

Amy's 10 Tips on How to Use Facebook to Attract and Retain Members

1) Change your banner photo monthly or seasonal to show a variety of members in action, supporting a team, or in season themed clothes (think fun Halloween costumes or Red Sox jerseys). This will show that you pay attention to your page and update it regularly...and you're a fun club.



2) After posting your new member press release (with photo) on Patch or Wicked Local, use the URL to post to Facebook. This will show the new member that you are recognizing them and it's big news that they joined your club! You can also scan in a photo from the newspaper clipping of a new member instead of just the photo itself. Posting the clipping shows you made it a big announcement.



3) Encourage members to “check in” at your club and tag other members with comment such as, “We just heard from and an inspiring speaker, (insert name w/tag), and we are inspired now to.....” Checking in is only available if you list your club as a business/organization. If not, you can easily change it but list your address as the location of your meetings vs. your PO box number.

4) Post quotes from members of all backgrounds once a month with photos about why they joined Rotary and why they STAY in Rotary.

5) Mention that Rotary is an opportunity to become a humanitarian. Include one example of how your club covers that mission with photo.

6) Talk about any personal stories from club members regarding their memories of an impactful project or connection with members. Better yet, make it a post on your website then link the URL to your Facebook page. This creates “unique content” for your website and helps grow that following as well.

7) Use Throwback Thursday as an opportunity to post an old photo and thank the members for their service.

8) Offer “teasers” such as “Want to know why our club was recognized for...” or post a curious photo from an event or project with the caption, “Come to a meeting and learn how this project impacted an entire community.”

9) Invite viewers to suggest captions to photos from an event or project and watch the social media engagement jump.

10) Finally, put out the ASK! Every other week, put out the open invite to visit your club WITH NO COMMITMENT! Be sure to add a club member’s name and contact info with which to RSVP. That person should sit with them at their first meeting.



Remember, the best thing you can do is:
SHARE WITH A COMMENT!

Additional tips:

- The more people you tag the better
- Is your Rotary’s Facebook page listed on your stationary and business cards?
- Thank sponsors for events on your page, they are likely to start following you
- Some website editors allow you to live stream your Facebook page onto your front page!
- Use the “insights” to help guide posts for example, post when your fans are most likely on line. Insights can tell you when that is!

Questions?

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