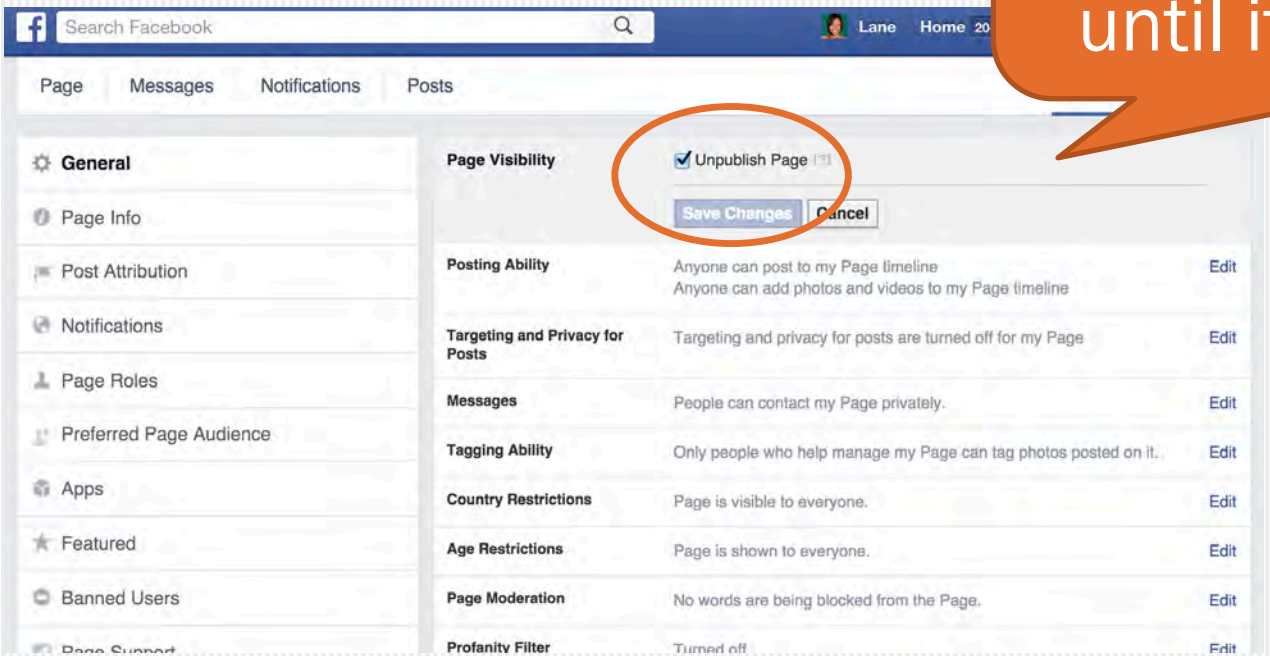
SETTING UP YOUR FACEBOOK PAGE

Go to Settings and UNPUBLISH your page until it's ready to go!



ROTARY INTERNATIONAL

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SETTING UP YOUR FACEBOOK PAGE:
COVER PHOTO

- Cover photos can showcase your club members and activities
- Tip: Complete the photo description and include your club's website address for people who click your cover photo

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SETTING UP YOUR FACEBOOK PAGE:
CUSTOMIZE YOUR FACEBOOK GRAPHICS

Watch the video tutorial on Social Media Graphics to learn how to customize your club's FB Page graphics

http://bitly.com/RotarySMGraphics

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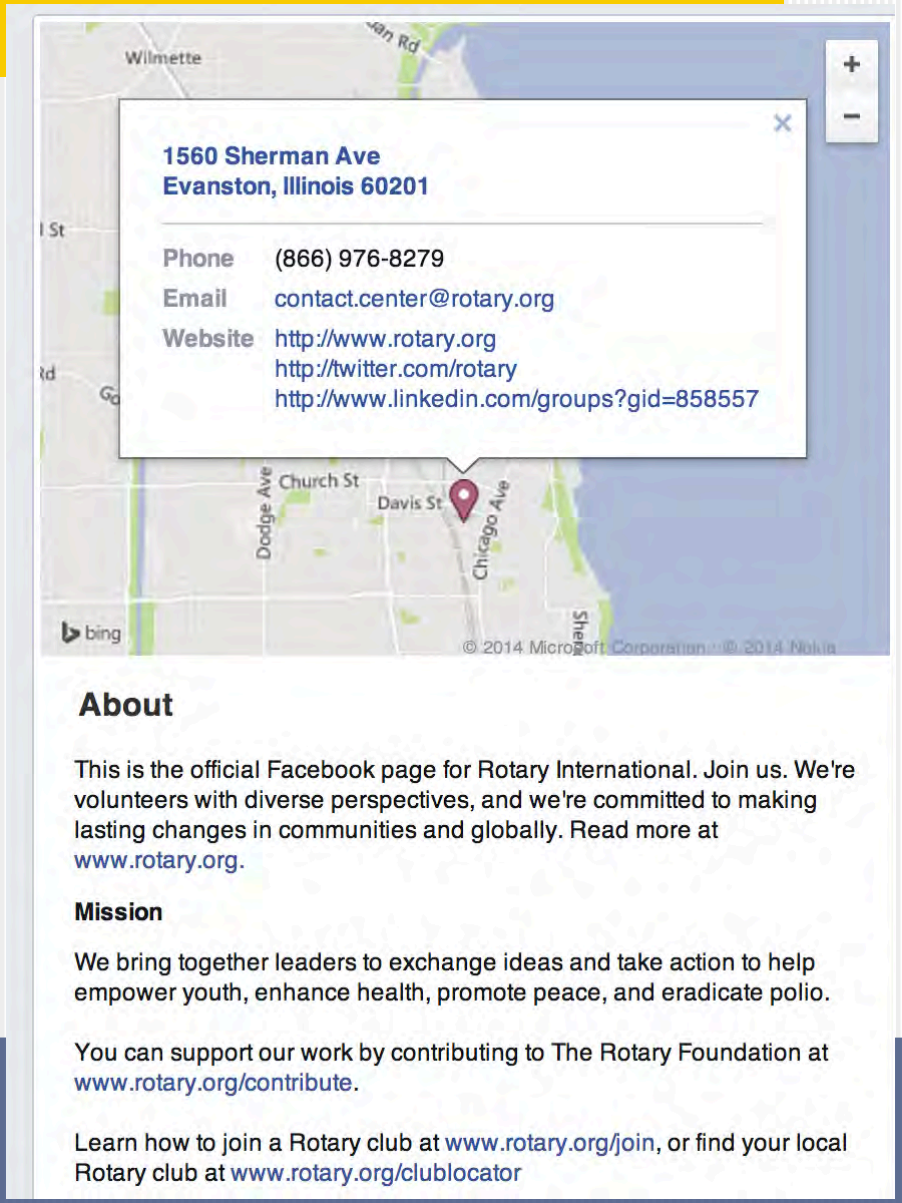
SETTING UP YOUR FACEBOOK PAGE:

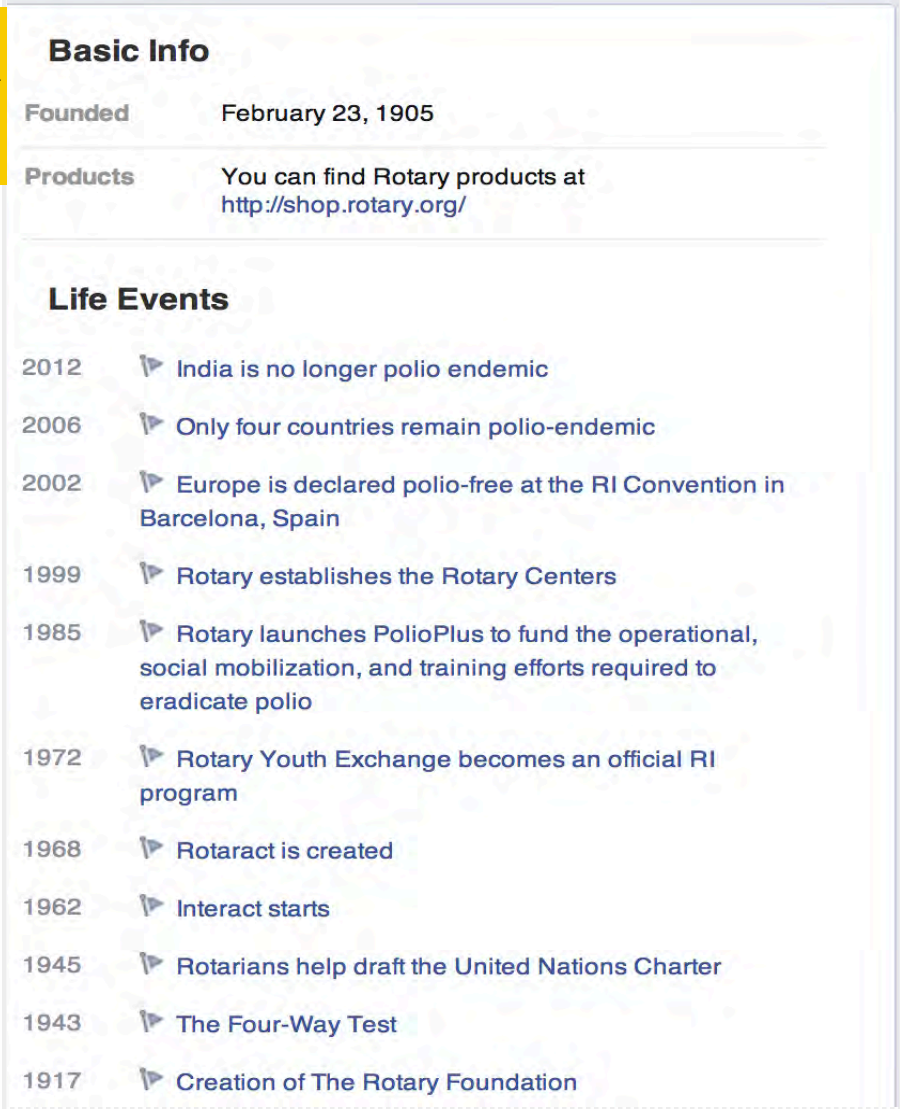
ABOUT SECTION

- Fill in as much detail as possible – especially your contact details!
- Fill in the Address Section to add a map



SETTING UP YOUR FACEBOOK PAGE: *ABOUT SECTION*

- **Use Life Events/Milestones to record key occasions:**
  - When Club was founded
  - Club president terms
  - New Interact or Rotaract clubs formation dates
  - Awards and etc…



Basic Info

Founded	February 23, 1905
Products	You can find Rotary products at http://shop.rotary.org/

Life Events

2012	India is no longer polio endemic
2006	Only four countries remain polio-endemic
2002	Europe is declared polio-free at the RI Convention in Barcelona, Spain
1999	Rotary establishes the Rotary Centers
1985	Rotary launches PolioPlus to fund the operational, social mobilization, and training efforts required to eradicate polio
1972	Rotary Youth Exchange becomes an official RI program
1968	Rotaract is created
1962	Interact starts
1945	Rotarians help draft the United Nations Charter
1943	The Four-Way Test
1917	Creation of The Rotary Foundation

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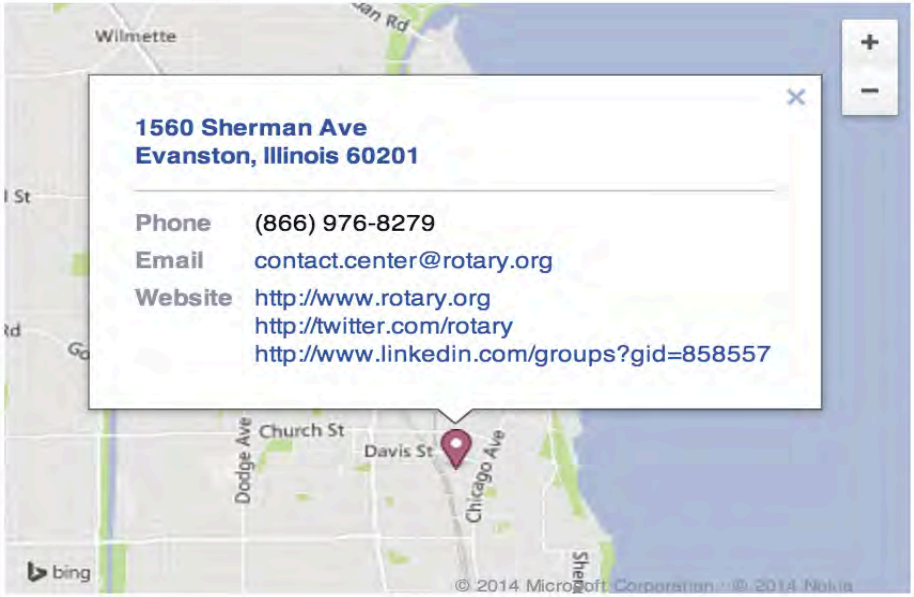

About

This is the official Facebook page for Rotary International. Join us. We're volunteers with diverse perspectives, and we're committed to making lasting changes in communities and globally. Read more at www.rotary.org.

Mission

We bring together leaders to exchange ideas and take action to help empower youth, enhance health, promote peace, and eradicate polio.

You can support our work by contributing to The Rotary Foundation at www.rotary.org/contribute.

Learn how to join a Rotary club at www.rotary.org/join, or find your local Rotary club at www.rotary.org/clublocator

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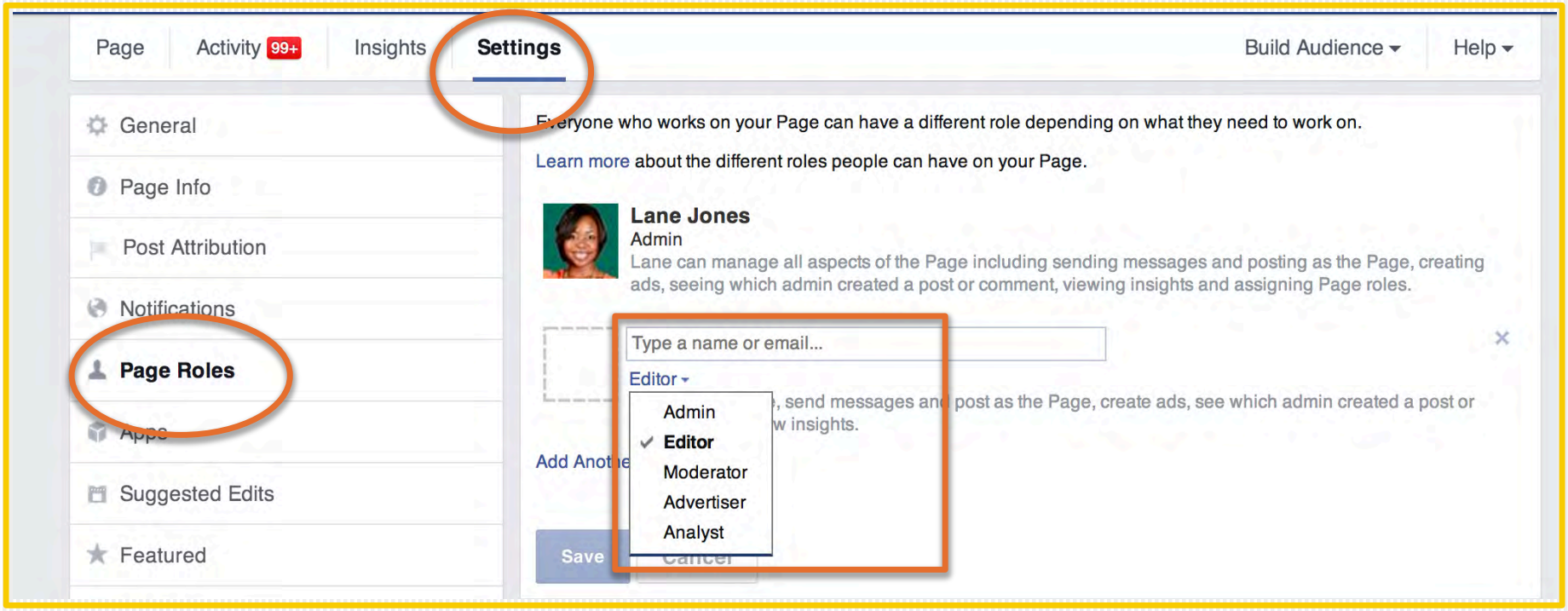
ROTARY INTERNATIONAL'S FB PAGE
is a great example of a complete profile

SETTING UP YOUR FACEBOOK PAGE:

LIKE OTHER PAGES TO CONNECT WITH DISTRICT, RI & OTHER ORGANIZATIONS

Join us on facebook

SETTING UP YOUR FACEBOOK PAGE:
ADD ADMINISTRATORS TO HELP MANAGE PAGE



Join us on facebook

WHAT TO POST ON FACEBOOK

Sharing & Telling the Rotary Story

Show people how much fun & impact Rotary has in your community

STAY CONNECTED

- LIKE Rotary International's Page
- LIKE the District Facebook page
- LIKE your own club's page
- Share from your club's page to the District's page

POSTING ON FACEBOOK

- Post about your individual members
- Post about your club meetings, events and projects
- Share from the District's and Rotary International's FB pages to your club's page

POSTING ON FACEBOOK: PHOTOS

- Share candid, action photos
- Happy people…and lots of them!
- Tell a story
- Showcase your members & achievements
- *Bragging is a socially acceptable behavior on Facebook!*

POSTING ON FACEBOOK

Use HOOTSUITE to manage Club Social Media Properties

Hootsuite.com

CLUB BUY-IN & PARTICIPATION

Social Media is a Team Effort

Encourage your club members to connect with your page

ENCOURAGING CLUB BUY-IN & PARTICIPATION

- Encourage members to LIKE your club page
- Be clear about objectives: awareness & marketing
- Feature members on your page
- Encourage members to post about Rotary on their own profiles
- Encourage members to post on your club page
- Show members how to TAG your club page
- Post at least 3 times per week to keep page active

WHEN IN DOUBT…

1. FOLLOW RI'S EXAMPLE

Facebook.com/Rotary

2. FOLLOW THE DISTRICT'S EXAMPLE

Facebook.com/Rotary7690

3. REFER TO FACEBOOK'S HELP

Facebook.com/Help