



Social Media: Facebook Basics

Presentation Summary

- Why use social media?
- Overview of current LCI social presence
- Deep dive: Facebook
 - The basics
 - Best practices
 - Engagement
 - Resources
 - Setting up an account



Why Use Social Media?

Objectives:

- Engage and retain current members
- Empower and leverage large membership to increase storytelling and global visibility
- Improve and increase service worldwide
- Reach potential members



LCI Social Media Overview

- 11 social platforms represented
- Facebook most used platform by Lions
- Mainly used to engage/inform current members



Deep Dive: Facebook



The Basics: Profile vs. Page



Profile

- Held under an individual's name
- One profile per person
- Max of 5,000 friends, unlimited followers



Page

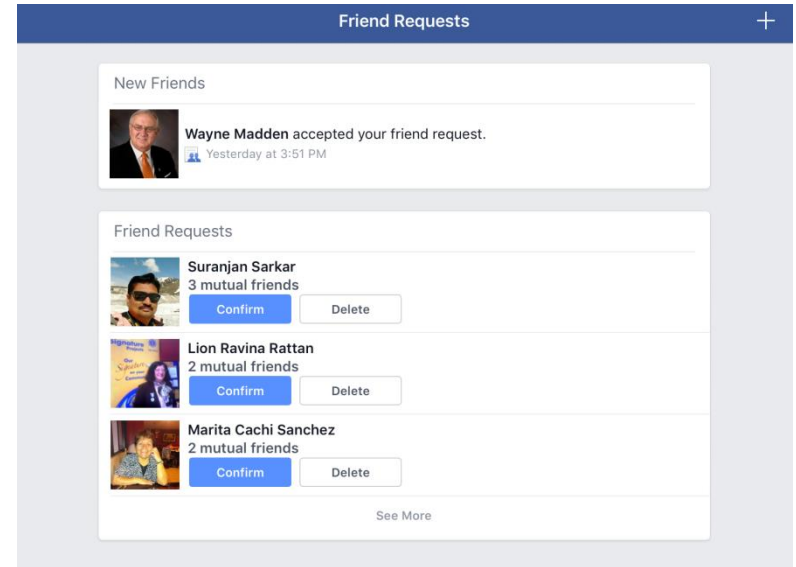
- Must be created/managed by individuals with FB profile
- Unlimited pages per profile
- Unlimited number of likes
- Typically used by companies, organizations, brands and celebrities



The Basics: Friends vs. Followers

Friends

- Friend requests must be **ACCEPTED**
- 5,000 friend **LIMIT**
- When you confirm friends, they follow your activity and you automatically follow their activity
- Friends may see each other's **PRIVATE** posts in News Feed



The Basics: Friends vs. Followers

Followers

- Anyone can AUTOMATICALLY follow you – no need to accept a follower request
- UNLIMITED number of followers
- When someone who is not your friend FOLLOWS you, they'll see your PUBLIC posts in their News Feed

Why have “Followers”?

- You don't want to manually confirm every friend request
- You have reached 5,000 friends
- You don't want to see everyone's posts in your news feed
- You want to keep some posts private for “Friends” only



Facebook Best Practices



Best Practices: What to Post

Status

- **Simple text** – no photo, videos or links
- Provides a brief update on:
 - What you're doing
 - How you're feeling
 - Your thoughts on a relevant issue or topic
- Opportunity to **ask questions**, connect with audience
- Least engaging type of post – VISUAL content is 40x more likely to get shared on social media than any other types of content

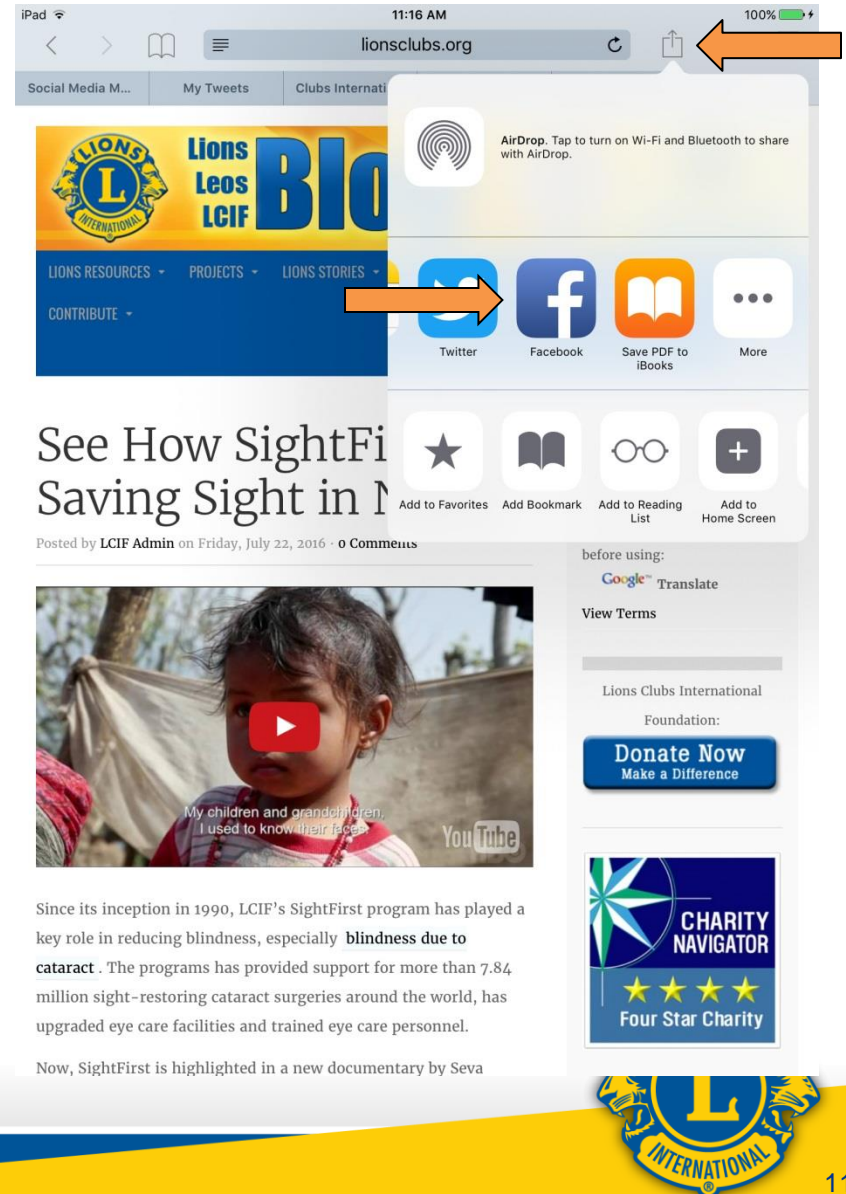


Best Practices: What to Post

Links

Share stories that are relevant and interesting to a broader audience

- **Stories of impact** – How does Lions service impact individuals, families and communities?
- **Testimonials** – How are the lives of Lions and Leos changed?
- **News articles** featuring Lions and volunteering



Best Practices: What to Post

Photos

- Include description or caption for photos
- Most engaging photos **tell a story** – candid, Lions in action, impact
- Image posts get 179% MORE interactions than average Facebook post



Best Practices: What to Post

Videos

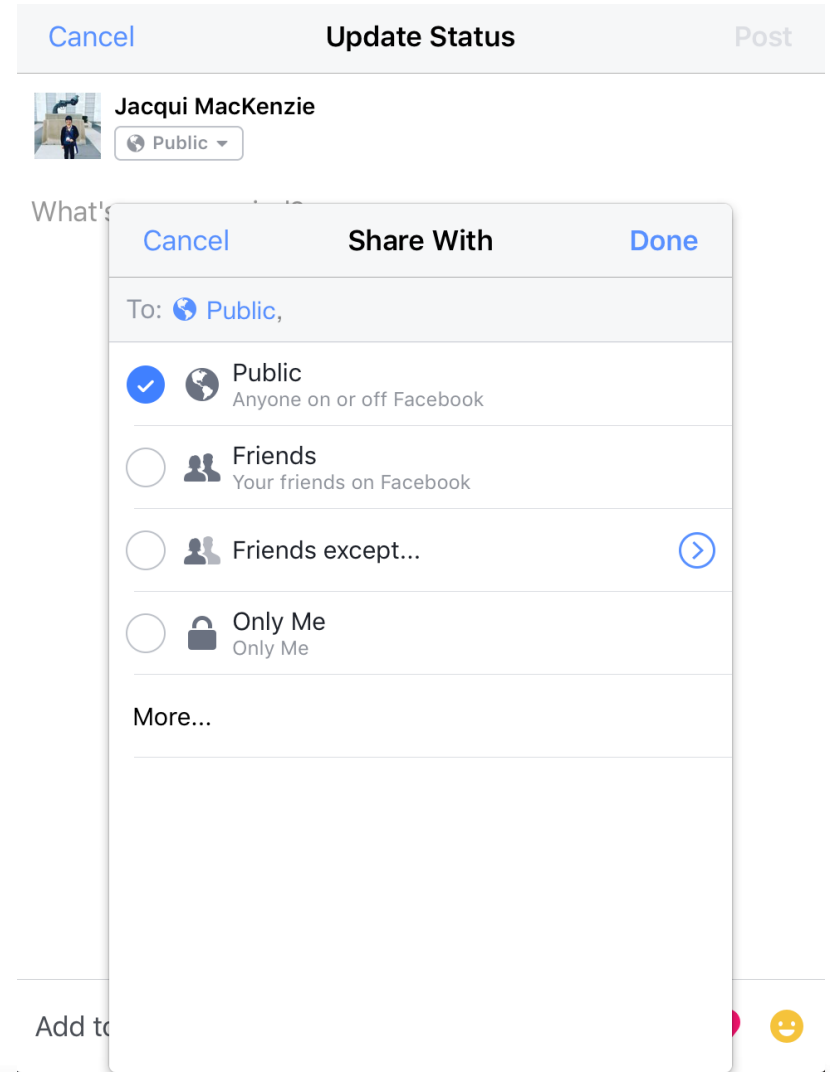
- Video posts on the LCI FB page are 3x MORE engaging than status posts
- People spend 3x longer watching LIVE video than pre-recorded video
- Share LCI-produced videos, take video at event or service activity, talk to your audience



Best Practices: Choose Your Audience

Not all content has to be shared with the general public

- Political or religious views
- Personal images or videos



Best Practices: Hashtags

Hashtags help categorize posts and pull them into a larger conversation with a wider audience

- Click or search a hashtag to see other posts on that topic
- Add a hashtag to your post to join the conversation

Common Lions hashtags:

- #LionsClub
- #LIONS100
- #LCIcon
- #LDUN
- #LionsYouthExchange
- #SightFirst
- #SightForKids



Lions Clubs International ✓

February 19, 2015 · 🌐

Check out this #TBT of the Lions Broom Sale fundraiser in 1982!
[#LIONS100](#)

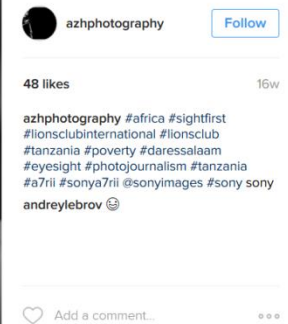


Best Practices: Hashtags

#SightForKids



#SightFirst



#LionsYouthExchange



#LDUN



The Carter Center @CarterCenter · Mar 12
The men stand up for #genderequality at #LDUN @lionsclubs after passionate youth plea



Examples of Top Performing Posts



Lions Clubs International ✓

Published by Hootsuite [?] · April 27 at 1:01pm · 🌐

When you invite young people to join us in service, you'll do more than inspire them to change the world - you'll give them a chance to do it with your club. Discover the ways Lions are already getting young people involved: <http://lion.ly/EVvF30bcy9X>



530+ likes, 185 shares



Guðrún Yngvadóttir

July 13 at 7:24pm · Garðabær, Iceland

We need More Women in Lions



200+ likes, 500+ shares



Examples of Top Performing Posts



Jitsuhiro Yamada - Lions Clubs International

Published by Lions Jacqui MacKenzie [?] · June 17 · 🌐

"All of these cranes were in my office. I brought these to Hiroshima, and dedicate them to the Peace Memorial Museum there. Because it is the birthplace of the famous story of the thousand cranes for peace."

#DignityHarmonyHumanity



400 likes, 200+ shares



Joe Preston - Lions Clubs International

Response to fire in Canada.

**13,000+ video views
200+ likes, 300+ shares**



Use Facebook to Connect



Engagement: Respond to Comments

Comments are an opportunity to:

- Answer questions and provide more info
- Direct followers to Lions programs or pages
- Make friends and connect with other Lions



Debbie Hough Cantrell 😄 feeling excited.

July 25 at 2:53pm · 🌐

I noticed this Friday! **Thank you** Heritage Bank for supporting COPE, It Takes a Village Event on August 9th!! The event doors open at Mighty Oak Lodge @5:30. Plan to be there!! Super to see it on your sign!



👍 Like 💬 Comment ➦ Share

👍 Debbie Hough Cantrell and 10 others



Debbie Hough Cantrell Kim Light looks awesome!

Like · Reply · 👍 1 · July 25 at 4:04pm



Maydeline R. Belir Lady Lion Deb, what's the meaning of COPE? Here we call it COMMUNITY ORGANIZING FOR PEOPLE ENC. 😊 I was part before of that NGO. Take care. Thanks in advance for answering my querry..

Like · Reply · July 26 at 5:22am



Debbie Hough Cantrell Madeline it stands for Creating Opportunity's for Personal Empowerment. It is a women's shelter and resource center for domestic violence victims. I serve on the Board of Directors. If you go to Lions Clubs International Facebook page you can see in March I was invited to speak at the United Nations. The panel I was on got to speak on treating women with respect. I am proud of Lions for addressing this issue! Sounds as you are one busy girl!!! Involved in a lot!

Like · Reply · 👍 3 · July 26 at 7:24am · Edited



Maydeline R. Belir Yes Yes! Had a talk with women twice discussed the violence against women and children 😊 i've been a women and children advocate for almost 4 years. And in school we have this Bicol Gender and Development Service Center. Looking forward to meet you soon. Hope you visit Philippines and would love to have you our guest 😊 we have so much programs for women. Love you. Take care always. Please do always tag me of all your work, activities and programs in cope. Let's continue to empower women and end the cycle of domestic violence.

Like · Reply · July 26 at 11:51pm



Engagement: Like and Share Content

The more you **LIKE** and **SHARE** other Lions' content, the more people will see it, the more **VISIBLE** our brand and message becomes.

 **MD27 Lions of Wisconsin** shared District 27-D1 Lions's video.
2 hrs · 🌐

Help kids in your hometown succeed in school... donate to your local Stuff the Bus project!



920 Views

District 27-D1 Lions
Yesterday at 7:25am · 🌐

Area Lion & Lioness Clubs are collecting school supplies for area children. Find out about your local Stuff the Bus drive at <http://wisconsinlions.org/stuff-the-bus/>.

👍 Like 💬 Comment ➦ Share



Engagement: Ask Questions

Start a conversation! Ask questions that are:

- Easy to answer, OR
- Focus on a challenging topic that encourages new ideas and solutions



Richard Stevenson ▶ Global Membership Team

July 31 at 11:13am · 🌐

Question, I see a great deal of emphasis on chartering new clubs. Where are we on retention and on attracting new Lions to existing clubs?

Like Comment

11



Lydia Ellis My thoughts exactly.....we must keep the members we have and then work to grow

As the time goes by I am understanding more and more each day why members are leaving I am a 28 year member and it has crossed my mind to just walk away from the issues but I don't because I believe in what we as Lions do WE SERVE

Like · Reply · 1 · July 31 at 11:56am



Richard Stevenson What are the top issues that could be addressed?

Like · Reply · July 31 at 11:57am



Tom Hilgers The "face" of the club is all important. How we conduct our meetings and present ourselves to the community in a professional manner are almost always at the heart of the problems our at-risk clubs have. We know the things successful clubs do, but identifying clubs in need of help and convincing them that they need to implement some of those things soon enough to prevent back-sliding are critical.

Like · Reply · 1 · July 31 at 12:33pm



Giuseppe Coco Yes. The most difficult task is to make them recognize the need of improving and changing.

Like · Reply · July 31 at 8:15pm



Lions SMILE looking for your answers.

July 22 at 11:35am · 🌐

Facebook has changed the layout of the Facebook pages the last few days. Things from the left side bar went to the right, horizontal menu items are now on the left side vertical. Profile image also moved to the left. How do you like it?

#lionssmile #lionsclubs #weserve



Like Comment Share

34

Top Comments

4 shares

6 Comments



Write a comment...

Press Enter to post.



Daniela Pilla Not so bad; it takes a while to get accustomed, like usually 😊

Like · Reply · 1 · July 27 at 1:30am



Frezer Tesfahun I think it's good, specially the profile picture used to be over the cover picture and used to hide some parts of the cover picture. It's a good move taking it to the side on its own.

Like · Reply · 1 · July 22 at 11:50pm

Engagement: Build Community



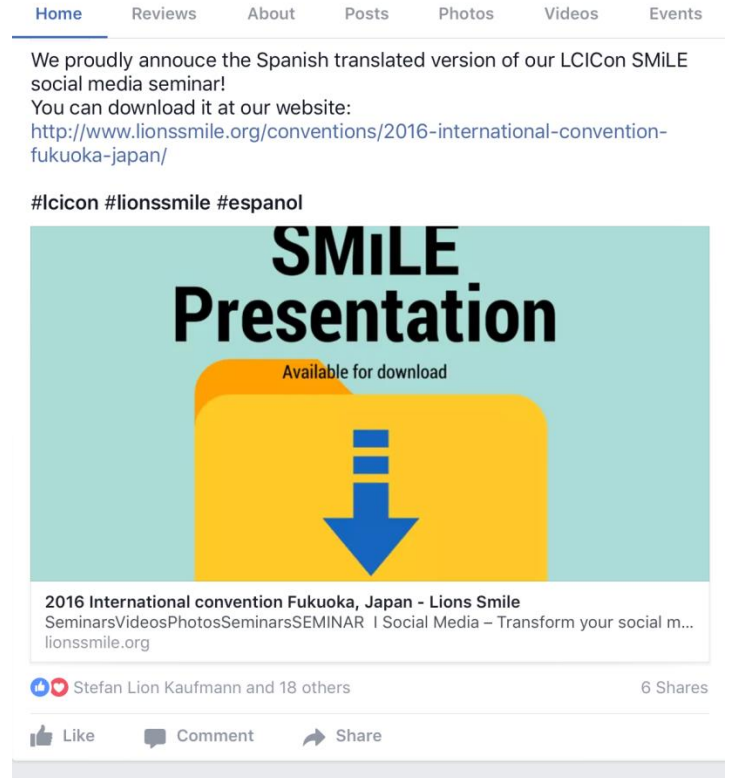
Resources



Resources: Lions SMiLE

SMiLE = Social Media including
Lions Everywhere

- Social media tips, articles and resources for Lions by Lions
- LionsSmile.org
- Facebook.com/lionssmile/



Resources: LCI Facebook Page

- Lions news
- Stories of impact
- Photos
- Videos
- [Facebook.com/lionsclubs](https://www.facebook.com/lionsclubs)

All Videos



Mama Levina, 72, brings her kitchen outdoors to fry...
470 Likes · 6,617 views



Where Are They Now? Lions Impact Stories
368 Likes · 7,114 views



Lions and Special Olympics
229 Likes · 3,740 views



New Mountains to Climb (2016-17 President's...)
518 Likes · 12,195 views



Lions Camp Pacifica
244 Likes · 3,863 views



Lions Take a Stand Against Measles
246 Likes · 4,486 views



Centennial Video: Peace and International...
602 Likes · 22,361 views



Lions Support the Volunteer Organization...
47 Likes · 1,365 views



Lions Address Global Water Crisis
255 Likes · 10,312 views



Thanks for a great Lions Day with the United...
626 Likes · 22,061 views



Tennille Amor performing her song "Lion" at #LDUN
179 Likes · 6,081 views



Lion Debbie at #LDUN #genderequality
166 Likes · 4,298 views



Resources: LCI YouTube Channel

- www.youtube.com/lionsclubs

The screenshot shows the YouTube channel page for Lions Clubs International. The banner features the Lions Clubs logo and the text "Lions Clubs WE SERVE" in large, stylized letters. Below the banner, the channel name "Lions Clubs International" is displayed, along with a "Subscribed" button and a subscriber count of 7,844. The navigation menu includes "Home", "Videos", "Playlists", "Channels", "Discussion", and "About". The "Videos" tab is selected, showing a grid of video thumbnails. Each video thumbnail includes a title, view count, and upload date. The videos are arranged in two rows of six. The first row includes videos about the 2016 July LQ, the 2015-16 Lions International President, and Yamada's 2016-17 Year End Message. The second row includes videos about the 2016-17 President's Theme, the 2016 July LQ Camp Leo, and the 2016 July LQ Empowering Women.

Lions Clubs International ☒ Subscribed 7,844

Home **Videos** Playlists Channels Discussion About

← Uploads ▾ Date added (newest) ▾ Grid ▾

2016 July LQ: Lions and Special Olympics - Lions Clubs Videos
214 views • 2 weeks ago
CC

July 2016 Lions Quarterly
329 views • 2 weeks ago
CC

Meet the 2015-16 Lions International President Dr.
2,002 views • 3 weeks ago

Where Are They Now? Lions Impact Stories
227 views • 3 weeks ago

Yamada's 2016-17 Year End Message
286 views • 3 weeks ago

2016-17 Lions Clubs International President Bob
770 views • 3 weeks ago
CC

2016-17 President's Theme: New Mountains to Climb (Long)
5,089 views • 3 weeks ago
CC

2016 July LQ: Camp Leo - Lions Clubs Videos
61 views • 3 weeks ago

2016 July LQ: Empowering Women - Lions Clubs Videos
224 views • 3 weeks ago

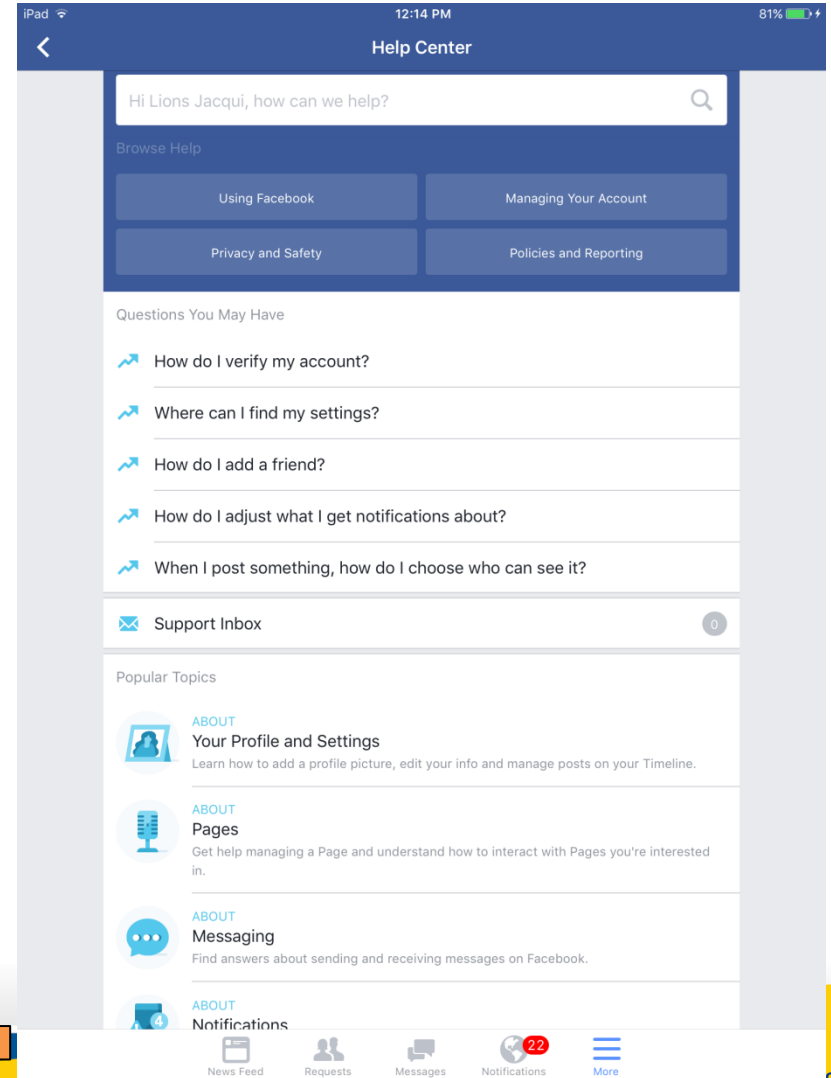
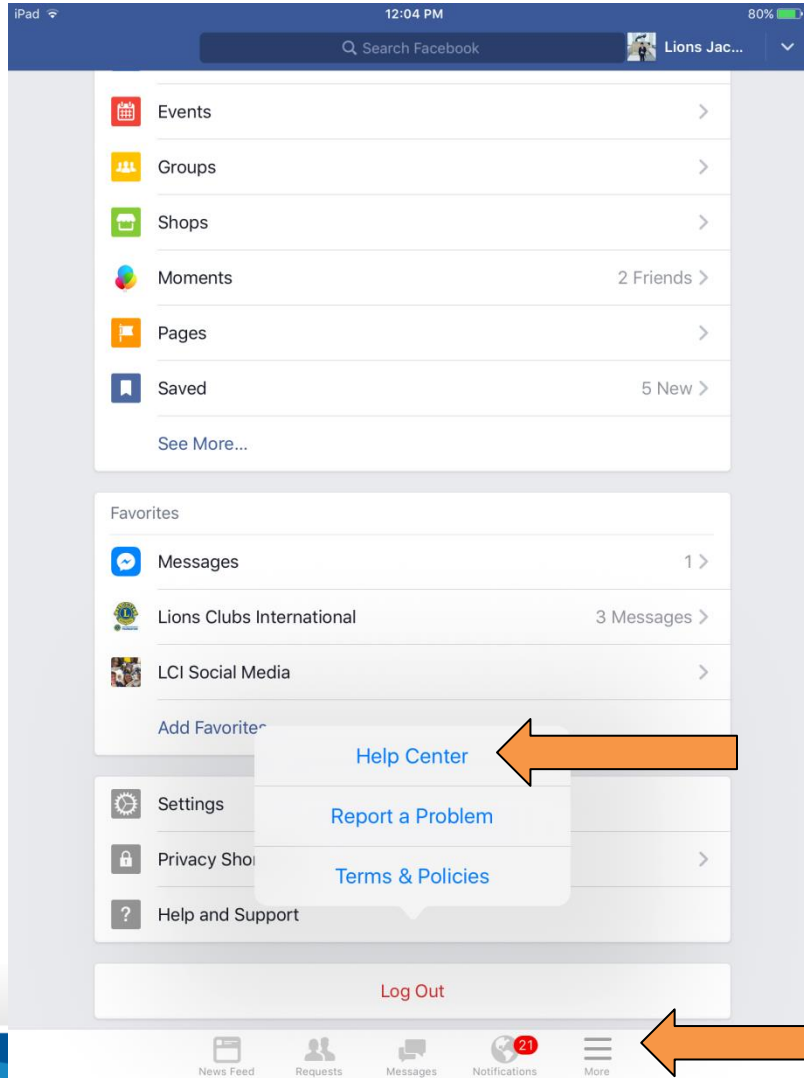
2016 July LQ: Lake of the Woods Lions Projects - Lions Clubs
295 views • 3 weeks ago

2016 July LQ: Reading Carnival - Lions Clubs Videos
53 views • 3 weeks ago

2015-16 President's Theme: Dignity. Harmony. Humanity.
3,919 views • 1 month ago

Resources: Facebook Help Center

- [Facebook.com/help/](https://www.facebook.com/help/)



Resources

SMiLE = Social Media including Lions Everywhere

- Social media tips, articles and resources for Lions by Lions
- LionsSmile.org
- facebook.com/lionssmile/

facebook.com/lionsclubs

facebook.com/help/

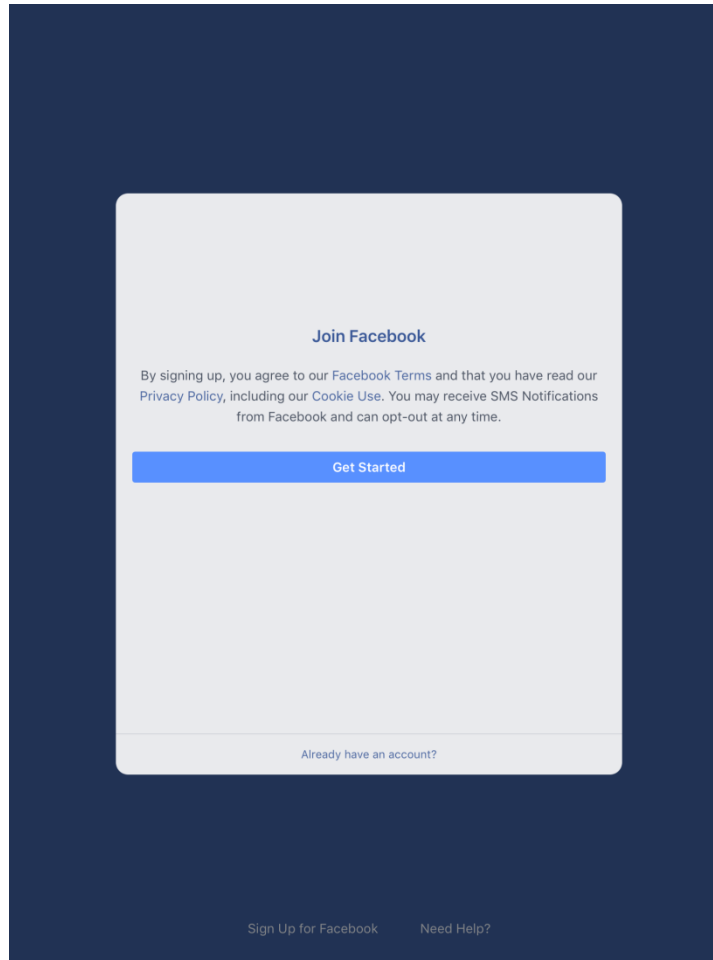
youtube.com/lionsclubs



Getting Started



Getting Started: How?

A screenshot of the Facebook 'Join Facebook' sign-up screen. The background is dark blue. In the center is a light gray rounded rectangle. At the top of this rectangle is the text 'Join Facebook' in blue. Below it is a paragraph of text: 'By signing up, you agree to our Facebook Terms and that you have read our Privacy Policy, including our Cookie Use. You may receive SMS Notifications from Facebook and can opt-out at any time.' Below the text is a blue button with the text 'Get Started' in white. At the bottom of the light gray rectangle is the text 'Already have an account?' in a small, light gray font. At the very bottom of the dark blue background, there are two links: 'Sign Up for Facebook' and 'Need Help?' in a small, light gray font.

Join Facebook

By signing up, you agree to our Facebook Terms and that you have read our Privacy Policy, including our Cookie Use. You may receive SMS Notifications from Facebook and can opt-out at any time.

Get Started

Already have an account?

Sign Up for Facebook Need Help?



Getting Started: Provide Email Address



What's Your Mobile Number?

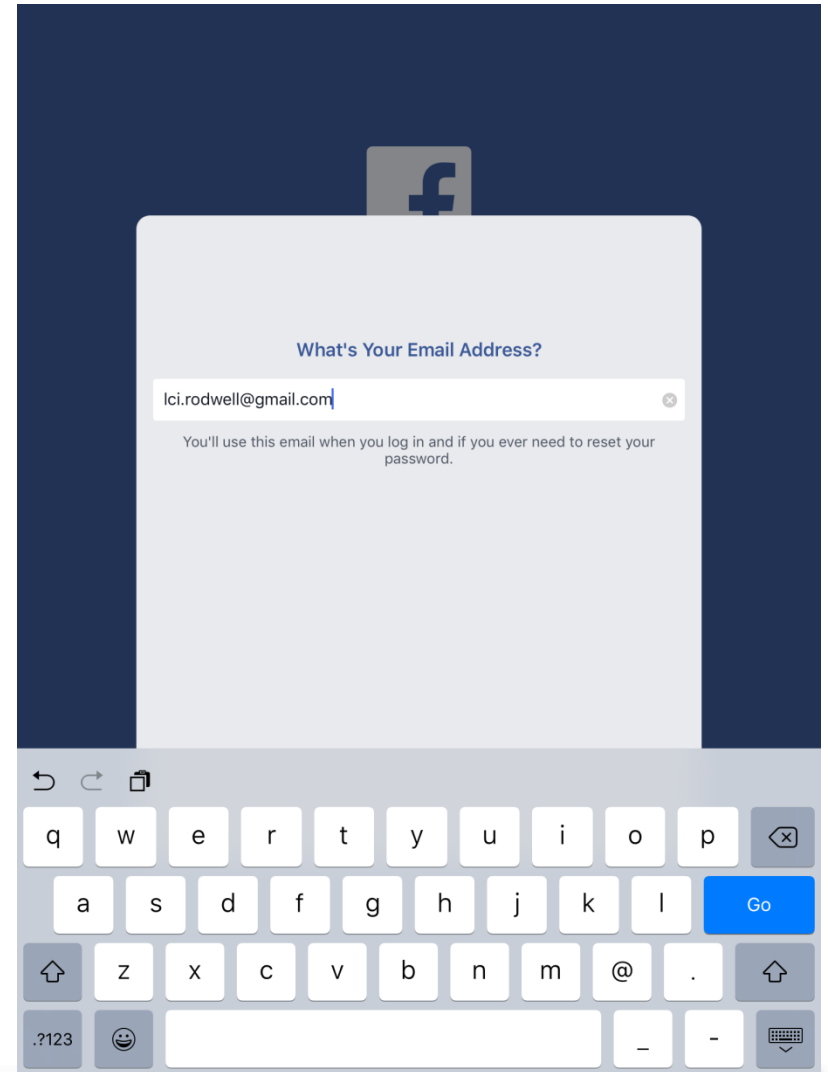
US ▼ +1 Enter your mobile number

You'll use this number when you log in and if you ever need to reset your password.

Use your email address

Already have an account?

Sign Up for Facebook Need Help?



What's Your Email Address?

lci.rodwell@gmail.com

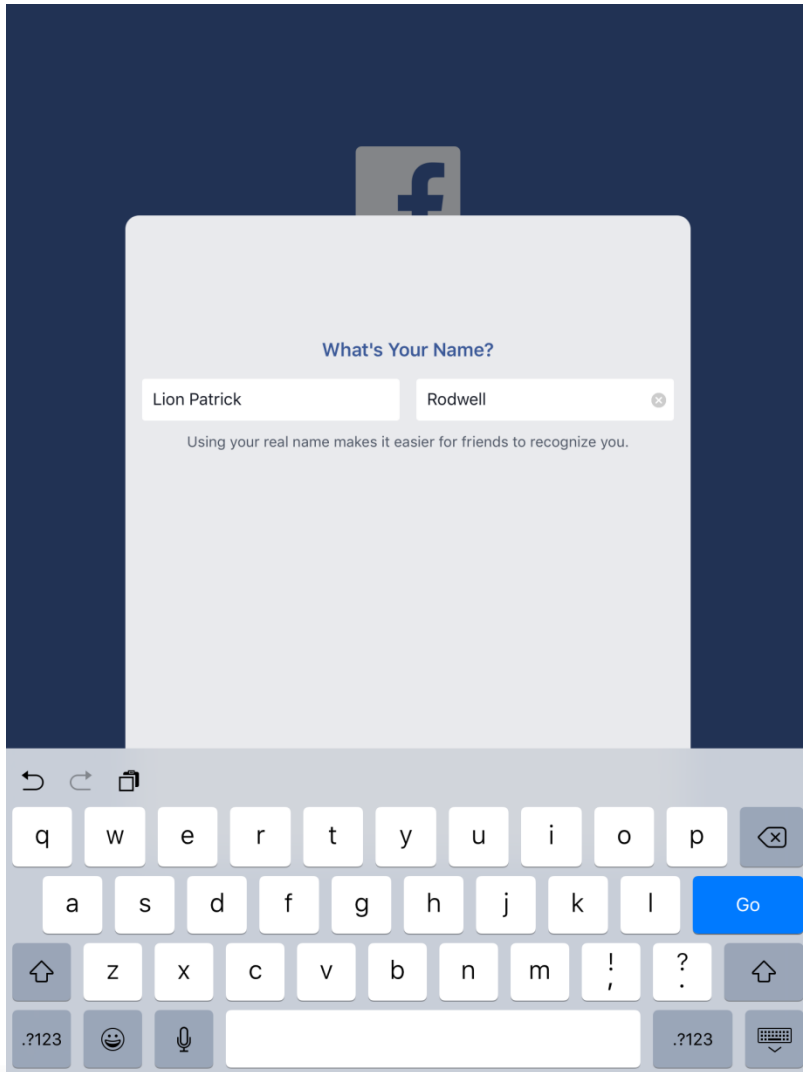
You'll use this email when you log in and if you ever need to reset your password.

q w e r t y u i o p
a s d f g h j k l
z x c v b n m @ .
.123 ? ! , ; ' " ~

Go



Getting Started: Name and Password



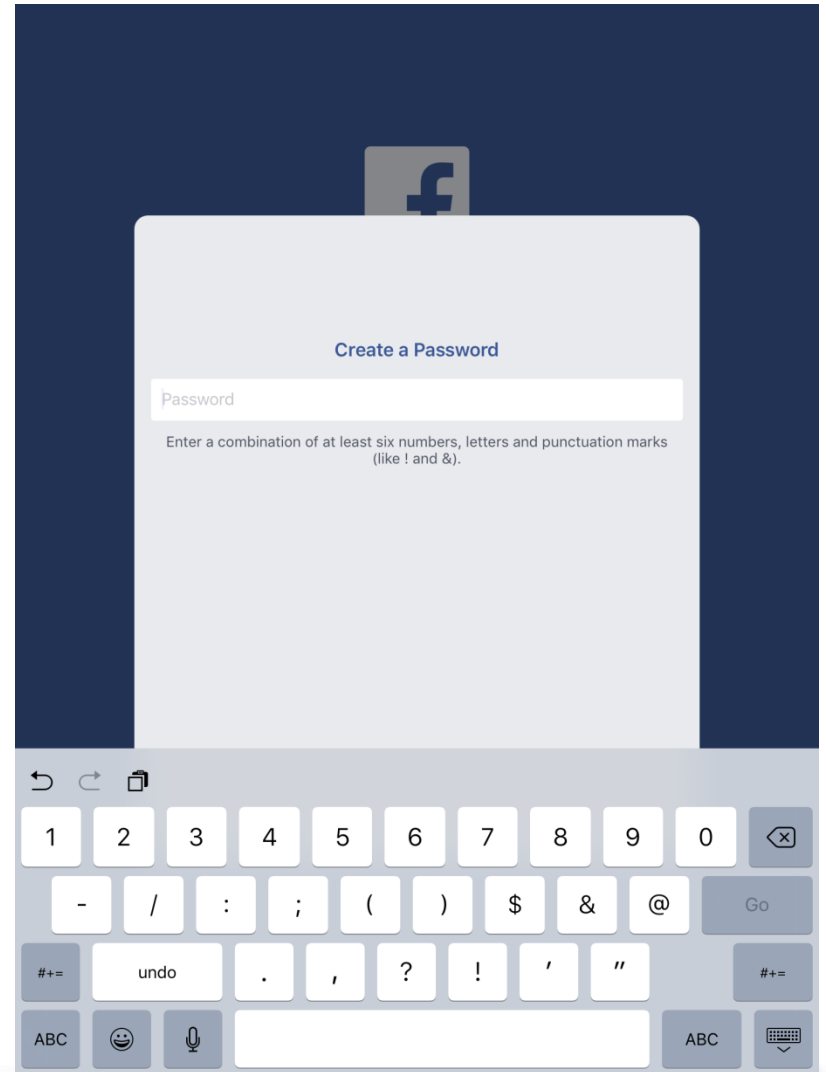
The screen displays the Facebook logo at the top. Below it, the title "What's Your Name?" is centered. There are two input fields: the first contains "Lion Patrick" and the second contains "Rodwell" with a clear button (X). Below the fields, a message reads: "Using your real name makes it easier for friends to recognize you." At the bottom, a virtual keyboard is visible with a blue "Go" button.

What's Your Name?

Lion Patrick Rodwell

Using your real name makes it easier for friends to recognize you.

Go



The screen displays the Facebook logo at the top. Below it, the title "Create a Password" is centered. There is a single input field labeled "Password". Below the field, a message reads: "Enter a combination of at least six numbers, letters and punctuation marks (like ! and &)." At the bottom, a virtual keyboard is visible with a blue "Go" button.

Create a Password

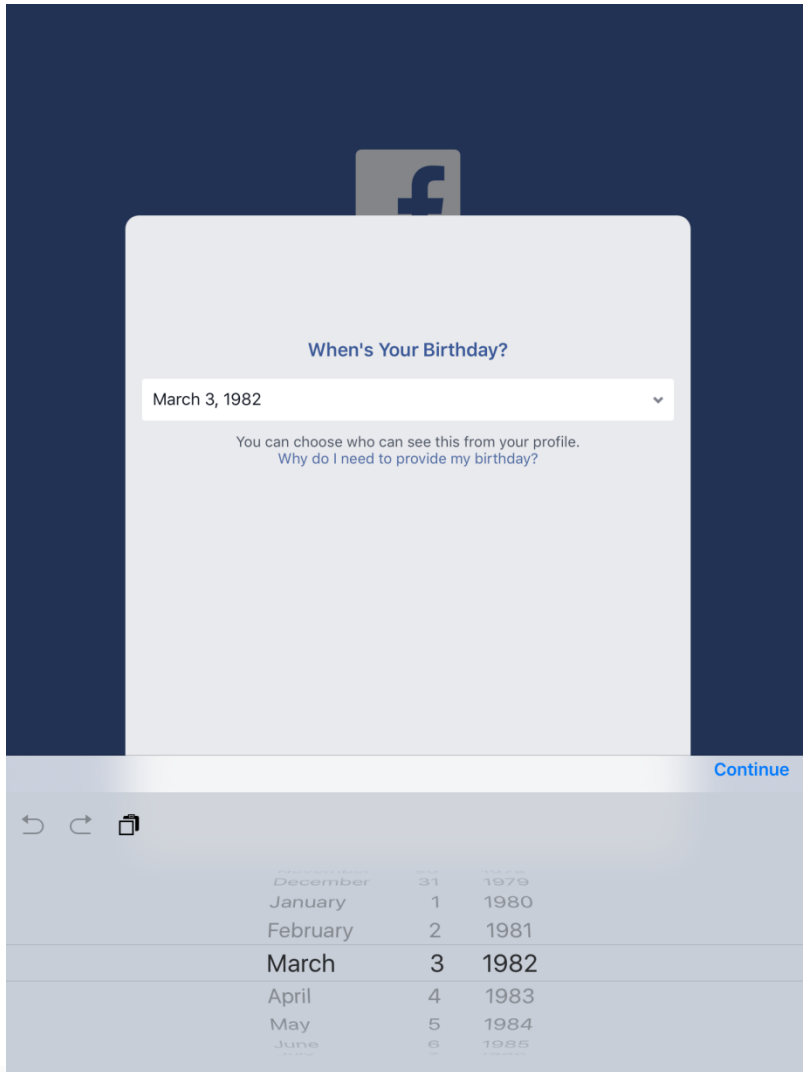
Password

Enter a combination of at least six numbers, letters and punctuation marks (like ! and &).

Go



Getting Started: Birthday and Gender



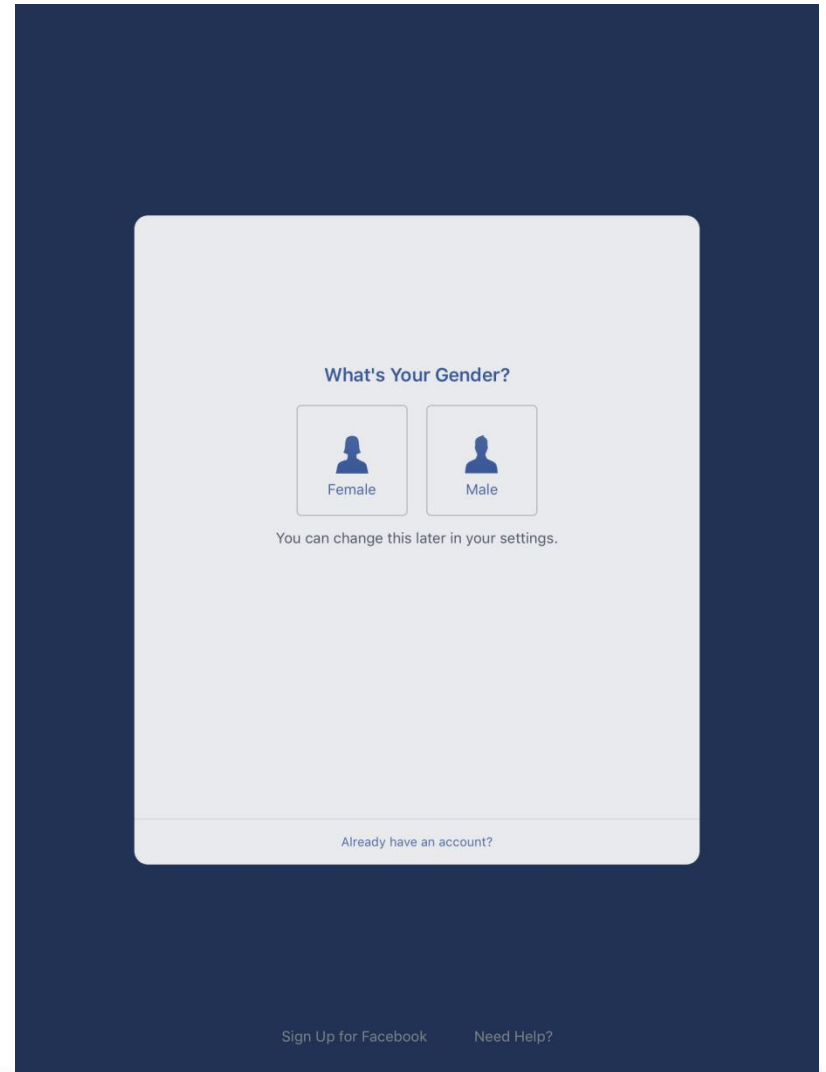
When's Your Birthday?

March 3, 1982

You can choose who can see this from your profile.
Why do I need to provide my birthday?

Continue

December	31	1979
January	1	1980
February	2	1981
March	3	1982
April	4	1983
May	5	1984
June	6	1985



What's Your Gender?

Female

Male

You can change this later in your settings.

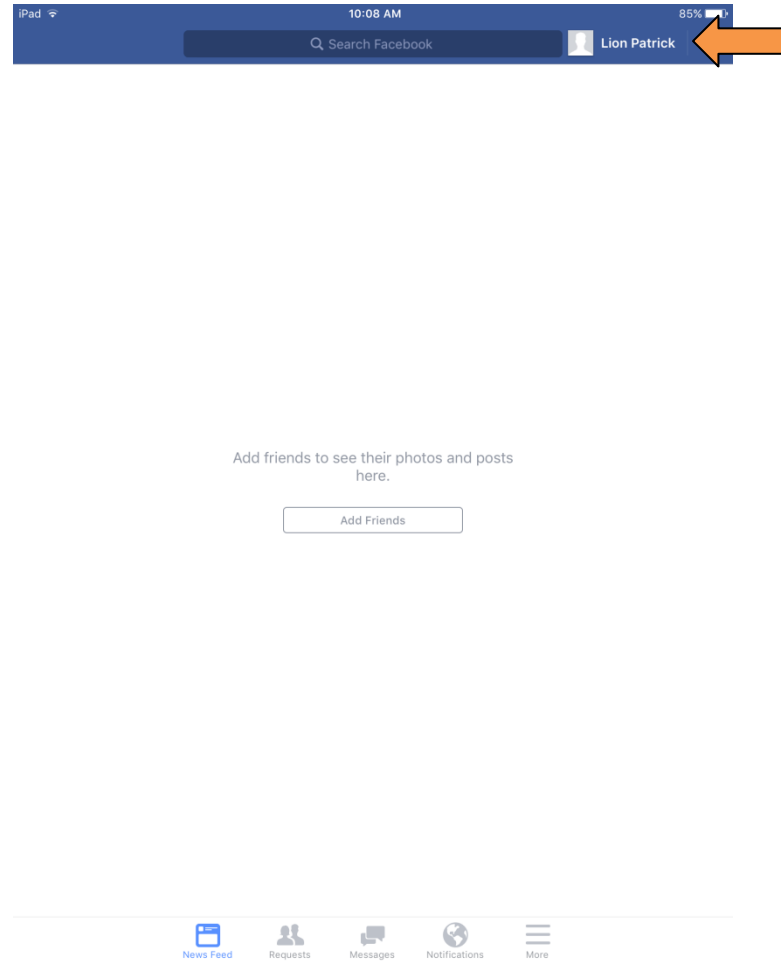
Already have an account?

Sign Up for Facebook

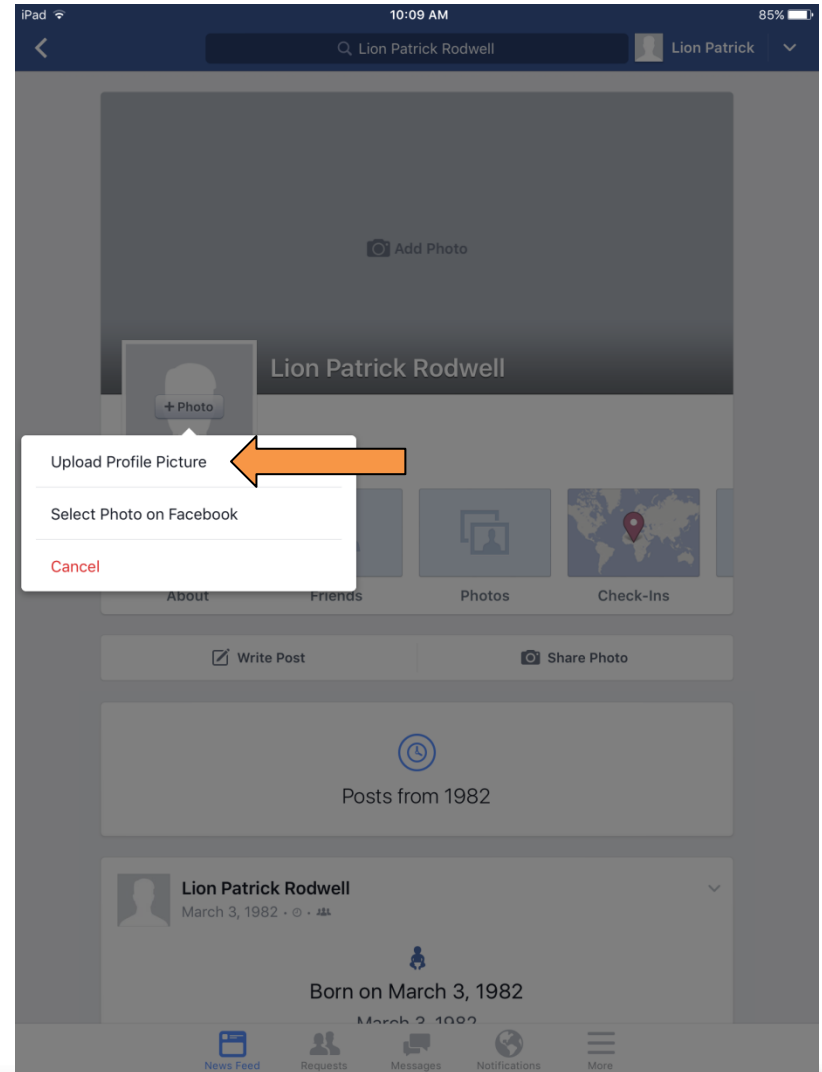
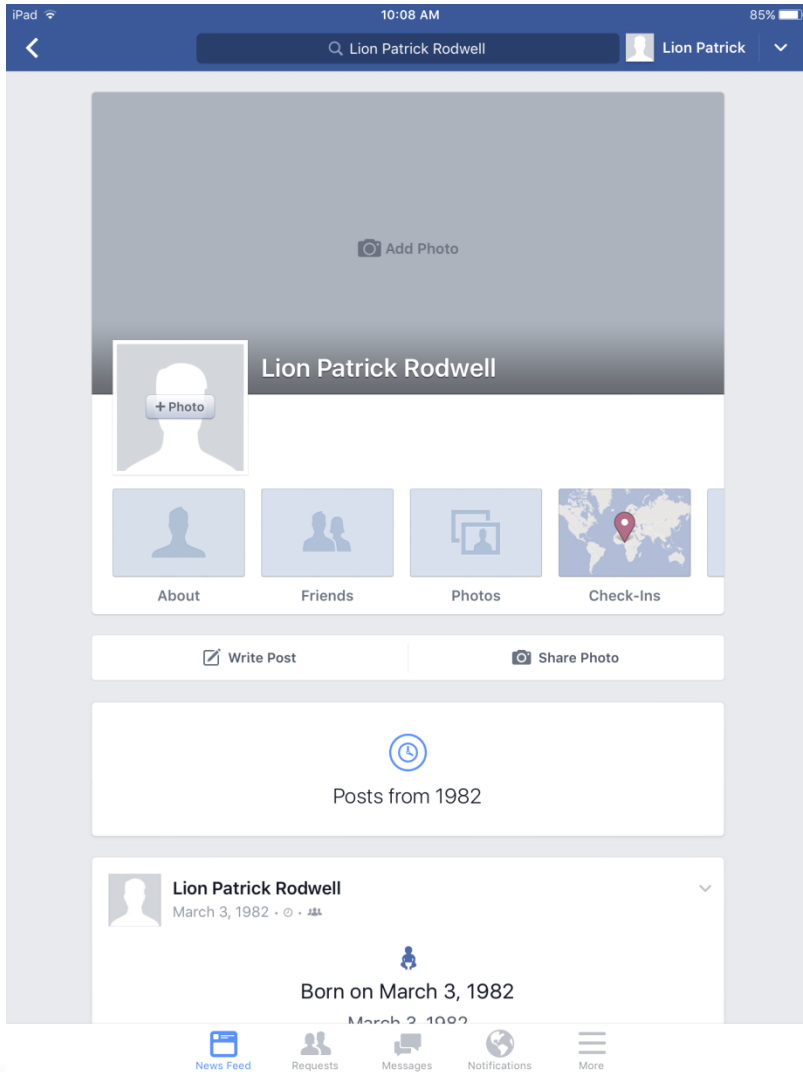
Need Help?



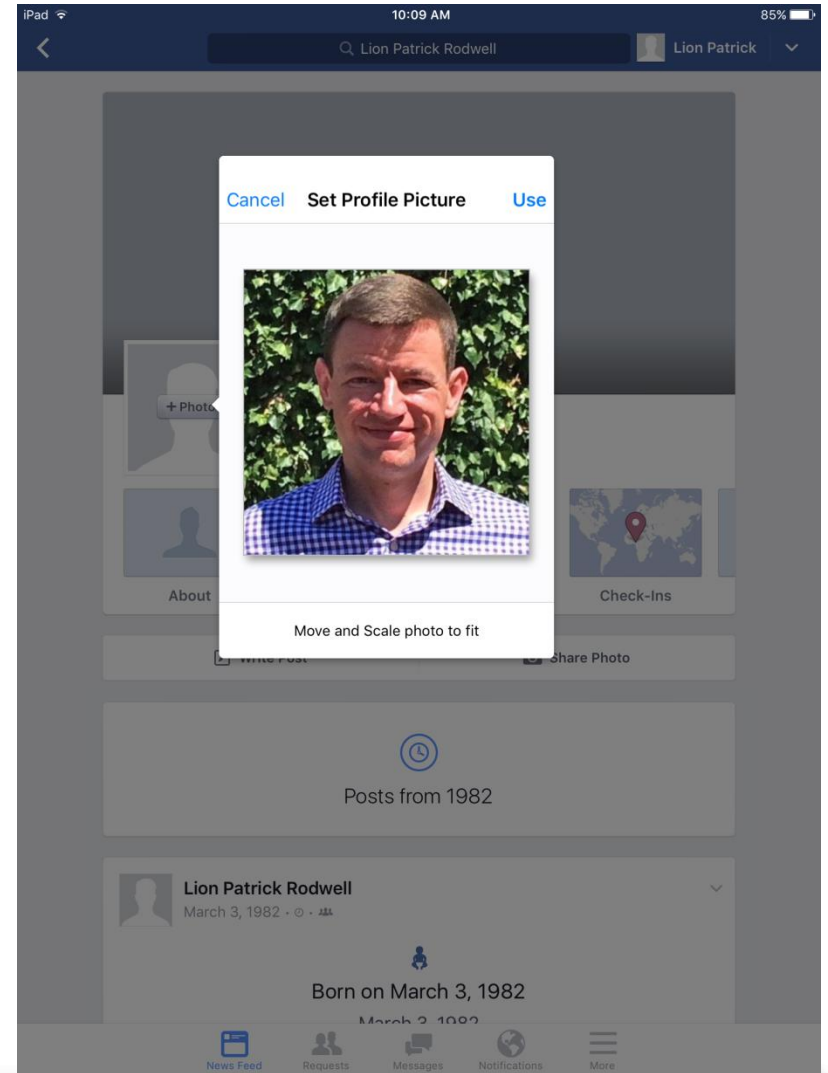
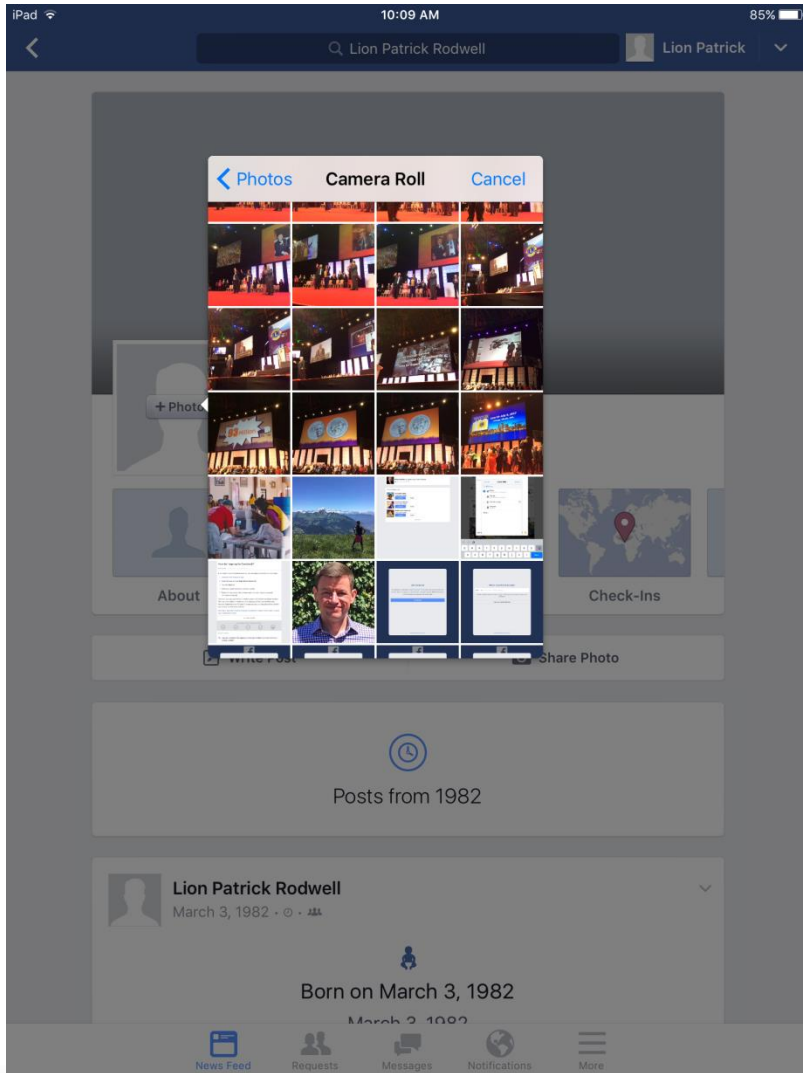
Getting Started: Find Friends



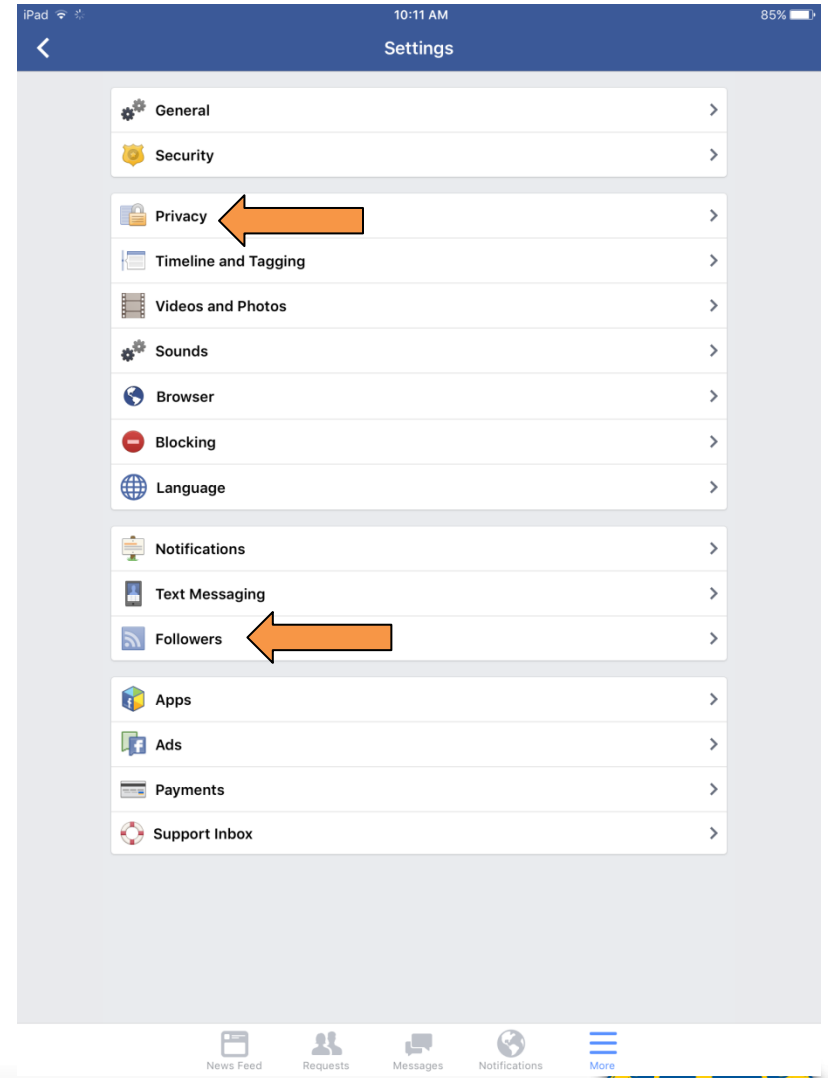
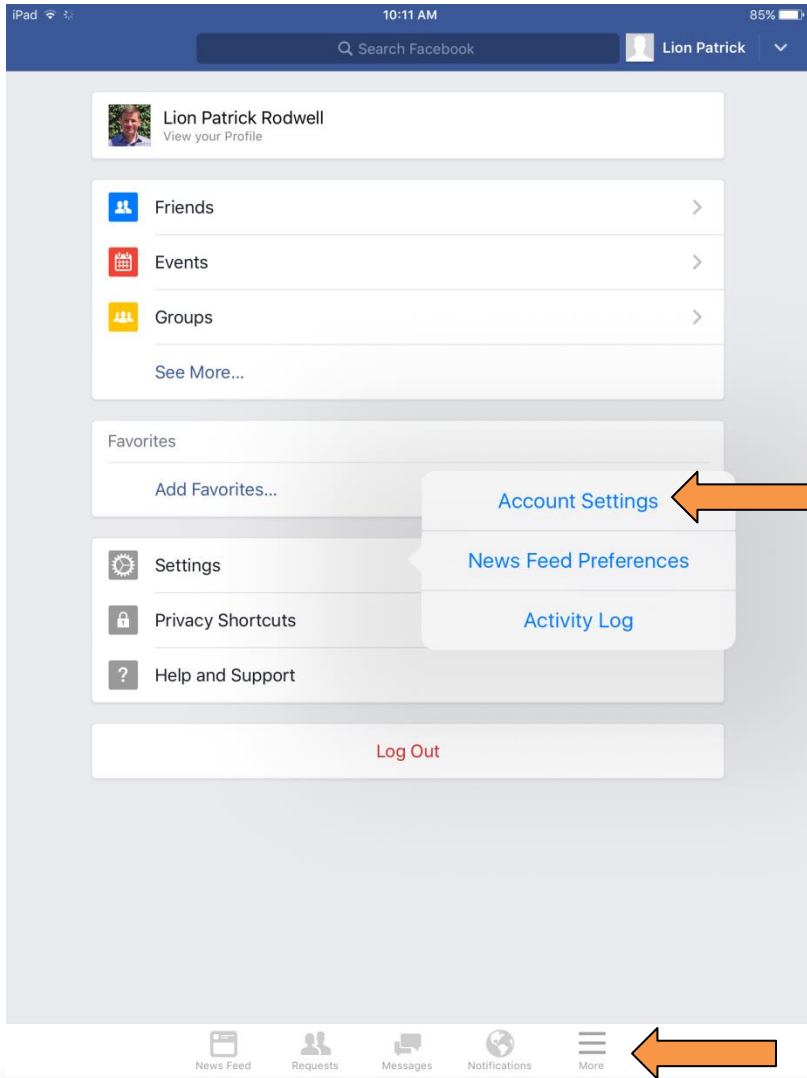
Getting Started: Add Profile Picture



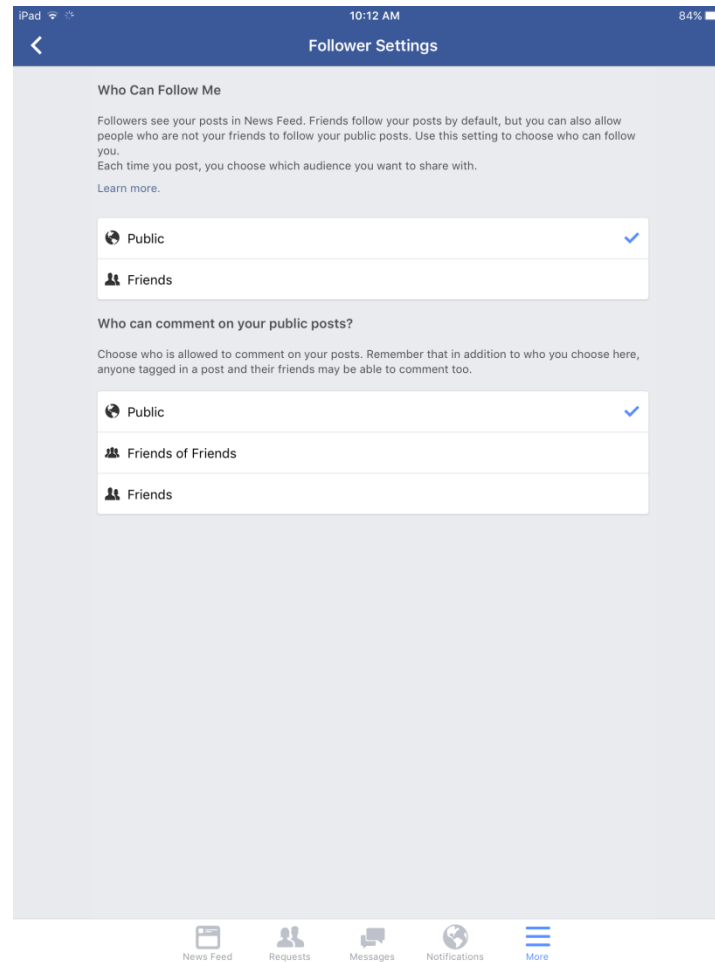
Getting Started: Upload Profile Picture



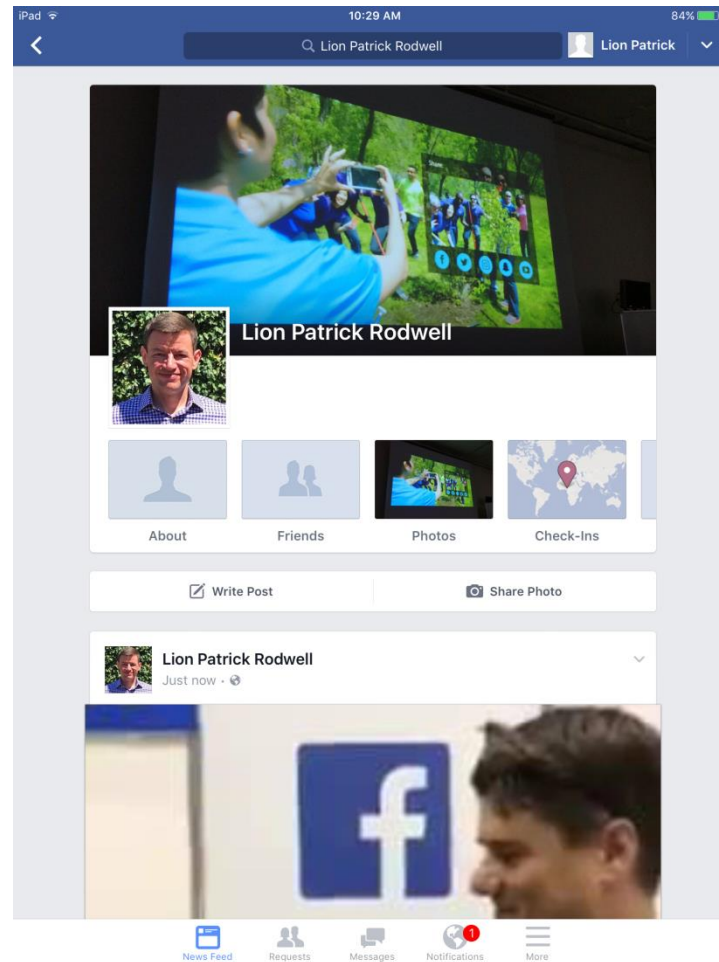
Getting Started: Update Settings



Getting Started: Followers



Getting Started: Go!



Questions?

