

GETTING THE MOST OUT OF YOUR CLUB SOCIAL MEDIA

We all want to increase our reach of supporters for our club. Care less about the number of followers and more about the QUALITY of the followers. You WANT to have engaged followers rather than “like” from people who are not getting notified about your posts. Here are some tips to attract your target audience:

1. Be relevant to current events and other non-profits
 - a. If you follow the Live Your Dream page you’ll notice they post relevant content to current events which affect our common goal.
2. Tag others
 - a. Tag people in photographs. Tag locations where the photograph was taken. Tag club pages in the post. You can start a tag by typing an “@” immediately followed by the name of the person or location or page you want to tag. This will make the text bold and allow your readers to click on the text in order to learn more about the entity you’re tagging.
3. Social Media Buttons
 - a. Put your Social Media Button on your website, your email signature, and any other digital media!
 - b. For more information about creating a Social Media Button please feel free to reach out to me!
4. Run a contest.
 - a. Create a contest or a giveaway by asking your current followers to share the link to your giveaway and grow your following quickly. You can even go a step further by making a series of steps necessary to win. I.e.: Like our page, share this post, and comment “I Love Soroptimist”
5. Don’t be afraid to “Boost” your post
 - a. Facebook lets you set parameters for the age, gender, and location of the fan base you seek to reach. Boosting a post can be a quick way to reach your target audience by paying Facebook to push your information as a “Sponsored Post” to people who are not yet your followers.

For more information about this or any other Public Awareness tips and tricks email OlimpiaCamposGarner@yahoo.com