



Social Media Options for Rotary Club Public Image Campaigns

Facebook: Allows longer messages with graphics and events capabilities. Clubs can choose from running a Facebook Group, which can be limited to registered users only, or a Facebook Page which has open public access and more easily shareable posts.

Instagram: Has 2 main features and is all about images. Posts are what shows up on the home tab, can include 1-10 photos or short videos and a caption. The post should be highlights of events, using the best photos from events and captions should not be too long (a couple of sentences), if it's too long people won't read it. Stories are the other main feature (they are the circles at the top of the home page). Stories are solely pictures and can add a couple words if needed, they are under 30 seconds in length and only up for 24 hrs. Instagram also has other features on stories where they can have locations, songs, polls, gifs, quiz questions, links, countdown, boomerangs, etc. Stories are good for event flyers, reminders, and live event coverage. You can save stories as highlights under your profile so people can see previous stories (good to do when covering live events). Currently I would say this would be one of the most used social media platforms. It can be linked to a Facebook account for automated two-way sharing.

Twitter: For short messages, only 280 characters can be used for the message (includes spaces, letters, etc.) Not really meant for photos but can be added if you want. Audience is mostly a younger audience I would say like 20-35 years of age.

LinkedIn: Professional social media. Made to build someone's online presence and image online and to make relevant professional connections. Here your club should post successes (stuff that makes your club look good). Successful fundraisers, events, initiatives. connect with members, local businesses, politicians, and other organizations.

Whats app: private messaging app (similar/ alternative to Facebook Messenger). Good for individual or small group conversations. You use your phone number to create an account and you can send messages across the border without any charges.

Tik Tok: newer social media platform, only videos 30 seconds to 3 minutes in length. Very popular with young people. Can create videos on the app. A large variety of content is posted, and also has a lot of trending videos/audios that you could do if you wanted to create a Tik Tok account. When people go on they scroll through their fyp (for you page) which has videos that are based on the person likes.

District 7090 [Social Media Accounts and Resources](#)

