



District 6690
Social Media **Guidebook**

Welcome to the District 6690 Social Media Guidebook

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- 2 **Our Social Networks**
- 3 **Social Networking Guidelines for Rotarians**

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Why is Social Media Important?

- > 66% of online adults use social networking sites. (Pew Research, Feb. 2012)
- > More than 90% of online adults 25-44 - a prime demographic for future Rotarians - have used social media in some form. (Ad-ology AudienceSCAN, Jan. 2013)
- > 67+ million businesspeople and other professionals in the U.S. use LinkedIn - another source for current and potential Rotarians. (LinkedIn.com, 2012)
- > About 70% of reporters, bloggers and media people use Twitter to assist them in reporting. (Society for New Communications Research, PRWeek).
- > There is a strong correlation between U.S. adults who use social networking and adults that “want to become more active in their community” and those that “want to volunteer for a cause or charity.” (Ad-ology AudienceSCAN, Jan. 2013)

1 Social Media and Rotary

Our Goals

- > To increase brand awareness for Rotary and the clubs in our district.
- > To connect with our audiences by creating two-way communication channels.
- > To listen to what our audiences say about Rotary, our clubs and our members.

Our Audiences

- > Other community leaders that are potential Rotarians.
- > Local businesses that are potential service partners.
- > Local media.
- > Fellow Rotarians in our clubs, our district and worldwide.
- > Current/potential members of Interact and their parents.
- > Current/potential members of Rotaract.
- > All members of the local communities we serve.



2

Our Social Networks

Rotary, Social Media and You

Rotary's presence in the social space does not begin and end with your club's website and public image specialists. All members are welcome and strongly encouraged to participate in our social networks.

We are all marketers of Rotary!



The viral nature of social media makes it quick and easy for you to help spread Rotary's messages, benefits and related news throughout your networks.



THE ESSENCE OF SOCIAL MEDIA MARKETING

“ *I told two friends about Rotary...
and THEY told two friends...
and so on, and so on, and so on..”*



Facts

- > More than 4 out of 5 people who are active in social media have Facebook accounts.
- > More than half of the clubs in District 6690 have their own Facebook pages (April 2013).
- > Facebook “pages” are different than “accounts.”

Rotary Pages on Facebook

District 6690: facebook.com/Rotary6690

RYLA 6690:

facebook.com/pages/RYLA-Rotary-District-6690/189044287784512

Rotary Intl: facebook.com/Rotary

How You Can Participate

- > If you have a Facebook profile, join our communities by liking Rotary pages.
- > Feel free to “like,” comment on, or share any updates from our pages that come through your news feed.
- > Like pages from your Interact and Rotaract clubs.
- > Like pages from neighboring Rotary clubs.
- > Share information from your club and our district.
- > Share photos and conversations from service projects, meetings and conferences.
- > Share photos of your guest speakers on their “wall.”

Twitter



Facts

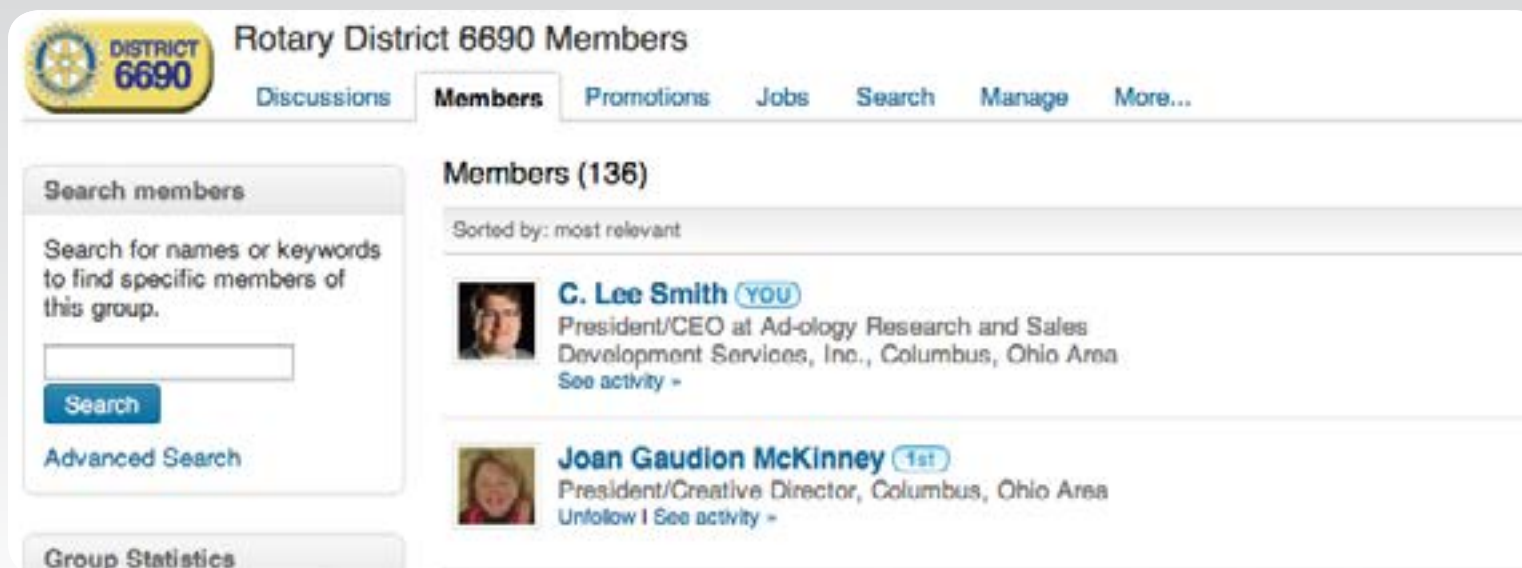
- > Twitter is most popular with Americans living in urban areas. (Pew Research, Dec. 2012)
- > Twitter can be likened to “the CB radio of the Internet.”
- > Postings are limited to 140 characters.

Twitter Profiles

- @Rotary6690:** www.twitter.com/rotary6690
- @Rotary:** www.twitter.com/rotary
- @EndPolioNow:** www.twitter.com/endpolionow
- @rotarygse:** www.twitter.com/rotarygse
- @rotaract:** www.twitter.com/rotaract

How You Can Participate

- > If you have a Twitter profile, “follow” our profiles.
- > If you want someone to follow you or your club, start by following them.
- > Follow neighboring clubs in District 6690.
- > Re-tweet (RT) our posts to your followers.
- > A simple “thanks for the RT” or “thanks for following” goes a long way in building relationships.
- > Include a “hashtag” like **#Rotary6690** or **#RYLA6690** when tweeting from district events.
- > If a member of the news media follows you, you can DM (direct message) them about upcoming events.



Rotary District 6690 Members

Discussions **Members** Promotions Jobs Search Manage More...

Search members

Search for names or keywords to find specific members of this group.

Search

Advanced Search

Group Statistics

Members (136)

Sorted by: most relevant

C. Lee Smith (YOU)
President/CEO at Ad-ology Research and Sales Development Services, Inc., Columbus, Ohio Area
See activity -

Joan Gaudion McKinney (1st)
President/Creative Director, Columbus, Ohio Area
Unfollow | See activity -

Stats

- > As of August 2012, there are nearly 67 million users in the U.S.
- > More than 2 million companies have LinkedIn Company Pages.
- > Members share insights and knowledge in more than 1 million LinkedIn groups. (LinkedIn.com)

LinkedIn Groups:

District 6690: [linkedin.com/groups?gid=1068957](https://www.linkedin.com/groups?gid=1068957)

Rotary Intl: [linkedin.com/groups?gid=858557](https://www.linkedin.com/groups?gid=858557)

How You Can Participate

- > If you have a LinkedIn profile, join our Rotary District 6690 Members group. Ask a question or start a discussion.
- > Share your expertise with peers, district leadership and fellow club members around the district.
- > “Connect” with fellow Rotarians to build your business network.
- > There are numerous other Rotary groups on LinkedIn. Use the search function to find them.

Other Social Media for Rotarians



YouTube (Video Sharing)

District 6690: youtube.com/RotaryDistrict6690

Rotary Intl: youtube.com/rotaryinternational

Interact: youtube.com/interactofficial

Vimeo (Video Sharing)

vimeo.com/rotary

Pinterest

pinterest.com/rotary/pins/

Google Plus

plus.google.com/s/Rotary%20International

Flickr (Photo Sharing albums)

flickr.com/groups/familyofrotary/

flickr.com/groups/rotary-activities-worldwide/

flickr.com/groups/presidentsvisits/

Instagram (Photo Sharing)

instagram.com/rotaryinternational

RI New Generations Pages on Facebook

Interact: facebook.com/interactofficial

Rotaract: facebook.com/rotaractor

RYLA: facebook.com/rylaofficial

GSE: facebook.com/rotarygse

3 Social Networking Guidelines

Current as of November 2012. As social media evolves, so too will these social media guidelines.

These guidelines apply to Rotary District 6690 members who create or contribute any type of social media. Whether you log into Twitter, Yelp, Facebook, or comment on online media stories – these guidelines are for you.

While all Rotary District 6690 members are welcome to participate in social media, we expect everyone who participates in our online commentary to understand and to follow these simple but important guidelines. Please keep in mind that our overall goal is to participate online in a respectful, relevant way that protects and enhances our reputation.

Posting Guidelines for Rotarians

1. **The 4-Way Test definitely applies to social media!** Never represent yourself or Rotary in a false or misleading way. Avoid exaggeration. Your honesty will be noted in the social media environment.
2. **Be transparent.** If you have a vested interest in what you are discussing, be the first to say so. If you are writing about Rotary, use your real name, identify that you are member of your club, and be clear about your role.
3. **Tailor your message to the audience.** For example, women are five times as likely to use Pinterest than men (Pew Research, 2012). Share your message differently here than on LinkedIn. In every case, however, post meaningful, relevant, and respectful comments – no spam and no remarks that are off-topic or offensive.
4. **Avoid comments on anything related to political or religious matters** when representing Rotary.

Posting Guidelines for Rotarians (continued)

5. **Follow the 70/20/10 Rule of social networking.** Post valuable and/or interesting content 70% of the time; Participate and engage with others 20% of the time; Directly promote Rotary or your club only 10% of the time.
6. **Interact with your guest speakers.** A simple thank you, a question or a comment about something they said during their presentation is a nice touch. Include their website, Twitter profile, or Facebook page as a small reward for donating their time. Post an action photo of them delivering their presentation if possible.
7. **Stick to your area of expertise.** Provide unique, individual perspectives on non-confidential activities.
8. **Never speak ill of a fellow Rotarian, Rotary, or any other service club online.**
9. **When disagreeing with others' opinions, keep it appropriate and polite.** If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly. Ask your district public image team for advice (email: publicimage@district6690.org) and/or disengage from the dialogue in a polite manner that reflects well on Rotary.
10. **There is no real privacy on social media.** What you publish is widely accessible and will be around for a long time, so consider content carefully. Google never forgets. Postings can still be found years later even if you think they've been deleted or are no longer visible. Privacy settings have limitations and are always changing.

***For more on social networking started for your Rotary club, get
10 Tips for Using Social Networking at the district website:
www.district6690.org > Public Image & News > Promoting Your Club***



Social Media Glossary

Blog – Short for “web log.” Type of website with regular posts, usually in reverse chronological order, self-published by individuals also known as “bloggers.”

Channel – A home page for a YouTube user. It shows the user name, information about the user, and the user’s posted videos.

Comment – A response to a post.

Connections – People who have accepted invitations to share information with each other through a social media site.

Content – Text, pictures, video, audio, and any other material that is on the Internet.

Direct Message – Communicating with someone one-to-one privately. Most social media site have direct message functionality.

Discussion – A string of comments between individuals or among groups, usually about a particular post or topic.

Entry – An individual post or article.

Follow/Follower – Connections made on Twitter. “Following” someone means you can see their tweets and someone who follows you can see yours.

Friend – A person with whom you have a mutually agreed connection on Facebook. To “friend” someone is the act of making that connection.

Group – Collections of individuals who are connected through their activities and/or interests.

Hashtag (#) – Used to designate keywords/topics on Twitter by placing a “hash mark” in front of a word or phrase.

Invitation – Offering an individual access to your content.

Like – A link next to an entry on Facebook that allows you to let others know you appreciate that content.

Microblogging – A web service that allows you to broadcast short messages to other subscribers.

Page – As opposed to a profile, a Facebook page is intended for and created by artists, celebrities, businesses, brands, and similar entities.

Private – Content that can only be seen by chosen individuals.

Profile – The information you have posted about yourself on a social media site, which is viewable and searchable by others.

Post – An item on a blog or social networking site. Posts may have keyword tags associated with them and often allow commenting.

Privacy Settings – Limitations you can set on what information and content you share with others.

Public – Content that can be seen by anyone, without restrictions.

Retweet (RT) – Sharing someone else’s tweet with all of your Twitter followers.

Search Engine Marketing (SEM) – A type of Internet marketing that promotes websites by increasing their visibility on search engines. This is achieved by using search engine optimization (SEO), paid placement and other methods.

Search Engine Optimization (SEO) – The process of improving the volume and quality of traffic to a website from search engines.

Share – Offering other people the use of your text, images, video, or other content.

Social Media – Tools and platforms to produce, publish, and share online content and to interact with others. Social media tools include blogs, podcasts, videos, microblogs, and more.

Social Networking Sites – Online places where users can create a profile, and then interact with others using a range of social media tools.

Tags – Keywords attached to content items, allowing them to be found through searches.

Tweet – A post made on Twitter.

Wall – A space on every user’s Facebook profile page that allows friends and users themselves to post messages and content.



FOR ADVICE ON PUBLIC IMAGE EFFORTS FOR YOUR CLUB, EMAIL
PublicImage@District6690.org