



Ruritan National

2018 Ruritan Social Media

Social Media



- Social Media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration effort.
- As your use of Social Media expands and evolves you need to embrace Social Networking.

Websites



- Club websites are great source to share information about your club's purpose, community, events and projects.

Facebook



- Add Facebook button to your website (Facebook Like button)
- Include Club Facebook Page in Guest Author Bios
- Connect Profiles with Pages
- Provide a link in signatures
- Share with other social media platforms like twitter
- Promote to the Right Audiences
- Interact as your club's page
- Create Facebook Groups
- Link your club with other Ruritan Clubs
- Make announcements of activities

Twitter



- Implement Twitter Cards
- Build your Twitter Followers
- Identify Influencers and Engage with them
- Use Twitter Lists to manage your contacts and spread the word with things are going on at your club.
- Use Twitter Ads to Target Your email list
- Use the Right Hashtags
- Research other clubs and civic organizations

Conclusion



- As with any documentation or communication you have to manage it.
- Keep your websites, Facebook and twitter platforms up to date
- Include a schedule of events that you maintain on a weekly/monthly basis
- Remove old events and replace