

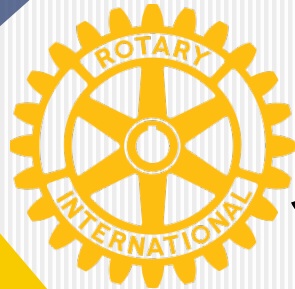
USING FACEBOOK FOR ROTARY



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***

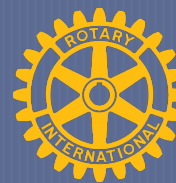
SETTING UP YOUR FACEBOOK PAGE:

FACEBOOK GROUP VS PAGE

**Set up your club's Facebook
presence as a Facebook**

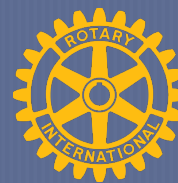
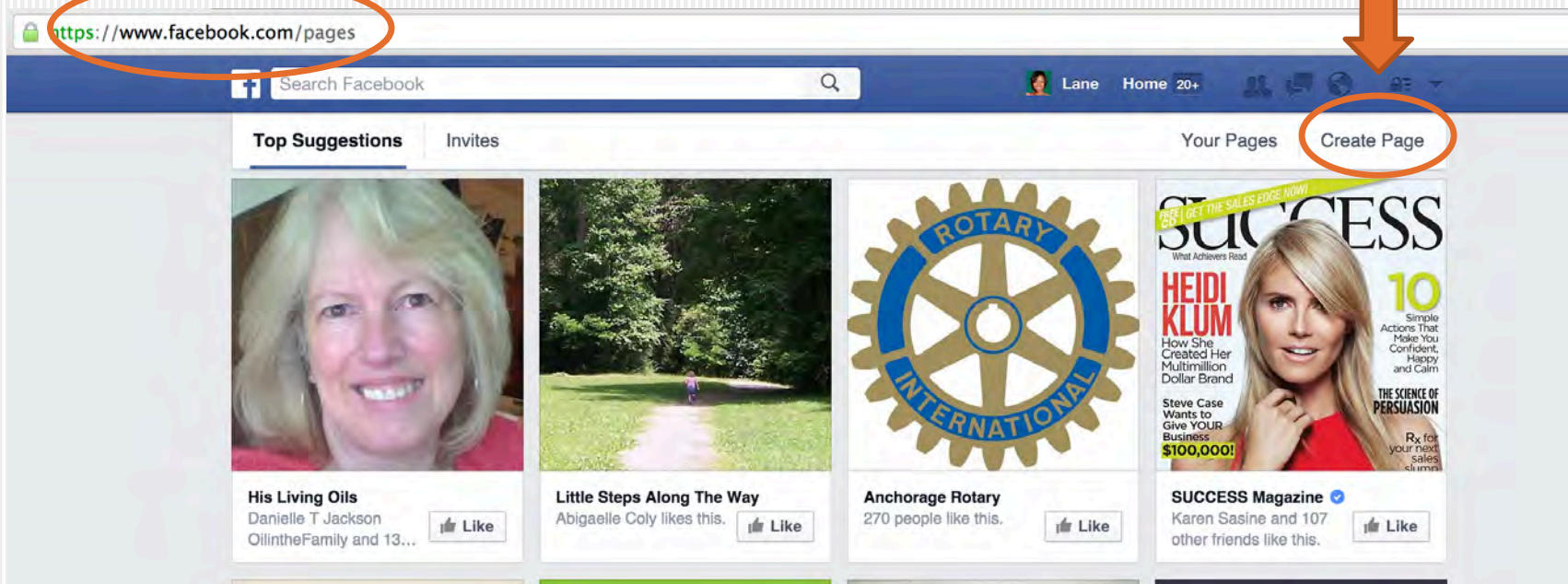
PAGE

(not a group)



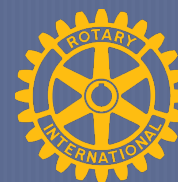
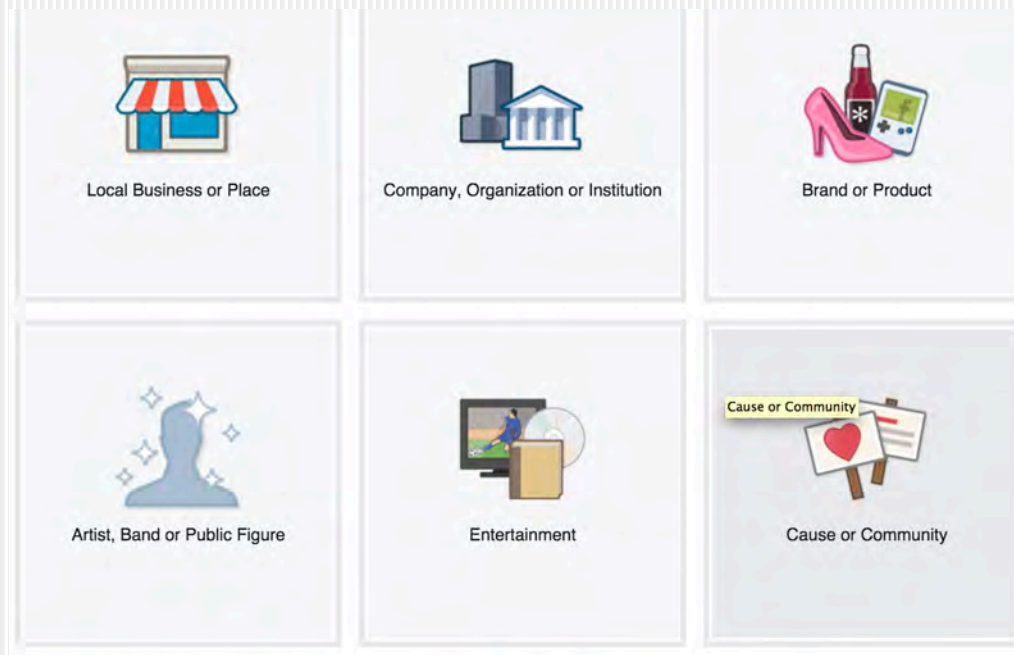
SETTING UP YOUR FACEBOOK PAGE

Facebook.com/Pages



SETTING UP YOUR FACEBOOK PAGE

Choose Cause or Community



SETTING UP YOUR FACEBOOK PAGE

**Make sure your
Page name
includes the
name of your
Club**

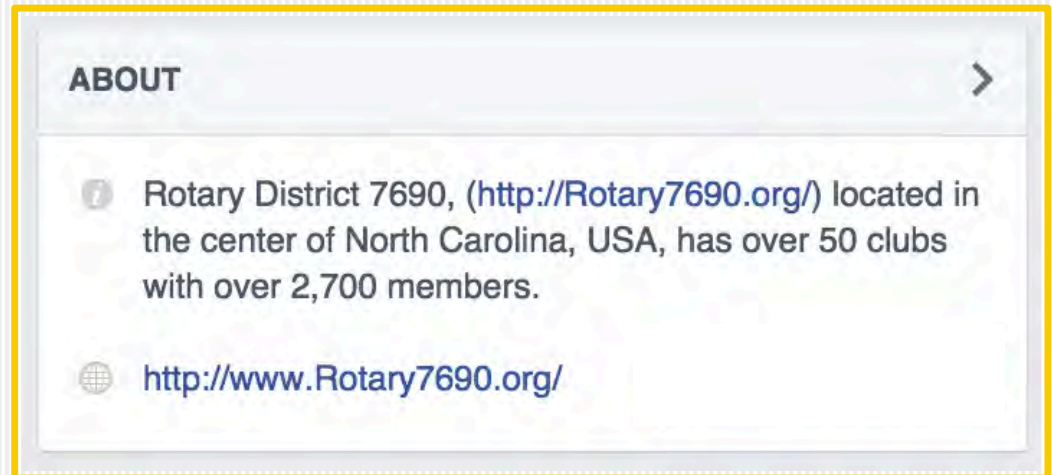
Cause or Community
Join your supporters on Facebook.

By clicking Get Started, you agree to the [Facebook Pages Terms](#).



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



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](https://www.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.

Set Up My Sample Rotary Club

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

Tip: Add a description and website to improve the ranking of your Page in search. Fields marked by asterisks (*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

155

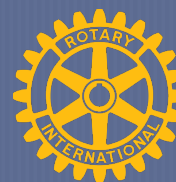
Tell people what your Page is about...

http://mysampleclub.org

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

http://www.facebook.com/ MyRotarySampleClub

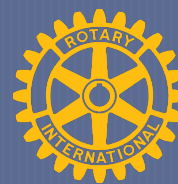
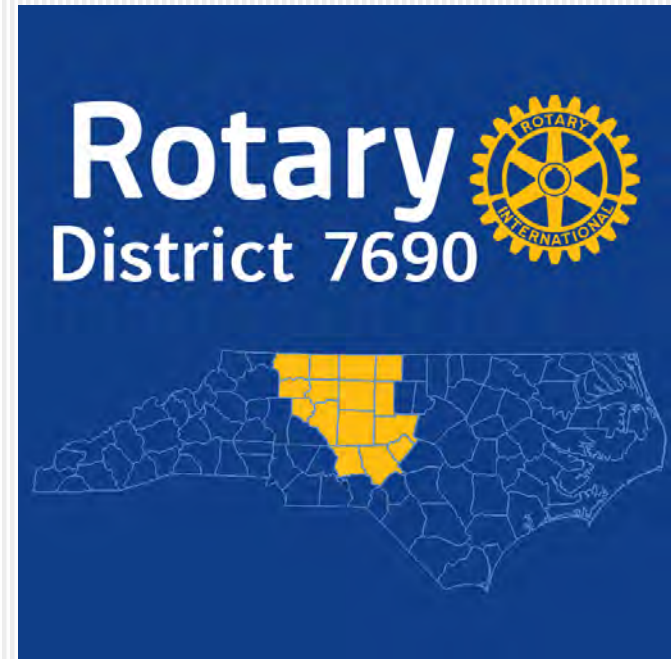
Need Help? Skip Save Info



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



SETTING UP YOUR FACEBOOK PAGE

You can skip steps 3 & 4!

Set Up My Sample Rotary Club

1 About 2 Profile Picture **3 Add to Favorites** 4 Preferred Page Audience

FAVORITES

- News Feed
- Messages
- Events

Add your Page to your favorites to easily access it anytime.

My Sample Rotary Club

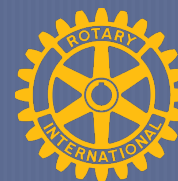
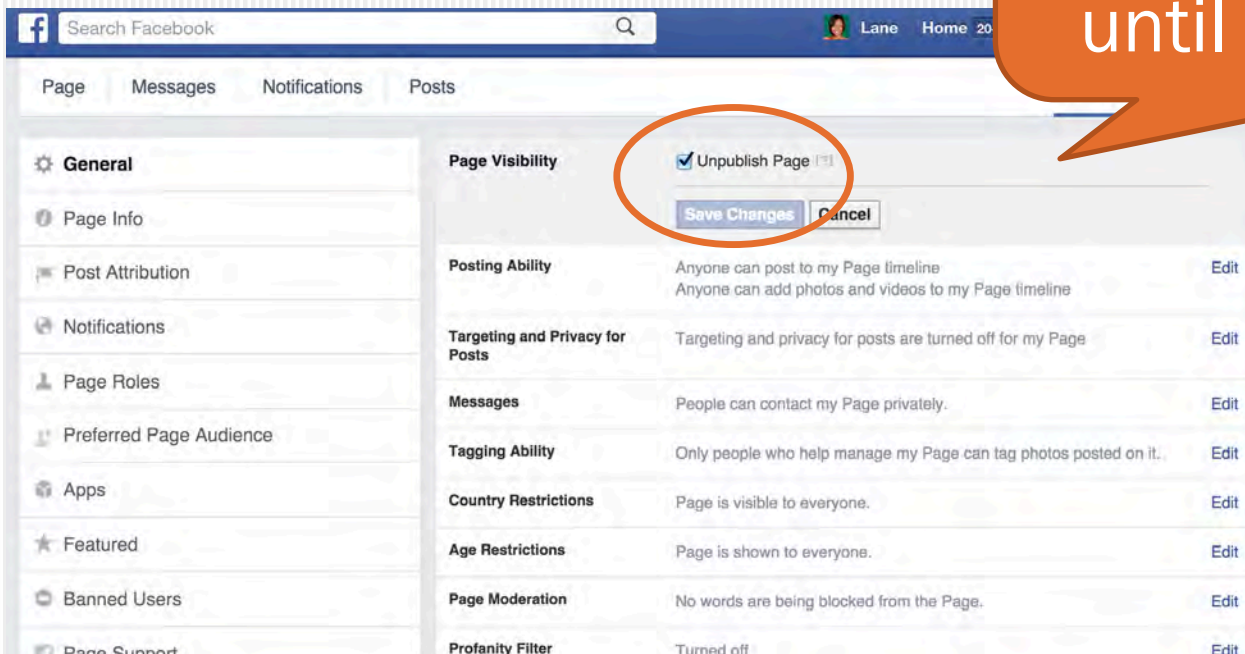
Add to Favorites

Skip



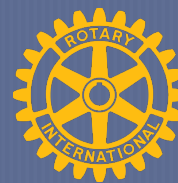
SETTING UP YOUR FACEBOOK PAGE

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



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



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

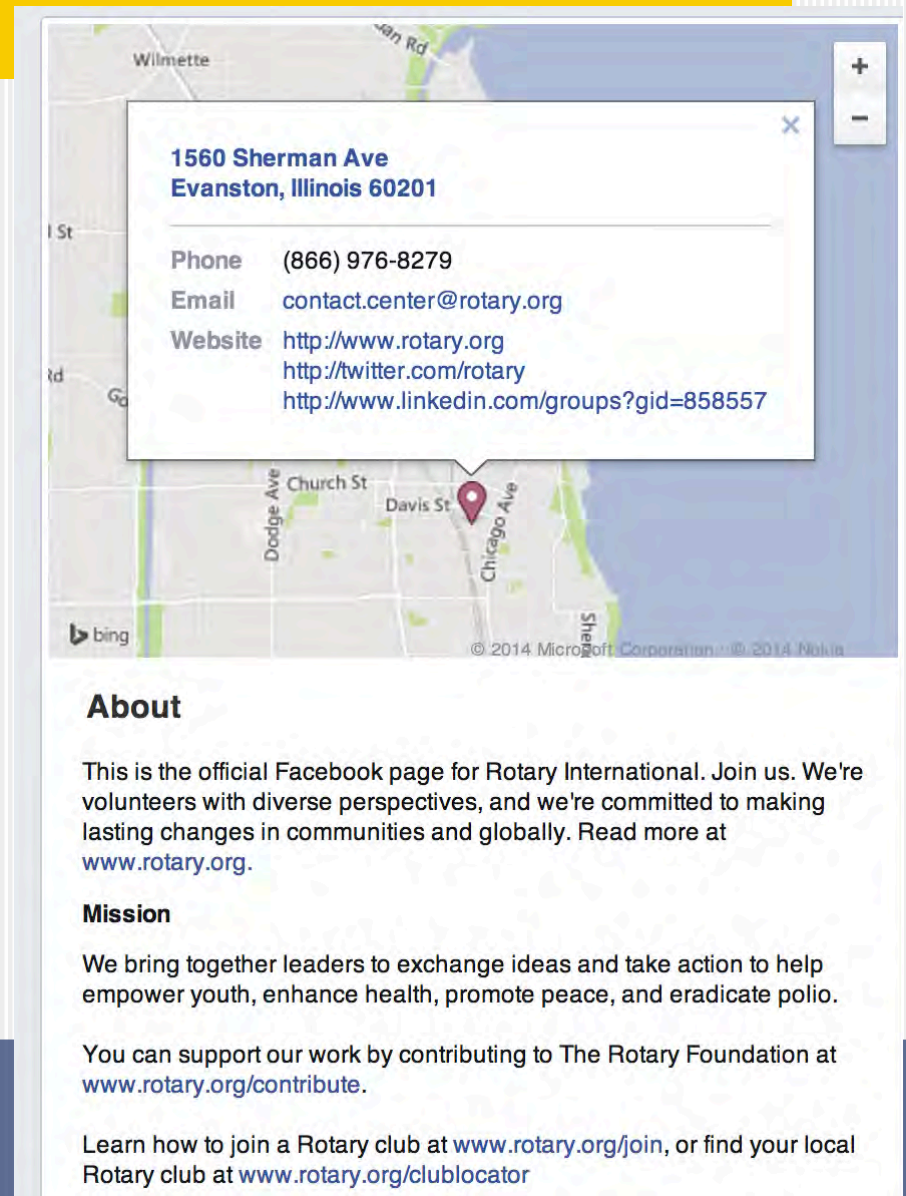


<http://bitly.com/RotarySMGraphics>



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



The screenshot displays the 'About' section of a Facebook page for Rotary International. At the top, a map shows the location at 1560 Sherman Ave, Evanston, Illinois 60201. Below the map, the contact information is listed:

- Phone:** (866) 976-8279
- Email:** contact.center@rotary.org
- Website:** <http://www.rotary.org>, <http://twitter.com/rotary>, and <http://www.linkedin.com/groups?gid=858557>

The 'About' section contains the following text:

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

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

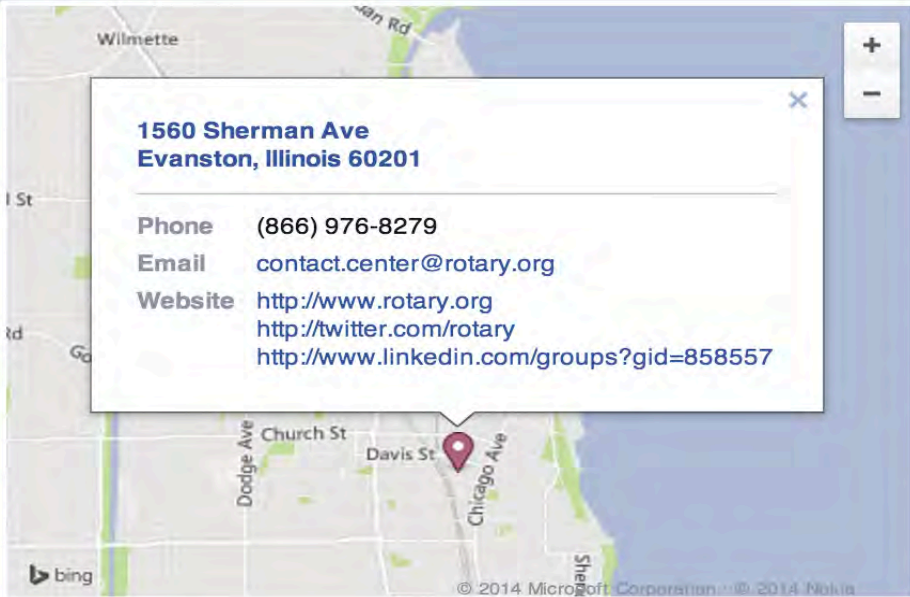
Founded February 23, 1905

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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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



The screenshot shows a Facebook post with a 'Likes' section. At the top right of the section is a 'See All' link. Below are five entries, each with a profile picture, name, and the number of friends who also liked the post:

- Rotarians on Social Networks Fellowship**: 127 friends also like this.
- Rotary District 9455 Group Study Exchange**: 5 friends also like this.
- Rotary District 9455**: 42 friends also like this.
- End Polio Now**: 100 friends also like this.
- Bill & Melinda Gates Foundation**: 28 friends also like this.



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

The screenshot displays the Facebook Page Settings interface. The 'Settings' tab is selected and circled in orange. On the left sidebar, the 'Page Roles' option is also circled in orange. The main content area shows the 'Page Roles' section, which includes a description of roles and a list of existing roles. A dropdown menu is open, showing the following options: Admin, Editor (selected with a checkmark), Moderator, Advertiser, and Analyst. Below the dropdown is a text input field with the placeholder 'Type a name or email...'. The 'Save' button is visible at the bottom left of the dropdown menu.

Page | Activity **99+** | Insights | **Settings** | Build Audience ▾ | Help ▾

General | Page Info | Post Attribution | Notifications | **Page Roles** | Apps | Suggested Edits | Featured

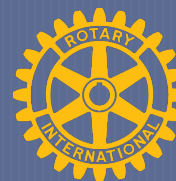
Everyone who works on your Page can have a different role depending on what they need to work on.
[Learn more](#) about the different roles people can have on your Page.

Lane Jones
Admin
Lane can manage all aspects of the Page including sending messages and posting as the Page, creating ads, seeing which admin created a post or comment, viewing insights and assigning Page roles.

Type a name or email... ✕

Editor ▾
Admin
✓ Editor
Moderator
Advertiser
Analyst

Add Another Role | Save | Cancel



WHAT TO POST ON FACEBOOK

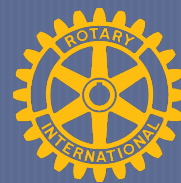
Sharing & Telling the Rotary Story



*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



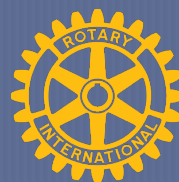
POSTING ON FACEBOOK

- 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](https://www.facebook.com/Rotary)

2. FOLLOW THE DISTRICT'S EXAMPLE

[Facebook.com/Rotary7690](https://www.facebook.com/Rotary7690)

3. REFER TO FACEBOOK'S HELP

[Facebook.com/Help](https://www.facebook.com/Help)

