



SOCIAL MEDIA FOR ROTARY

A EASY "HOW TO" PRESENTATION



SOCIAL MEDIA

What is Social Media?

Social Media is the communication of the time. Driven by the population wanting “here and now” direction and response. It is a world wide means of immediate communication.

What means of Social Media are available?

There are dozens of means of social media; Blogs, Websites, Twitter, Facebook, LinkedIn, Flickr, YouTube, Four Square... and the list goes on and on.

We are going to focus on three means of Social Media:

Twitter – Facebook – YouTube

One common thread to be used in all of these will be Email.



TWITTER – FACEBOOK - YOUTUBE



Facebook

- There are more than 400 Million Active Users on Facebook!
- If Facebook were a country, it would be the third largest!
- 50% of the Active Users are on every day
- More than 3 million active pages and groups on Facebook
- Each active user has an average of 160 friends...I have over 700
- At the moment of preparation of this presentation, There are about 150 Rotary Clubs that have groups or pages on Facebook...so that is 150/300,000,000
- Time for some exposure

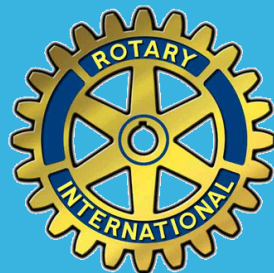


TWITTER – FACEBOOK - YOUTUBE



Twitter

- There are more than 145 Million Active Users on Twitter!
- At the moment of preparation of this presentation, There are about 27 Rotary Clubs reporting their club`s action...140 characters at a time
- Time for some exposure



TWITTER – FACEBOOK - YOUTUBE

YouTube



- There are approximately 3.5 Million visitors PER DAY on YouTube!
- Number 2 search engine (Google is number 1)
- Time for some exposure



GREAT EXAMPLES OF WHY YOU SHOULD!

Twitter

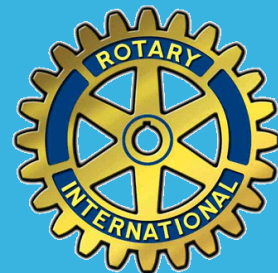
- When Saamis Rotary first got on Twitter, a `tweet` was sent out saying `Saamis Rotary is happy to send two students to Ottawa` - After sending that, one of the morning radio DJ`s wanted a phone call explaining why we are sending students to Ottawa. So a phone call was made and it was played on the air and suddenly the City of Medicine Hat was exposed to Rotary – even for the three minutes on air....for FREE....know what a 60 second spot costs?
- You get on Twitter and when media agencies `follow` you they see your tweets and they re-tweet... Saamis Rotary only has 59 followers right now, we have 6 news agencies that follow us, that is access to over 1,600 followers. If I personally re-tweet what Saamis tweets that gives access to over 4,200 people!



GREAT EXAMPLES OF WHY YOU SHOULD!

Facebook

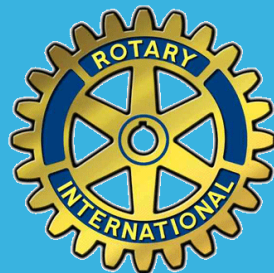
- Rotary Clubs have various fundraisers throughout the year. One that we just had is called `Beer for a Year` it is a great fundraiser. Tickets are \$20.00 each. It was placed on Facebook and within 10 minutes I had a phone call to buy a book of tickets...\$200.00 right there. You cannot BUY that type of exposure.



GREAT EXAMPLES OF WHY YOU SHOULD!

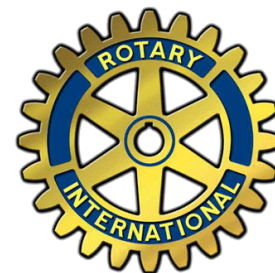
YouTube

- YouTube is a great place to upload videos and pictures of events and really give the club exposure. We had a recent fund raiser; Electronic Waste Round-Up, following the event, we put up a video which had pictures as well as the news report from the local television station and various `cut-in`s` that the local radio station did for us. It is a great place to send someone to learn about what we do.



LETS GET STARTED!!!!

A brief set-up guide to get things rolling....



STEP #1 – SET UP EMAIL FOR SOCIAL MEDIA



The best place to go to is www.gmail.com!

- It has the greatest capacity (you don't run out of space)
- Multiple users can use it
- Can easily be added to smart phones (iPhone, Android, Blackberry)

I would suggest that at least three Rotarians have access to the Gmail (and the following social media as well)

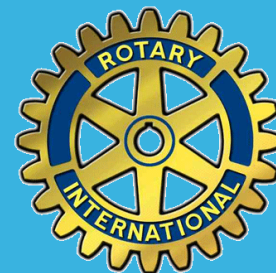


STEP #2 – SET UP SOCIAL MEDIA



Set up Twitter

1. Go to www.twitter.com – Enter info where it says `New to Twitter?`
2. When it asked for a Full Name, use your Rotary Name (ex. Saamis for the first name, Last name is Rotary)
3. Password should be something simple, yet complex so no one can hack your email. A mixture of letters and numbers work with a capital letter (sounds confusing but it is not really). Here is an example, if you chartered April 1, 1975 your password can be: April011975 or April1975 or even Apr111975 (using a 1 for the i).
4. Desired user name: use your rotary name with an underscore in the middle (ex: Saamis_Rotary). Because your club has a unique name, it will probably be available.
5. Answer the rest of the questions and you are set up!





twitter

Tips on Twitter

- If you have people in the club that have a current Twitter account, go in and follow them. Ask them to follow you.
- Search the word `Rotary` and follow other Rotary Clubs, they will follow you.
- Search out the media agencies (radio, TV, etc...) follow them, and ask them to help you get the message out that you need followers. It will all come in time.
- Tweet about fundraisers, events, links to Rotary International sites, Videos, etc...





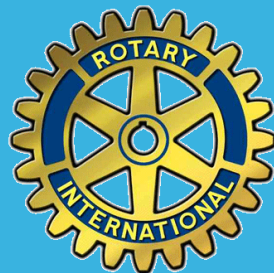
facebook

Facebook helps you connect and share with the people in your life.



Create a Group on Facebook

1. Go to www.facebook.com – Enter your personal info to login. A note – when you create a group or a page, the participants do not have access to your personal information unless they are your “friend”.
2. Go to the bottom of the page and in small letters you will see a link that says “create a facebook page” – click on that – drop down the menu to “non-profit” and then put in your Rotary name, so ours would be “Saamis Rotary Club”.
3. Answer the rest of the questions and you are set up!





facebook

Facebook helps you connect and share with the people in your life.



Tips on Facebook

- Invite all your friends to become members of your page
- Keep the site updated with links and status' of what is going on
- Don't be afraid to contact the media agencies (radio, TV, etc) and ask them to help you get the message out that you need followers. It will all come in time.
- When you update your own status, if you type "@" before the name of your page/group, it will also appear on that page too (for example @SaamisRotary will place it on that status as well as my own)
- **KEEP IT ACTIVE AND UP TO DATE!**





Create a Channel on YouTube

1. Go to www.youtube.com – Go to Create an account. Use the Gmail address you created and use your rotary name as your channel name with no space, so for example SaamisRotary.
2. Answer the rest of the questions and you are set up!





Tips on YouTube

- Search for other Rotary channels and become friends with them.
- Post videos of events, pictures, etc...
- Link to your posts in your Twitter and Facebook
- You can make photo montages using licenced music, however, YouTube will put advertising on your page in trade for using the music
- Make short videos on your specific club and its activities, 2-3 minutes at most.
- Longer videos after an event is suitable.
- **KEEP IT ACTIVE AND UP TO DATE!**

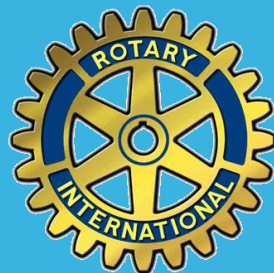


IN CONCLUSION...

This may seem overwhelming at first....just take one step at a time, but don't let it become an excuse to not use social media.

There are loads of free classes, lessons, even YouTube videos on social media that you can watch to help you out.

If you would like to contact me to give you some direction, I am always happy to help!



SOCIAL MEDIA LINKS



If the computer you are viewing this on has an internet connection, you can click on any link to view the YouTube Channel

Rotary International: <http://www.youtube.com/user/RotaryInternational>

Saamis Rotary: <http://www.youtube.com/user/SaamisRotary?feature=mhee>

Saamis Rotary Electronic Waste Round-Up Video - http://www.youtube.com/watch?v=grNtlr_Zoz4



SOCIAL MEDIA LINKS



If the computer you are viewing this on has an internet connection, you can click on any link to view the Facebook page

Rotary International: <http://www.facebook.com/rotary>

Saamis Rotary: http://www.facebook.com/home.php?sk=group_202375279791267



SOCIAL MEDIA LINKS



If the computer you are viewing this on has an internet connection, you can click on any link to view the Twitter Account

Rotary International: <http://twitter.com/#!/rotary>

Saamis Rotary: http://twitter.com/#!/Saamis_Rotary





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