

Social Media 101 Webinar - Q&A

Recorded Webinar:

<http://clubrunner.helpserve.com/Knowledgebase/Article/View/1384/356/video-social-media-101-webinar>

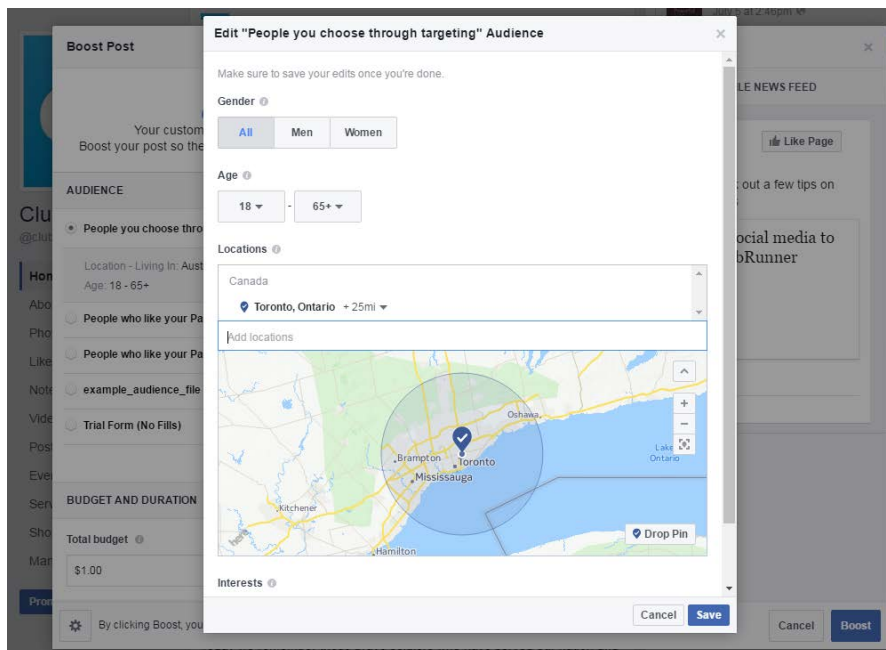
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1) How do you boost posts on Facebook? What is the purpose?

Sometimes you may have the need to promote your Facebook post to people in your network that aren't associated with your club or Facebook page in any way (i.e.: they don't follow you or like your page online). For example, your club may be holding a membership drive and you want the word to get out. One way to do this is to boost your post. You would select your audience demographics and your post will appear on their newsfeed. When selecting to boost your post, you can set your own budget and timeframe for how long you want your 'ad' to run.

2) When boosting Facebook posts, can you be specific to one city, rather than the whole of Canada?

Yes. If you are targeting a city only, simply type in your city name under "location".



3) What does the target audience see when they are included in the boost?

They see the message you chose to boost. This would be your Facebook post. Additionally, they would see the words “Sponsored Post” next to it on their newsfeed. Facebook adds this automatically to inform users the post is on their newsfeed as it is essentially a paid advertisement.

4) Do you just need a Facebook page - not a profile also?

In order to create a Facebook page, you first need to have a Facebook profile, so that you can log in. However, the profile and the page are not linked in any way. To create a Facebook page, visit: https://www.facebook.com/pages/create/?ref_type=registration_form and follow the instructions as they appear on the screen.

5) Thank you so much for a great webinar! Does it make sense to use Instagram for promotion?

It really depends on who your audience is. Instagram is a picture platform where you'll be able to post pictures and short video clips related to your club and if you have enough of a following, an Instagram account is great.

6) What CR template are we using on the website.

The website we used during this webinar was using one of our Next-Generation themes called Millennium. To learn more about our newest themes and how you can use them on your site, visit: <http://clubrunner.helpserve.com/Knowledgebase/Article/View/1295/755/next-generation-website-themes-guide>

7) Please demonstrate how to pin and unpin.

Pinning a post allows you to essentially freeze a post on top of your page, so it is the very first entry anybody sees when they visit your page. If you have important news you want to share such as an upcoming event, information about a fundraiser, or a note about your most recent achievement, we suggest pinning it to the top. This way, as you continue to make more updates, these important posts don't get buried.

To pin a post, simply click on the drop down arrow on the top right and click on “Pin to Top of Page”. To unpin, click on the drop down arrow once again, and click on unpin.

8) Should Twitter and Facebook pages have different content?

You can post the same messages but we suggest changing the wording a little. For example, Twitter only lets you post a 140 character tweet, so your message here would be short and to the point, whereas on Facebook, you can add a detailed message.

**9) How do we transfer a FB from a member who started it, but is no longer active with our club?
We have a few current administrators - should we bother about transferring it over?**

If you are still in touch with the administrator who created the Facebook page, have them give the admin rights to more people in the club. To do so, you can follow the instructions as they appear here: <https://www.facebook.com/help/187316341316631>

10) Another question for team - if a club hasn't posted for months/years, is it better to unpublish page (FB) until they have a strategy? Or is it okay to leave it online?

In cases like this, you can unpublish the page. To do this, you can follow the steps as outlined here: https://www.facebook.com/help/184605634921611?helpref=faq_content

11) Please demonstrate how to utilize hashtags.

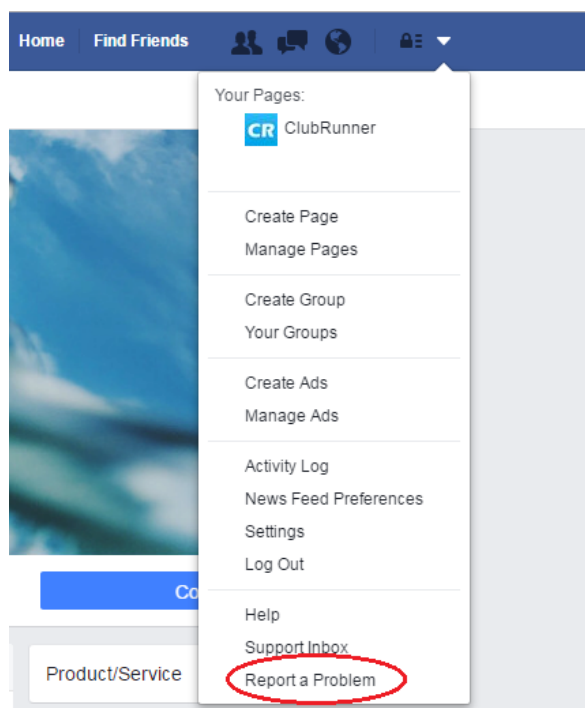
Hashtags essentially allow you to categorize your posts into certain topics of interest. You can use a hashtag mid-sentence or add them at the very end. Once added, they turn into a hyperlink which if clicked on display all the other messages also using that same hashtag. Using 1-2 hashtags in your tweets for example increases the visibility and engagement rates for posts by more than 50%.

An example of a hashtag being used can be:

Members of the #Rotary Club of Mississauga preparing for our annual #EndPolioNow fundraiser.

12) What if we have a page but our admin left and no one else was added? How can we get someone else added? Or do we need to start over and have Facebook take the existing page down?

If you no longer can get in touch with the administrator, and they were the only person assigned to manage the page, unfortunately, there is no simple way to gain access. In cases like these, you would need to get in touch with Facebook directly. To do so, when you are logged in to your Facebook account, click on the arrow on the top right, and on Report a Problem.

**13) Is it possible to change administrators?**

Yes, the original administrator would have to assign these rights to more people. The following article explains this in detail: <https://www.facebook.com/help/187316341316631>

14) Is it appropriate to acknowledge people that like the club's posting? How about approaching people about their interest in joining Rotary?

No, if someone has liked your club's post, you would not acknowledge that action, although if they comment on your post, then you would definitely acknowledge that. If someone likes your page, you can always send a quick thank you message linking them back to your site and inviting them to ask questions. Similarly, on Twitter, if somebody begins following you, you can send them a private thank you message there too.