



## Social Media Tips

//           (club name)           Lions Clubs //

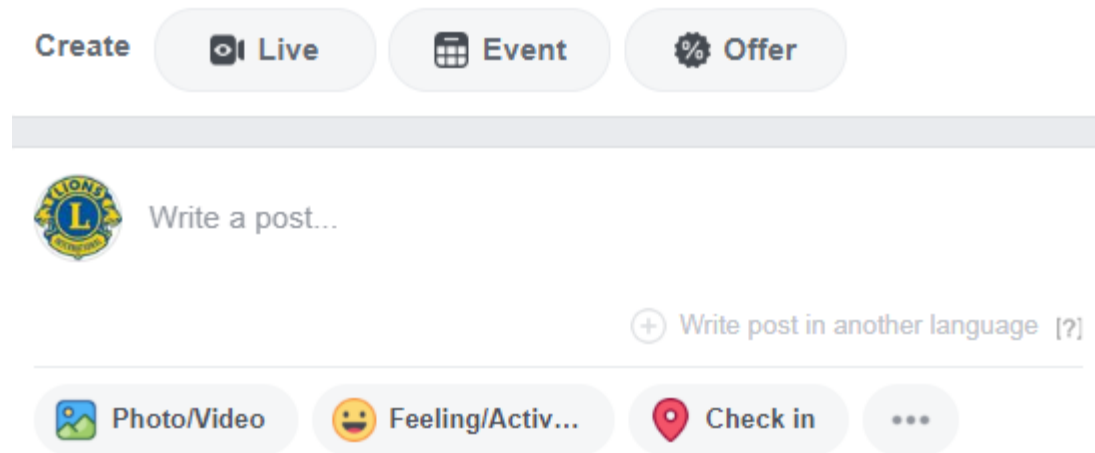
Ready to make your event a success? Facebook is a great tool to utilize before, during and after the event for promotion, networking and recruitment.

### **BEFORE: Create a Public Event from Your Facebook Page**

The Event feature on Facebook allows you to create a promotional space for your event that is connected to your club's page. Your club's page will be listed as the host.

- **Schedule your event** – Include the event date, time, location, ticket info and schedule.
- **Invite your friends** – The event page has an Invite feature to allow you to invite your page's followers and your Facebook friends. They can mark if they're going, interested or not going.
- **Share the event** – Share the page link with members and encourage them to invite their Facebook friends. The more shares and invites of your event, the more people it will reach!
- **Share updates** – As the event approaches, post updates to get people excited about the event.

To create an event from your computer, go to your Facebook page to create a post. Click the Event option and fill out the necessary fields.



### **DURING: Tell Attendees to Follow You on Facebook**

While you're at the event, make sure attendees know your club has a Facebook page where they can learn more, stay updated, ask questions and connect with members.

- **Get a handle on things** – Include your page's URL or handle on all your printed materials, handouts and signage. For example, include the message "Follow @lionsclubs on Facebook!" or "Visit facebook.com/lionsclubs to learn more!" (Hint: Your Facebook handle starts with @ and is displayed under your Facebook profile picture.)
- **Use a hashtag** – Does your club or event have a hashtag (#ChicagoWindyCityLions or #LCIcon2019)? Consider coming up with a hashtag and including it on signage. Encourage attendees to post their photos to their social profiles using the hashtag or by tagging/mentioning your page's handle.



# Lions Clubs International

- **Make friends** – As you meet new people, ask if you can connect on Facebook through your personal profiles. Friend them on Facebook as you're talking. Later, you can invite them to like your page through Facebook.

## **AFTER: Network, network, network!**

Facebook is more than just a promotional tool – it's a networking tool that allows you to connect with members of your community!

- **Share photos on your club page** – Post photos of your event on your club's page and your personal profile. Tag or mention any of the new Facebook friends you met during the event to expand your post's reach.
- **Share photos on member pages** – Encourage members to post photos to their personal profiles, and to include your hashtag and page handle. Share their photos on your page.
- **Stay in touch** – Through your personal profile, message the new friends you connected with on Facebook. Follow up about the event, invite them to your next service activity, and share your club's page so they can stay updated.