Social Media Guide for Clubs and Regions

Throughout the world, social media has changed the way we communicate and engage with others. On a personal level, you can connect with friends, new and old; keep in touch with family; and share aspects of your life. At a “business” level, organizations can:

- Learn what your supporters are saying about your organization
- Drive traffic to your website or events pages
- Drive visitors to online donation pages
- 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

Social media (as distinguished from communications apps like WhatsApp and Line) use varies by country, culture and privacy concerns. The most popular sites throughout the world are Facebook, Instagram and Twitter.

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

- Engage with members within your own club and region
- Engage with members in other clubs and regions
- Promote club/region activities, projects and events
- Fundraise for club/region initiatives
- Share news and information from SIA headquarters
- Recruit new members.
Social Media Policy

When your club chooses to use social media, it is important to keep certain standards in mind, especially when using the Soroptimist name and brand. Anything you post or share reflects 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 part of your profile picture.

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 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 your country and culture and 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. 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. 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. Soroptimist clubs/regions can be found on many sites, including Facebook, Twitter, Instagram, YouTube, LinkedIn, Snapchat and Pinterest. Social media site usage varies by country. Use the social media sites that work best for you and generates the most engagement within your online community. Below are the sites SIA uses, and might also be worthwhile for your club/region. Note: clubs/regions should register as a business or company when setting up a social media page, and not a personal profile.

Facebook

Facebook is by far the largest social media platform, with 2.27 billion uses throughout the world. 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. Note: For club business, it’s best to use email and not your Facebook or other social media pages.

Instagram

Instagram is all about being visual. Instagram is owned by Facebook and is more popular with younger generations. 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 easy to browse, so it’s ideal for our short attention span 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. Note: Your club/region could 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, it could be a valuable platform for your club/region to push some of the leadership 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.

Pinterest

Pinterest allows users to visually share, and discover new interests by posting (known as 'pinning' on Pinterest) images or videos to their own or others' boards (i.e. a collection of 'pins,' usually with a common theme) and browsing what other users have pinned. It provides a fun and interactive experience.

Tips for Growing Your Social Media Presence

You're aware of what sites are out there. Many clubs are using social media to promote their work, which can be highly effective in member recruitment strategies and support for their work. Some even pay to "boost" their posts. The reality is, however, club members are busy and social media can be labor intensive. Here are some tips to help you use social media to accomplish your club goals.
Understand your purpose

How do you plan to use social media? What are your goals? Most likely they include engagement, increasing your impact and promoting your club and its work. As mentioned above, clubs/regions can use social media in several ways. There is nothing to be gained by having a social media presence just to have one. Determine what works 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. Keep your goals in mind. 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. All social media sites have “how-to” tutorials that will walk you through setting up a page and how to use it to your best advantage. Note: The most popular social media sites throughout the world are Facebook, Instagram and Twitter.

- YouTube: [https://www.wix.com/blog/2017/03/how-to-start-a-successful-youtube-channel-for-your-business/](https://www.wix.com/blog/2017/03/how-to-start-a-successful-youtube-channel-for-your-business/); [https://blog.hubspot.com/marketing/how-to-create-a-youtube-channel](https://blog.hubspot.com/marketing/how-to-create-a-youtube-channel)

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. You can also decide whether you would like to use
a social media scheduling tool, such as HootSuite or HubSpot. These enable you to manage all your pages in one place and schedule posts ahead of time.

Create a calendar

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. SIA creates an annual social media calendar that incorporates both SIA events/deadlines and the news cycle (U.N. days, etc.). Clubs should do the same. For example, schedule a post about your Live Your Dream Award application deadline, your Dream It, Be It project, or your upcoming fundraiser. If you map it out ahead of time you can stay organized and ensure your pages always have new content.

Hire a social media intern

Another way to get help with your social media work is to hire a college intern to develop the calendar and do the posting. Some interns will work for free or for a small stipend in exchange for gaining the experience.

Include social media icons on your website and email signature

Make sure to include your social media network icons on your club or region website. Note: Many clubs use social media (especially Facebook) instead of having and maintaining a website, which can be labor intensive. Likewise, be sure to link your social media profiles back to your website if you have one. And add the icons to your email signature.

Share, share, share

Share your social media accounts with everyone you know. And ask them to do the same. This is a simple way to get the word out. Make sure to remind your community to share particularly important information like details about an upcoming fundraiser or application information for our Live Your Dream Awards.

Facebook even has an option to “Boost a Post,” which is available to anyone with a business page. Boosting a post means paying to get your content seen by more people. You can find more information about boosting a post here: https://blog.hootsuite.com/how-does-facebook-boost-posts-work/.
Interact with your community
Posting interesting and helpful information is good, but what's better is engaging with your community. Respond to posts from your audience and interact when they show interest. Answer questions in a timely fashion.

Produce valuable content
Posting valuable content helps promote your club and the Soroptimist mission, which can result in new members, sponsors and programs partners. Use visuals when possible, including those available from SIA (such as member recruitment ads, available in all SIA languages).

Use hashtags
Hashtags are a great way to call attention to, organize and promote a certain cause or event (i.e. #SpotlightSoroptimist, #SIAConv2020). Using hashtags help bring people to your social media pages. But use them carefully and don't use hashtags that are unrelated to your post.

Be consistent
How often should you post? Try to post at least once a day to each platform. Best practice is two-four times per day. 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 is that if you post multiple times a day on the same page, try to spread the messages at least a few hours apart.

Follow Us
Follow SIA and LiveYourDream.org on our social media networks too! And be sure to copy and paste appropriate content from our social media sites onto your club/region sites. *For information on SIA's social media strategy, click here.

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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!

Other Resources for Using Social Media

https://www.as-coa.org/articles/weekly-chart-where-latin-americans-are-social-media
http://gs.statcounter.com/social-media-stats/all/north-america
https://blog.bufferapp.com/social-media-for-businesses
https://blog.hootsuite.com/social-media-for-business/
https://www.businessnewsdaily.com/7832-social-media-for-business.html