

SOROPTIMIST INTERNATIONAL OF THE AMERICAS, INC.®

Social Media Guide for Clubs and Regions

Leverage the Power of Social Media!

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Overview

Social media has changed the way we share information and communicate with others. If your club does not have a social media presence, now is the time to create one!

- Learn what your supporters are saying about your organization
- Drive traffic to your website or events pages
- Drive visitors to online donation pages and fundraisers
- Enable supporters to share messages about your organization through their social media presence
- Empower your most passionate and influential supporters to promote your organization
- Humanize your organization by not limiting communications to traditional methods or messages
- Acquire new contacts and supporters
- Increase trust and loyalty from your supporters by allowing them to share their voice

Many of our clubs/regions use social media in several ways, including:

- Engage with members locally and around the world
- Create awareness of Dream Programs and their impact
- Promote club/region activities, projects and events
- Promote fundraising initiatives
- Share news from SIA headquarters
- Attract new members

Social Media Policy

Whichever way your club chooses to use social media, it is important to keep certain ideals in mind, especially when using the Soroptimist name and brand. Anything you post or share reflects back on Soroptimist. Before you post, please consider the following recommendations.

Be brand conscious

Be who we say we are. It is important that the Soroptimist brand shine through in your online presence. Every single piece of content you share should support the Soroptimist brand and our mission. Please use Soroptimist's brand identifiers, including the trademarked logo, as your profile picture. See the [SIA Branding & Style Guide](#) for more information.

Be responsible

Social media is “real life.” Your communication on social media is no different than communicating in a public forum—except your posts become a permanent piece of the internet universe. Anything considered inappropriate offline is likely also inappropriate online. Always think twice about posting. When in doubt, it's better to be safe than sorry!

Be thoughtful

Soroptimist comprises members and friends from over 100 countries around the world. Be mindful of what is considered appropriate behavior in different countries and cultures around the world and of how your words, actions, and images may be perceived. Know your audience and think before you post.

Be respectful

Social media provides a place to foster community and conversation. Adding value is good when on topic and in moderation. Positive and negative content are legitimate parts of any conversation. It's okay to accept the good and bad, but not the ugly.

Be mindful of relationships

Think through creating friend/fan/follower connections. Many times you cannot control someone sharing your content or adding you to their connections, thereby gaining access to your content.

Be non-partisan

Soroptimist does not take political stances on any issue. You may use social media to discuss public officials, candidates, laws or legislation as long as those messages do not suggest support for, or opposition, to those public officials or candidates.

Social Media Sites That Work for Nonprofits

Nonprofits have had great experience with all kinds of different social platforms. You can find Soroptimist clubs/regions on many sites, including Facebook, Twitter, Instagram, YouTube, LinkedIn, Snapchat and Pinterest. Some social media sites also vary by country. Use the social media sites that work best for you and generate the most engagement within your online community. Here is a sampling of some sites that SIA uses, and might also be worthwhile for your club/region. **Note:** clubs should use a business and not a personal profile or group.

Facebook

Out of all social media sites SIA uses, Facebook has the largest number of followers, and is currently where SIA spends most of its “social media time.” Facebook gives nonprofit *organizations* the tools and ideas to engage people in their causes and amplify their goals. Facebook is a great place to share news about club/region projects, events and fundraisers. Use pictures and videos as much as you can, as they make your posts more noticeable and engaging. If your club does not have the expertise or time to create and maintain

a club website, Facebook is a great way to showcase your club's efforts. You can also share posts directly from the [SIA](#) and [LiveYourDream.org](#) Facebook pages.

If your club does not already have a Facebook page here is [how to create a business Facebook page in eight easy steps](#).

Instagram

Instagram is all about being visual. Instagram is owned by Facebook so there is a lot of overlap with what's possible between the two platforms. But Instagram has also made a name for itself—not just as a place to post pictures, but as a crucial platform for businesses to share their product, company culture, and stories. Nonprofits can leverage Instagram to share their mission, advocate for support, solicit donations, and show impact using visual media.

Twitter

Twitter is a micro-blogging networking site, where people communicate in short messages called tweets. Every tweet is limited to 280 characters or less. This makes everything very scan-friendly and easy to browse, so it's ideal for our attention-deficit world. On the flipside, the character limit makes it hard to share a compelling story, without having to link to it on another site.

YouTube

Instagram is to pictures as YouTube is to video. YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos. You can share your videos from YouTube directly to your club/region Facebook page. Ultimately, your club/region could solely use Facebook as your platform to share videos and cut down on the number of social media sites you use.

LinkedIn

LinkedIn is a site for career and business professionals to interact. Many nonprofits use LinkedIn as well. In fact, several Soroptimist clubs have LinkedIn pages. Because LinkedIn targets a career-minded audience, perhaps this is a good place for your club/region to push some of the professional development benefits of

being a Soroptimist. The SIA LinkedIn page is geared leadership development and sharing some of our resources and knowledge on the subject.

As you can see, there are many social media sites available. Pick the ones that work best for your club/region.

Get the Most Out of Social Media for Your Club

To get the most out of social media for your club, it's a good idea to create a plan. Having a plan of attack can help you better accomplish your social media goals.

Determine your strategy

How do you plan to use social media? What is your goal? As mentioned above, clubs/regions can use social media in several ways. Determine what ways work best for you.

Determine which social media sites to use

You can use as many social sites as you'd like, but don't over commit. Time is always a factor for nonprofits/members, so keep that in mind as you sign up for various social sites. It's better to post informative and engaging information on just a few sites, as opposed to trying to keep up with a dozen different platforms.

Designate a social media committee

It doesn't have to be up to one person to do all the posting, especially if your club has multiple social media pages. Create a team and determine who will post where.

Create a calendar

Of course, some posts will be spontaneous and based on what's happening in real time. That's what social media is all about! But your club/region can plan for other things that you already know are coming up. For example, schedule a post about your *Live Your Dream Award* application deadline or your upcoming *Dream It, Be It* project. If you map it out ahead of time you can ensure your pages always has new content.

Be consistent

How often should you post? Try to post at least once a day to each platform. If you can post more frequently, go for it. However, the key to social media engagement is consistency, so set a frequency schedule that you can stick to. This is why it is helpful to have a social media team. One rule of thumb to keep in mind that if you post multiple times a day on the same page, try to spread the messages at least a few hours apart.

Creating Awareness Through Social Media

The best way to increase our brand recognition is to participate in and promote the Dream Programs. These programs are a true testament to what Soroptimist stands for and what we strive to do. Promoting these programs also helps extend our reach by attracting more applicants; appealing to those who wish to make an impact by donating to a good cause; and making ourselves known to the greater public—which helps to increase our global recognition. Social media is another tool for promoting these programs.

Benefits of Using Social Media to Create Awareness

One of the main ways people use social media is as a news source. The news media, in turn, uses social media to share and promote news stories because they know that is where their audiences get their news. One of the challenges many clubs have is getting new coverage. Even though club news is important, often bigger news stories take priority in a local newspaper. That is the fate of traditional media. Your club must rely on a reporter to cover your story. But when it comes to social media, clubs have a better chance of having more people see their content without having to worry about the challenges of traditional media. Social media is much more engaging; it encourages two-way communication; and you have a group of followers who are interested in seeing your information.

Promoting Your Club on Social Media

Sharing your club projects on social media is always a great way to increase awareness. Considering recent events, doing hands on projects has become quite difficult. But that has not stopped clubs from helping women and girls in their communities. The women and girls we serve need our help now more than ever.

Clubs continue to ensure women and girls have their support by adjusting their activities and the way they work.

Ideas for promoting Soroptimist, your club and our Dream Programs on social media:

➤ **Share how your club has adapted and is working differently to help women and girls in your community**

For example, these activities are all very newsworthy and worth promoting:

- Presenting awards and certificates to your *Live Your Dream Award* recipients while social distancing.
- Going beyond the cash award and providing continued support to your *Live Your Dream Award* recipients in various ways.
- Holding a virtual award celebration honoring recipients.
- Connecting with *Dream It, Be It* participants via Zoom.
- Turning a fundraising event into a virtual fundraiser (see the fundraising resources for online fundraising tools).

Post pictures and share the stories behind these types of activities on your social media pages. They not only highlight the great work your club is doing; they also show your resilience and dedication to helping women and girls no matter what.

➤ **Engage your local news media**

The media knows their audiences are on social media, so they have a strong presence there too. Try these tips to engage local media and encourage them to promote and share your stories:

- Tag local media in newsworthy posts. Normally when you send a traditional news release to a traditional newspaper, you would look up the most appropriate reporter who covers that topic and send it directly to them. In the social media world, instead of sending a news release you would write a short post, include a picture and tag that reporter and newspaper in your post so that your news is brought to their attention. Here's how to tag a person, organization or business in your post: <https://www.ocreatedesign.com/using-hashtags-tagging-social-media-strategy/>.

- Like/follow the pages of all your local media and share your club projects on their social media pages as well.
- Does your local media use certain hashtags to gather certain news topics? Find out what they are by looking at their social media pages and use them in your posts. For example, a news station may use a hashtag for promoting good news or sharing what is happening in the community (ex. #GoodNewsCincinnati). More info on hashtags below.

➤ **Use hashtags to amplify your message**

Hashtags are a great tool to amplify your message and call attention to a certain cause or event (i.e. #SoroptimistsAtWork, #SIAConv2020). They are not just for attracting media. They are useful to anyone searching for information on a topic or trend.

- To create buzz for your club is to follow the local trends. Hashtags like #LocalGov, #Engage2Act, #ShopLocal, and #eParticipation generate quite a bit of attention already, so by using those hashtags, the work you do in your community can be linked to an ongoing trend and brought to the attention of more people.
- Does your town use a special hashtag? See what other hashtags and trends are popular in your community and include them in your posts when sharing club news as well. You may need to look on your local municipality website or social media pages to learn what they are.

Hashtags that SIA typically uses include: #SoroptimistsAtWork #SoroptimistDreamPrograms #LiveYourDreamAwards #DreamItBelt #SpotlightSoroptimist #SIAConv2020

Resource:

- How to use hashtags to make your content searchable: <https://www.postplanner.com/how-to-use-hashtags-on-facebook/>

➤ **Engage your followers**

Get to know your social media followers as they get to know you. Remember, social media is all about two-way communication.

- Post questions to get your followers thoughts on various topics.
- Provide fun activities for followers. Everyone likes to share their favorite things. Ask them to share a photo of their pet, a book they are currently reading or a recipe they recently made.

➤ **Use video**

Videos have proven to be one of the most effective ways to engage on social media, gaining more attention than photos or text alone. Creating live video content is as simple as using your cell phone's camera. Plus, people can record themselves without having to worry about social distancing.

Ideas to leverage the impact of video on your social media pages:

- Post a video of your award recipient sharing her story.
- Have an event coming up? Shoot a quick video talking about the event, when it is and how people can get involved.
- Do video spotlights on members. For example:
 - Inducting a new member to the club? Ask the new member to introduce herself with a short video: *“Hello, my name is Maggie and I’m excited to join Soroptimist because....”*
 - Interview members celebrating a significant anniversary as a member of your club.
 - Ask members to record themselves talking about their dream for the world’s women and girls.
 - Ask members to record a short video about what they love most about being a Soroptimist.

➤ **When using social media to create awareness, don’t forget to**

- Ensure your club’s social media account serve as an extension of the Soroptimist brand.
- Use social media consistently.
- Post timely news.
- Share photos and videos to make your posts more engaging.
- Use hashtags when you can.
- Tag news media in your posts.

Engaging Members through Social Media

Now, more than ever, we want and need to be able to easily and quickly engage with our members and clubs. Since social media allows for two-way communication, it makes that engagement so simple! Here are some ideas to get you going.

➤ **Share member news and updates, spotlight members with videos, and get personal with your followers by offering fun activities**

- Share member news and updates.
- Give a shout out to members on your club's social media page for doing something nice in the community.
- Acknowledge members for something significant, such as a birthday, club anniversary, or receiving an award.
- Videos have proven to be one of the most effective ways to engage people on social media.

Spotlight members via video. For example:

- Inducting a new member to the club? Ask the new member to introduce herself with a short video: *"Hello, my name is Maggie and I'm excited to join Soroptimist because..."*
- Interview members celebrating a significant anniversary as a member of your club.
- Ask members to record themselves talking about their dream for the world's women and girls.
- Ask members to record a short video about what they love most about being a Soroptimist.
- Post questions to get your followers' (including members) thoughts on various topics.
- Provide fun activities for followers. Everyone likes to share their favorite things. Ask them to share a photo of their pet, a book they are currently reading or a recipe they recently made.

Share with Us

SIA would like to know which social media sites your club/region uses. Email a link to your social media sites to sianetwork@soroptimist.org so that we can follow you!

Follow Us

Follow SIA and LiveYourDream.org on our social media networks too!

SIA

[Facebook](#)

[Instagram](#)

[Twitter](#)

[LinkedIn](#)

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