



SOCIAL MEDIA QUICK-START GUIDE

Easy steps to help you
share your service

WHY?

Lions can use social media to raise awareness about their club in their community. Many people often turn to channels like Facebook and Instagram to learn more about brands and organizations. Creating a social channel for your club gives you visibility on platforms that billions of people use every day.

What's your “why?”

Define your club's specific goals for using social media. Sample goals include:

- Reach a wider audience and increase membership.
- Connect, collaborate, and plan projects with current members.
- Increase attendance of service activities and events.
- Connect with partners, local businesses, schools, community.
- Increase donations.



WHO?

There may be many members in your club who qualify to set up and manage your social media accounts. Some people you may consider:

- Marketing Communications Chair
- PR Chair
- IT Chair
- A tech-savvy, social-savvy Lion or Leo



Build a team

Create a social media team to share access and responsibility.

- Grant more than one person with access to the account in case the lead is unable to log in, post, or leaves the club.
- Social media management requires content development, photography/design skills, knowledge of service plans, and more. This can often be too much for one volunteer to do alone.
- Encourage all members to take photos at service projects and events.

Define your audience

Identify and understand your audience so you can choose the best platform and focus on content that is relevant to them.

- **A public-facing social account** is where you'll speak to the public and recruit new members.
- **An internal social account** such as a Facebook group or WhatsApp group, is private and works best for club operations and collaboration.

WHERE?

Keep it simple

You don't need to be on every social media platform. If your social media team is small, you may be stretching the team too thin to reach audiences that aren't listening. Instead, focus on one or two channels that you know you can effectively manage and engage your audience.

CHANNEL OVERVIEW // MOST POPULAR CHANNELS



Facebook

With **2.45 billion monthly active users**, Facebook continues to be **the most used social platform**.

Users 65 years and older are the fastest-growing group on Facebook, while fewer teens are using Facebook now than in previous years.

88% of Facebook users are on the platform to **stay in touch with friends and family**.



Instagram

Instagram has 1 billion active reported users, with more than half of the global user population **younger than 34 years old**.

90% of accounts follow at least one business. Brands with the highest engagement rates include higher education, **nonprofits**, and sports teams.

Instagram users rely heavily on hashtag searches to find content that interests them. **A post on Instagram with at least one hashtag averages 12.6% more engagement** than posts without a hashtag.



Twitter

Twitter has about 330 million active users worldwide, with 71% of users checking the platform for news updates and to stay informed.

Users spend 4% more time on Twitter during a live event.

Tweets with one hashtag are 69% more likely to be retweeted than tweets with two hashtags.

Twitter is best known for short posts - **a tweet has a 280 character limit**, so be brief!

WHERE?

CHANNEL OVERVIEW // OTHER POPULAR CHANNELS



The go-to destination for video content. Post videos including club promotions, member highlights, service projects, and beneficiary stories. Share the videos on your Facebook page and website.



Social network for professionals, colleagues, and businesses. **Use your personal LinkedIn profile to show how your club has made an impact on your professional development.**



Video-sharing platform focusing on short (15- or 60-second) videos that incorporate filters, stickers, and background music, with main demographic younger than 30. **Use your personal profile to post videos of your service with the #lionsclub hashtag.**



Mobile messaging apps

WhatsApp, WeChat (China), Line (Japan), and KakaoTalk (Southeast Asia) offer one-to-one and group chat features. **Use mobile messaging apps to create groups for internal club conversations.**

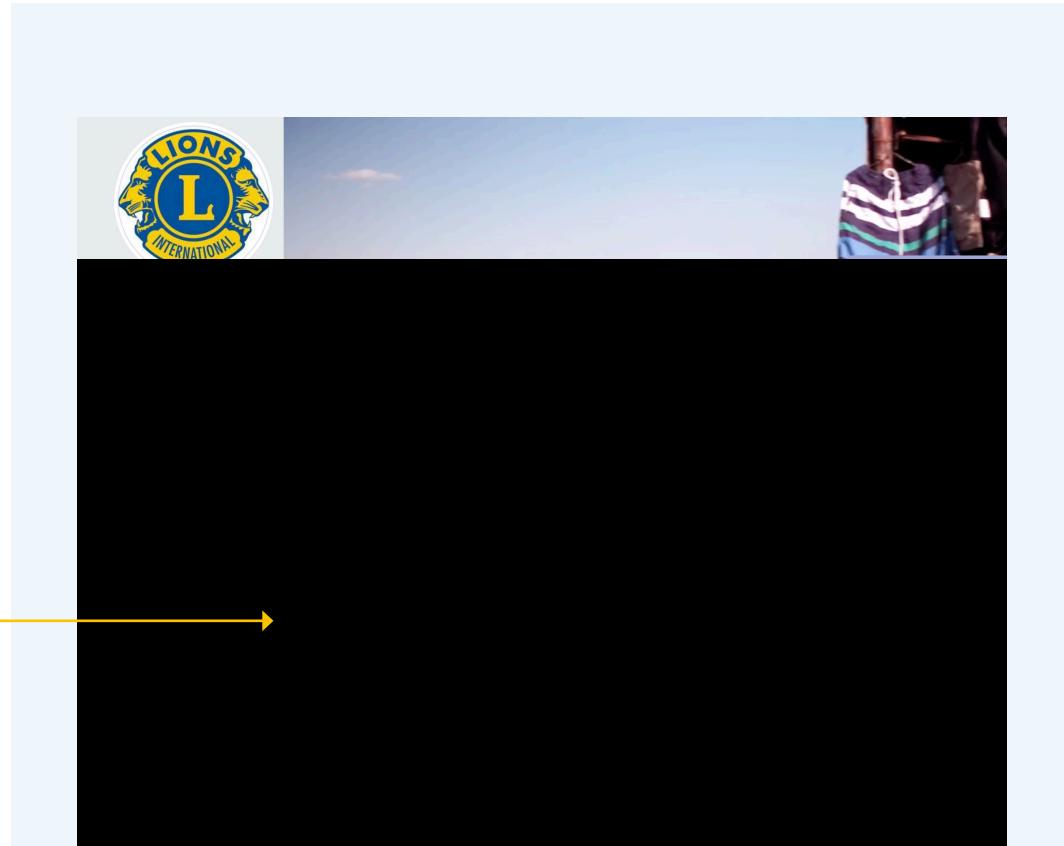


Best Practices // Facebook

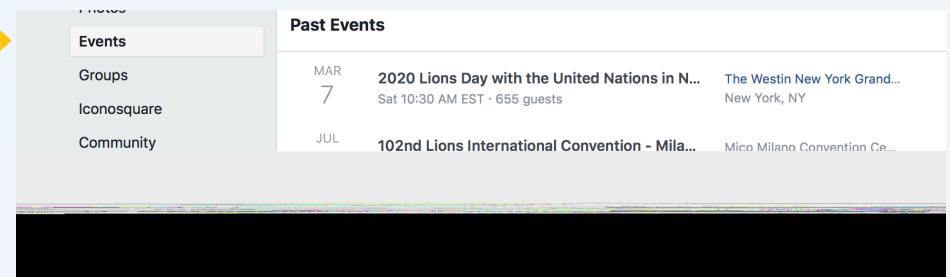
Create a **profile** for your personal use and share Lions activities with your network; a **page** for your club to promote your service to the community; and a **group** for your club members to share internal communications.

Live videos are easy to take and a great way to show your club in action.

Use the Facebook **Event feature** to promote your service activity and invite friends. Include keywords to ensure your event appears in relevant Facebook searches.



A screenshot of a Facebook profile page. At the top left is the Lions International logo. The main profile picture shows a person in a striped shirt. Below the profile picture is a large black rectangular area, likely a placeholder for a video or a redacted post. A yellow arrow points from the text above to this black area.



A screenshot of the Facebook Events feature. On the left, a sidebar shows 'Events' is selected. Below that are 'Groups', 'Iconosquare', and 'Community'. On the right, a 'Past Events' section lists two events: '2020 Lions Day with the United Nations in N...' (March 7, Sat 10:30 AM EST, 655 guests, The Westin New York Grand, New York, NY) and '102nd Lions International Convention - Mila...' (July, Mico Milano Convention Ce...).



Best Practices // Instagram

Instagram posts must include an image.

Photos to consider include: Lions serving, groups of smiling members and beneficiaries. Each post should also include a descriptive caption to provide viewers with context.

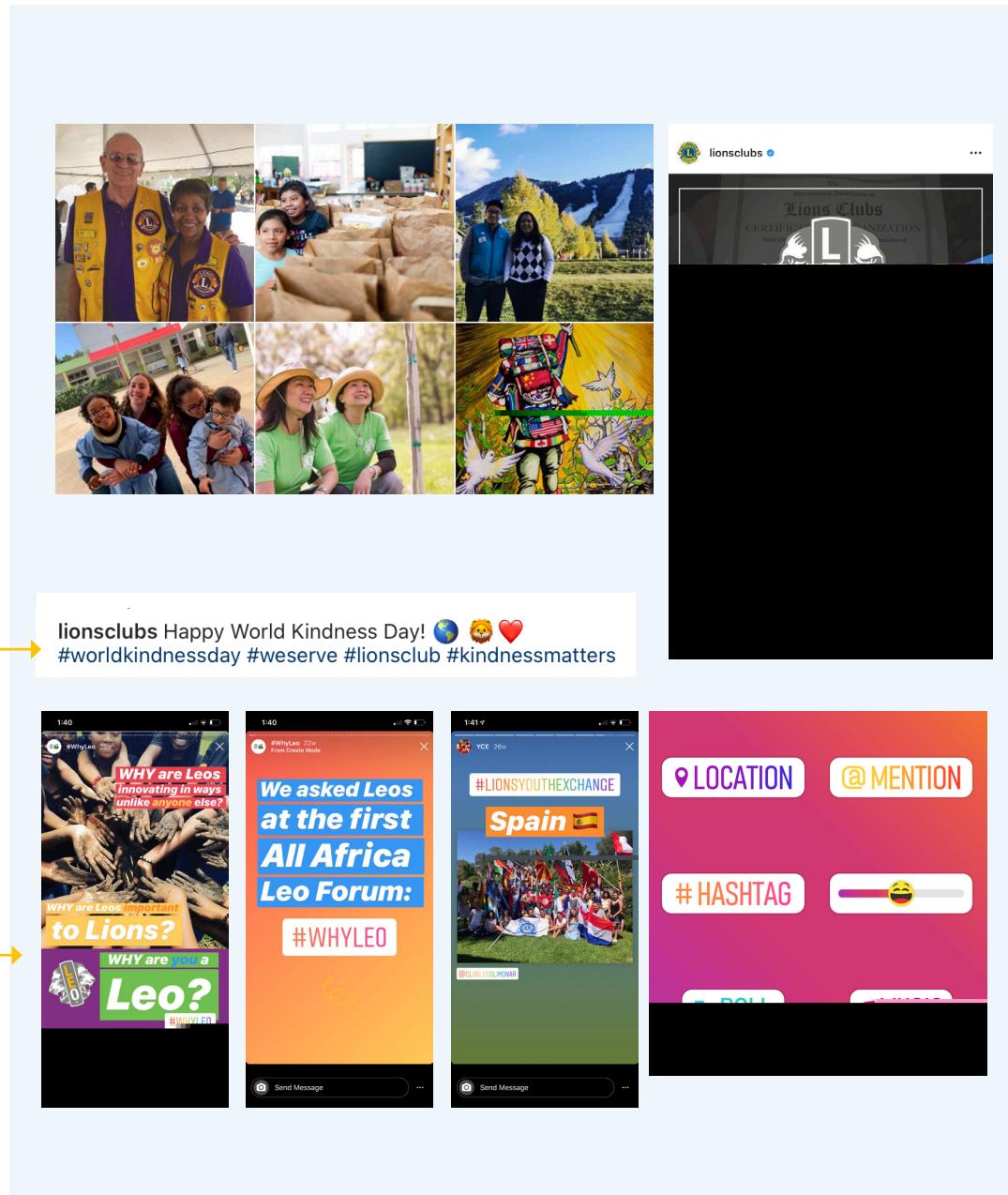


QUICK TIP

Include hashtags to reach a wider audience.

In addition to Lions hashtags such as **#lionsclub** and **#weserve**, create a special hashtag for your club (ex: **#windycitylions**), and use local (**#chicago**) and global (**#communityservice**) hashtags.

Use **Instagram Stories** to share fun, short videos and highlights from service activities. Play around with features like GIFs, stickers, Boomerang, filters, and more.





Best Practices // Twitter



QUICK TIP

Tweet at least once a day for high-level engagement.

@Mention partners, organizations, businesses, and community leaders when they are involved with your service.

Leverage local and global events by joining the conversation using **hashtags** (ex: Use **#LCICon** during the annual Lions Clubs International Convention to tell your audience you're attending, and post photos of your experience).



Lions Clubs @lionsclubs · Feb 19

Since 2009, Lions have partnered with [@GiftofMobility](#) to deliver more than 4,000 hand-cranked, three-wheeled mobility carts for those who lack mobility due to injury, birth defects, amputation, polio, and other causes.
bit.ly/39M8JhK

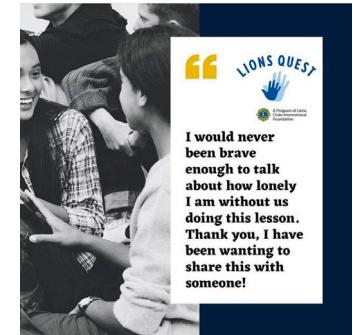
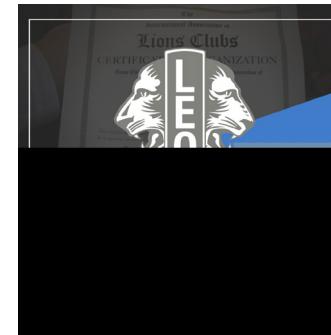


Lions Clubs @lionsclubs · Mar 8

"As a woman I want to impact as many women as I can. The support of Lions has given me the ability to walk farther and in any way I can. It's

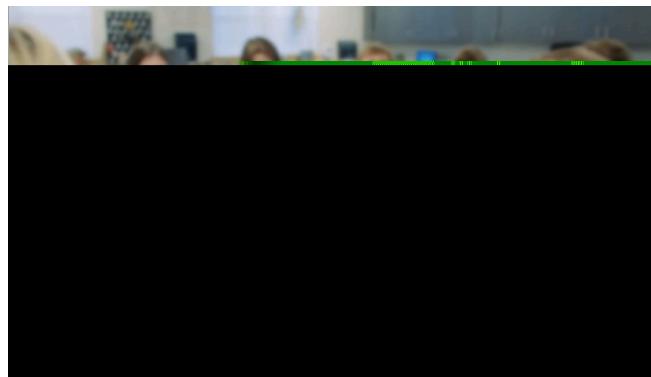
WHAT?

People use social media to connect with family, friends, and brands. Your content should tell a story that is meaningful to your audience.



PHOTOS: The most engaging photos tell a story – candids, Lions in action, impact, smiling faces.

GRAPHICS: Use tools such as Canva to create graphics to promote your event. Use a combination of text and photos to catch users' attention.



VIDEOS: Take video at your event or service activity, talk to your audience, interview beneficiaries and members.

TEXT: Post questions to connect with your audience.

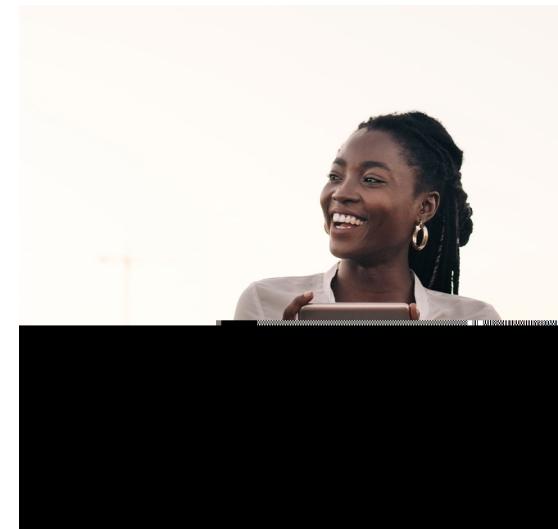
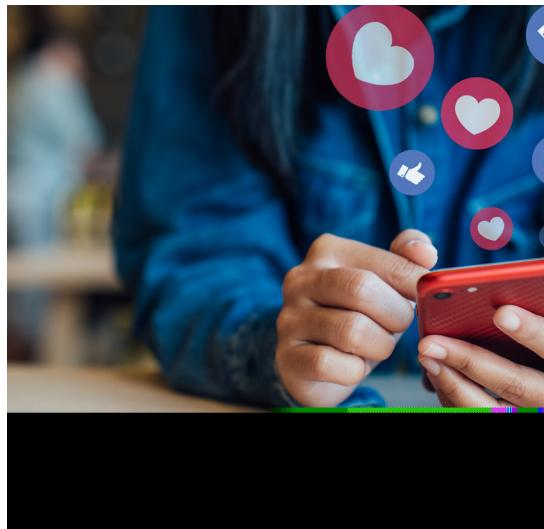
STORIES: Your audience will connect to your cause when they see how it relates to them. Beneficiary and member highlights tell stories of how your club has impacted individual people and families in your community.

WHAT?

Engage

In addition to posting content, use social media to engage with your audience:

- **Respond to comments and direct messages.** These are an opportunity to answer questions, direct followers to Lions programs or pages, make friends, and recruit new members.
- **Like and share content.** Share content on your channels from other accounts, such as community organizations, partners, businesses, or fellow Lions.

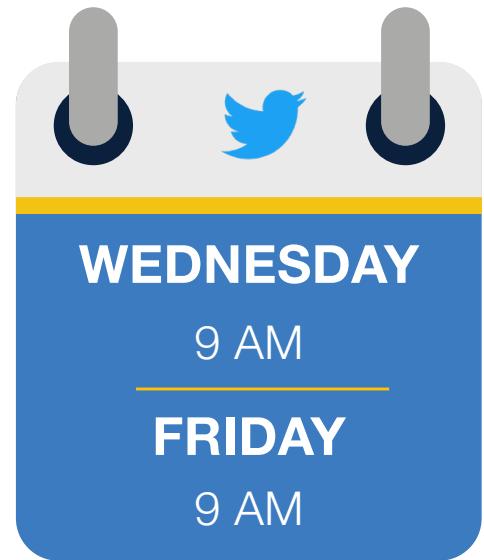
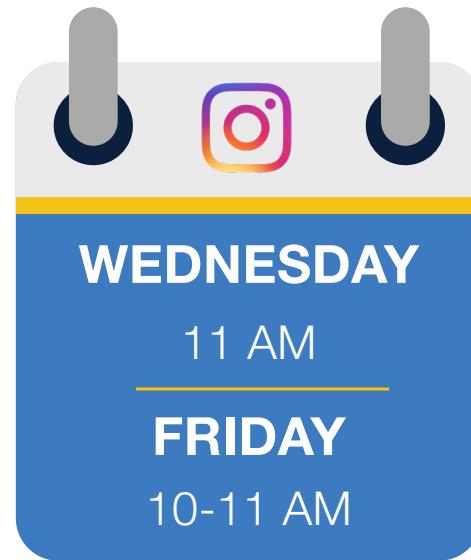
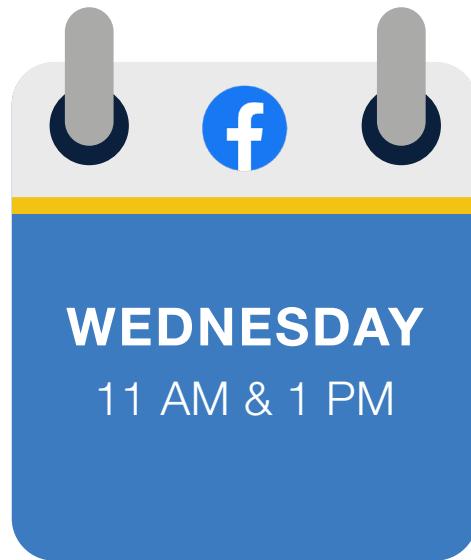


WHEN?

Ideally, post once per day but if resources/content are stretched thin, just be consistent. Engagement is key – social media is a tool to connect. Comment, reply, explore, discover, and reach out.

Best times to post

Use the platform's data analytics tool to identify when your audience is most engaged. In general, the following times are recommended.



HOW?

Getting started

- ▶ [FB how-to](#)
- ▶ [IG how-to](#)
- ▶ [Twitter how-to](#)

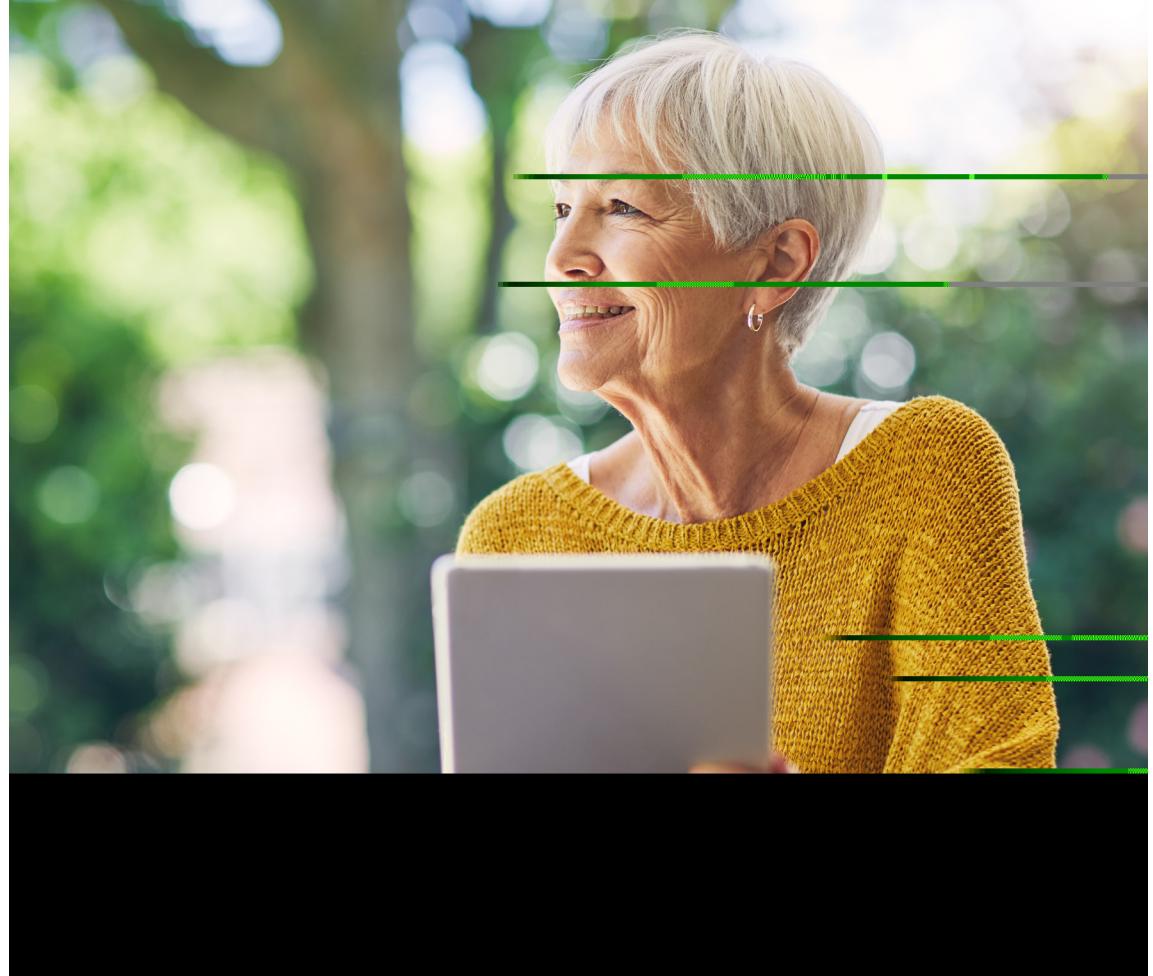
Tools to help

PLANNING AND SCHEDULING

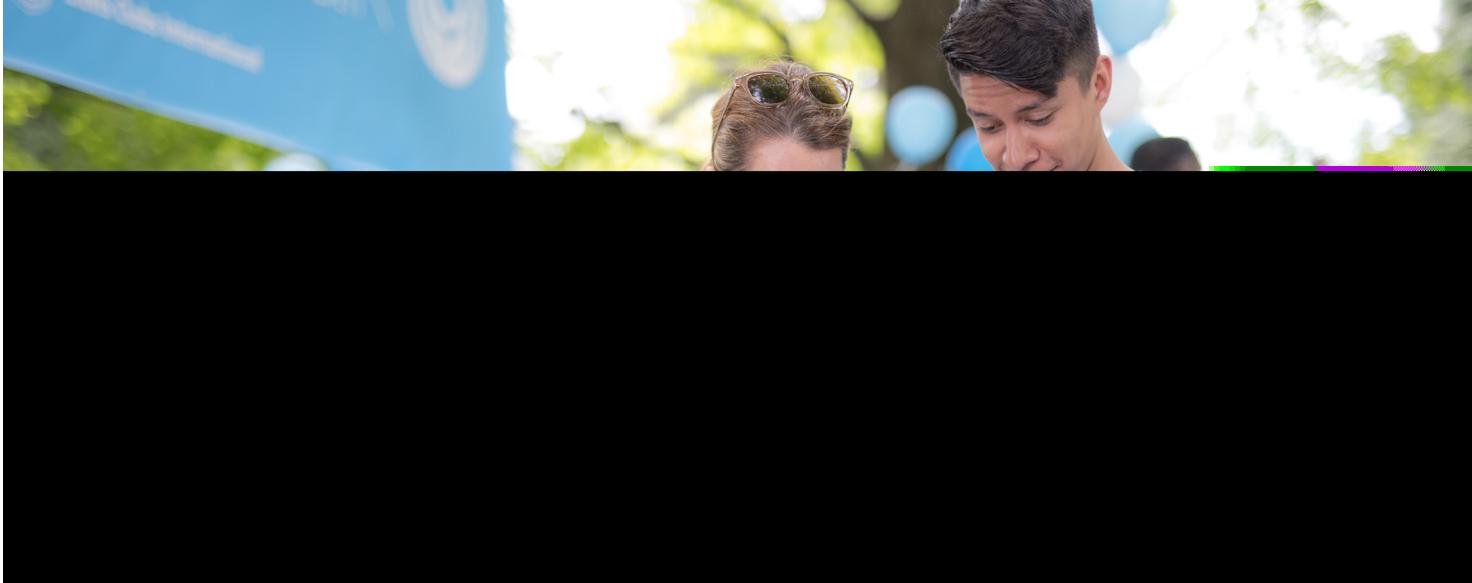
- ▶ [Hootsuite](#)
- ▶ [Buffer](#)
- ▶ [Later](#)

DESIGN

- ▶ [Canva](#)
- ▶ [Venngage](#)



HOW?



Join the SMiLE Community!

SMiLE (Social Media including Lions Everywhere) is an international community of Lions with the sole purpose to help Lions, clubs, districts, and MDs with social media through online resources and in-person training.

- ▶ [SMiLE at lionsclubs.org](https://lionsclubs.org)
- ▶ [SMiLE Facebook group](#)



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