

#LionsGetInvolved #JoinUs

Social Media Tools for Lions Clubs

Lions Clubs and individual Lions use social media to connect with individuals, community groups, businesses and media. They share news of projects, events and service activities. As a global network, Lions can follow each other on social media, like and share content, and engage through direct messaging. Together we can boost awareness of what we do, show how we get involved and encourage others to join us. Facebook, Twitter and Instagram are the most useful for Lions Clubs.

TIPS:

- Plan ahead – have a schedule of stories, photographs and short videos to post or share.
- Use social media apps for easy posting, including live from events.
- Add the Club's social media details on other communications and ask people to connect.
- Create interesting imagery – photographs, graphics and short videos.
- Before posting Lions photographs featuring people, remember to get their permission.
- Encourage those attending Lions events to share their photos on the Club's social media.
- Use a hashtag for content to be found. For example #WeServe #LionsGetInvolved.
- Share content published by other Lions Clubs, your District and the MD accounts.
- Remember that everything you post should be suitable for sharing publicly.
- Answer comments and direct messages promptly and remember #KindnessMatters.

TIPS



Facebook - People have profiles – organisations, such as Lions Clubs need to set up a page. At least one club member with a Facebook account needs to be the page admin. Include the Lions logo, and a header image, which can be changed to highlight upcoming events. Add information about the club, photos, videos and events. Invite people to follow the club page.



Twitter - Create a profile with a unique name of up to 15 characters. Use the Lions logo as the profile photo and you'll also need a header image. Add a brief biography (up to 160 characters) and a pinned Tweet with more information to stay at the top of your timeline. Next find people to follow from the local community (including media). Add news Tweets (short posts) and reply to others' Tweets. This will help attract followers.



Instagram - Set up a free business account. Add a club profile, logo and contact button. Create good quality images and craft interesting captions to tell stories. Include hashtags to attract followers. Use the biography to add links to events.

Share your news via **Facebook@Lionsgetinvolved** or **Twitter: @LionsClubsBI**

LEARN MORE: Visit SMiLE – to find videos and other helpful resources supporting Lions to use social media.
See: <https://www.lionsclubs.org/en/resources-for-members/social-media>

Join the Facebook group: **LionsSmile**

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