

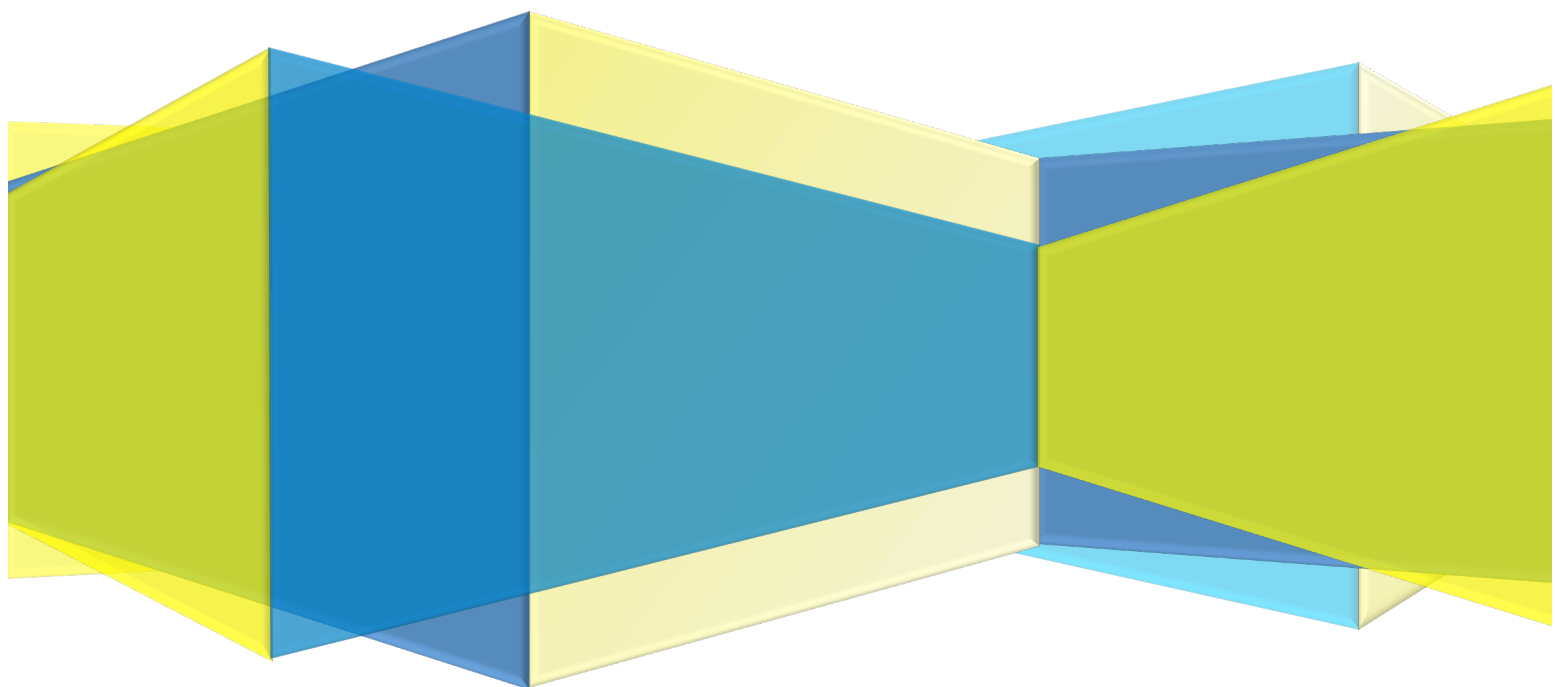
Lions Clubs International
District 105CW



Lions Guide To Setting Up Your Social Media Profiles

Facebook, Twitter and Instagram

By Lion Sophie Moseley & Lion Melissa Murphy



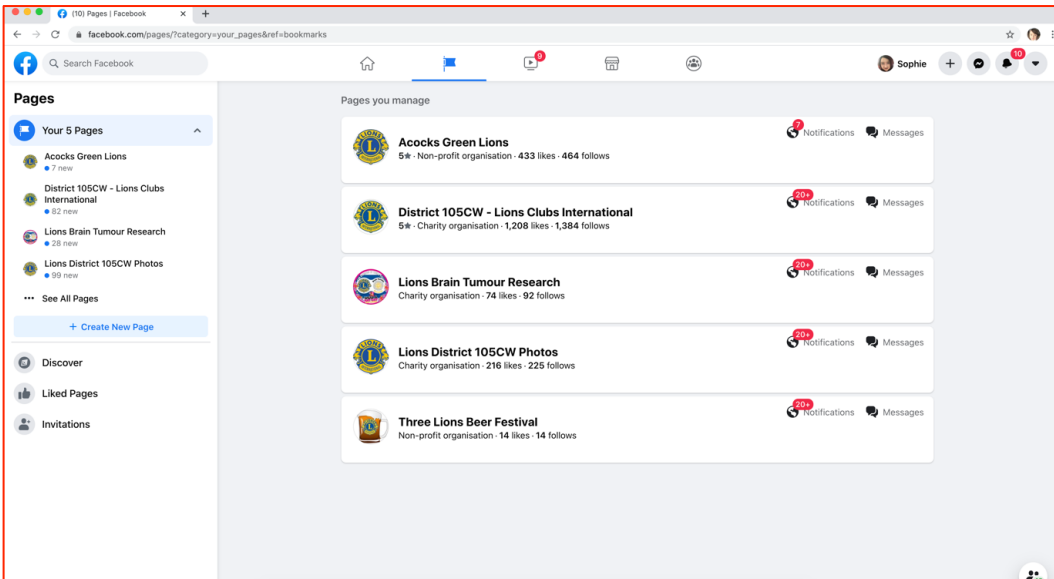
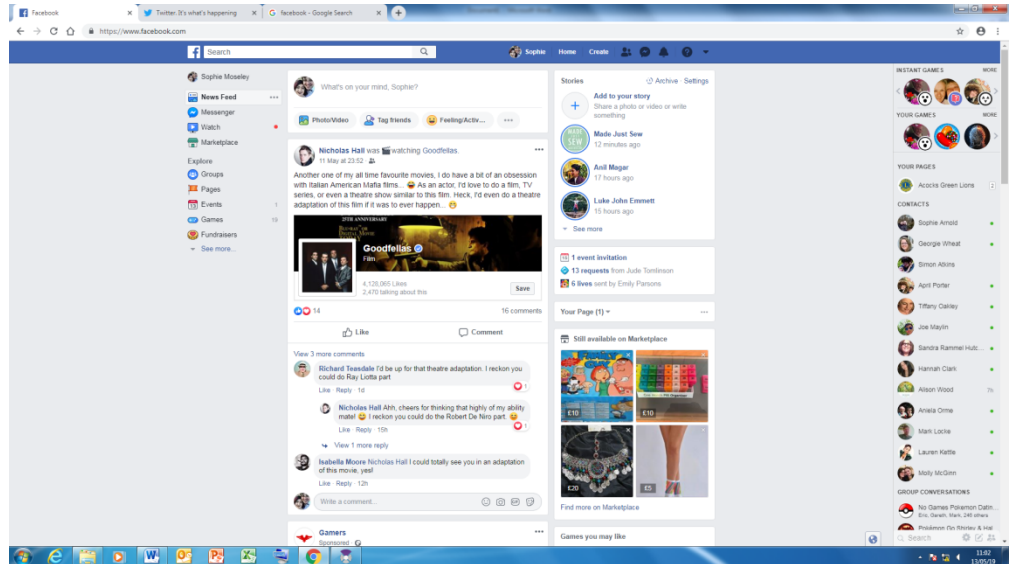
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Facebook:

<https://en-gb.facebook.com/>

Log into your Facebook page.

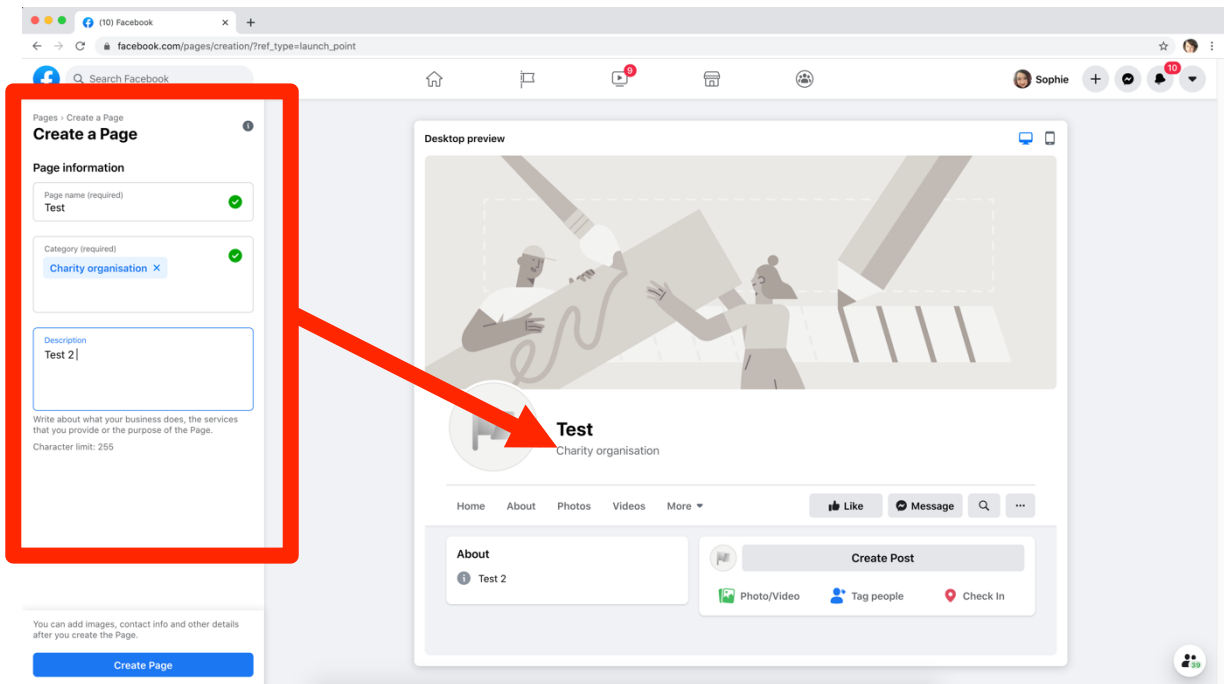


Find the page tab it looks like an orange flag. Click start create a page:

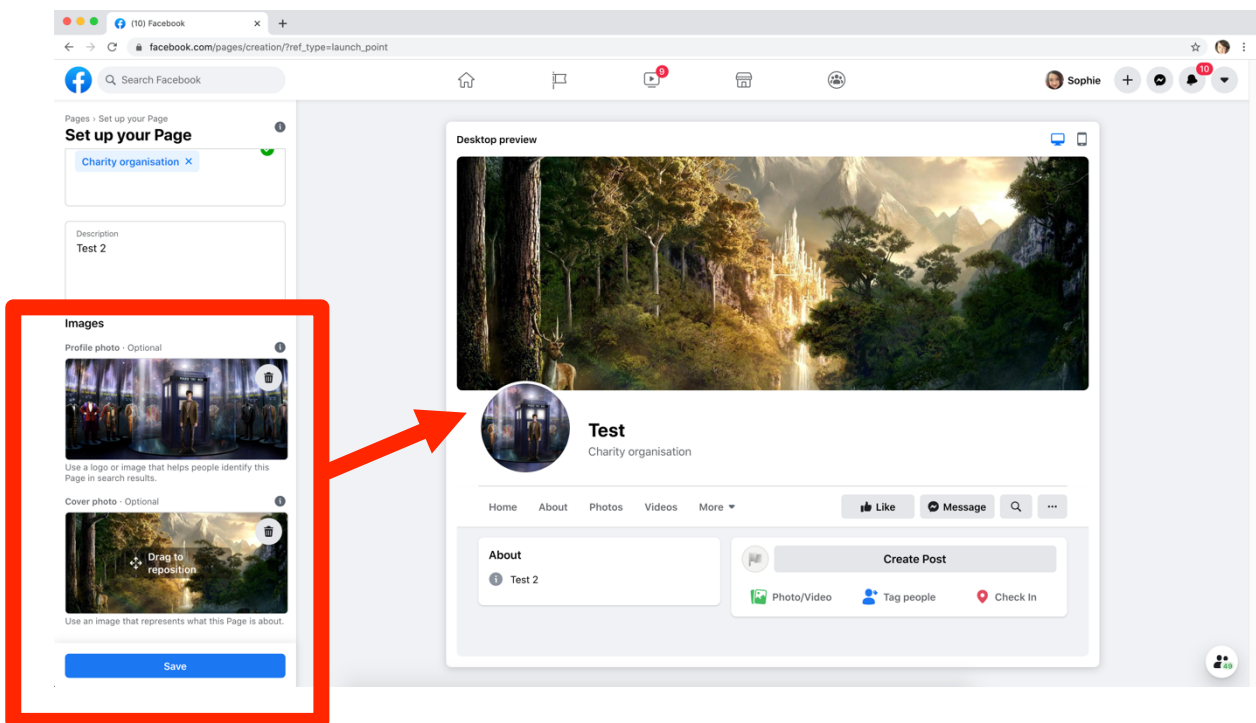
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Fill out the relevant information in the page info. Anything you type in there you will see on the page example. Click create page when you are happy with your page.



Add a profile picture and a cover page photo: We recommend using an up to date Lions logo. Remember to check with people if you are using their photos! Click save when ready. This will make your page live:



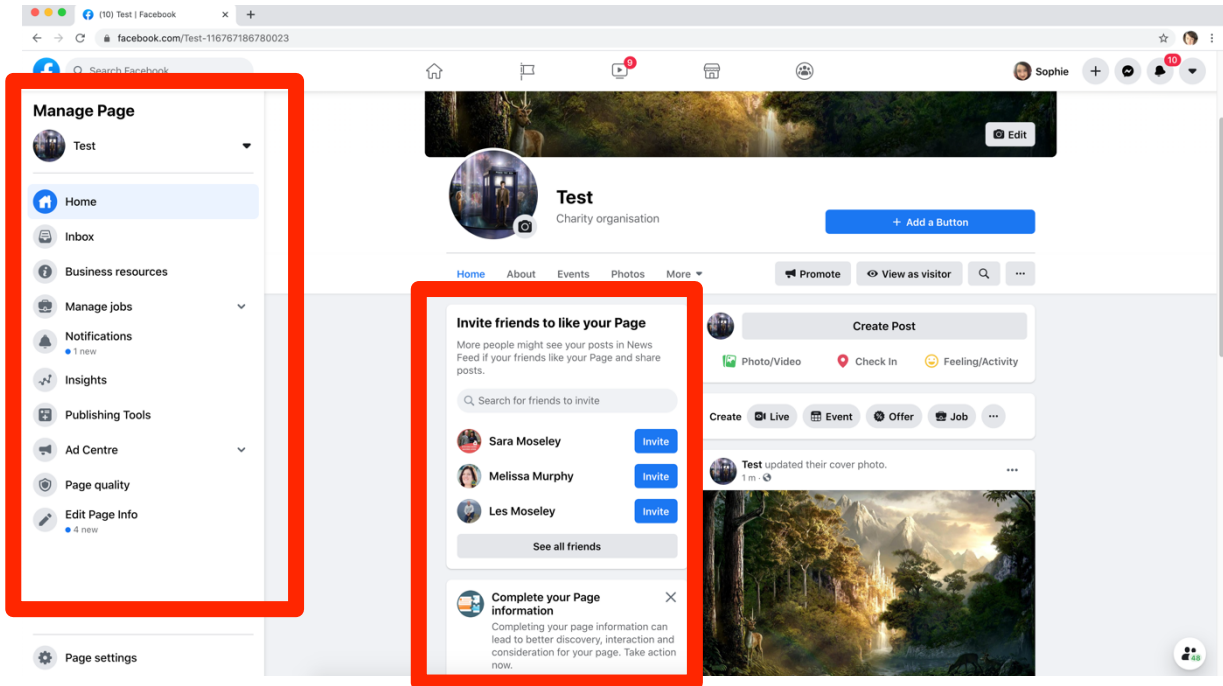
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Invite your friends, and complete you page information: it will ask for an email, phone number, address etc. We highly recommend you assign 2 other admins to the page.

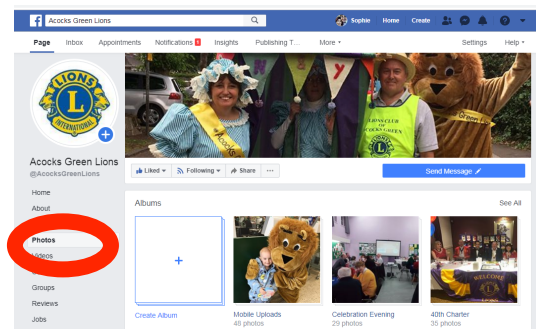
You can see all your direct messages in the inbox.

All the tabs on the left-hand side are there for you to manage a page.



You can create a public event and invite people who have liked your page. This is great way to promote your events.

You can create a photo and/or video album, which everyone can view. Be sure to tag the people in the photos so more people view them.



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Here is how to write a Facebook post. We are going to use Acocks Green Lions page as an example.

You can post a status by typing in this box to tell everyone who has liked your page.

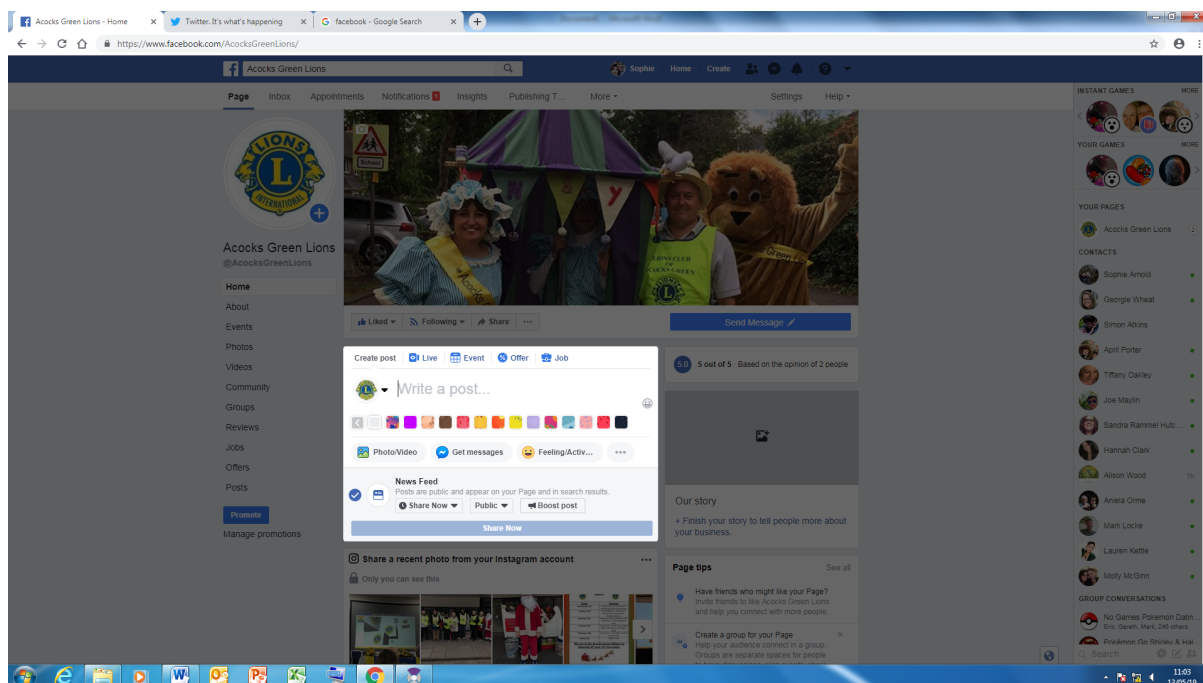
You can also add a photo, video or feeling to your post.

We recommend you tag people, a location and use a hashtag (#)

e.g. #TeamCW #Lionsgetinvolved #WeServe

This will spread your post further and more people will see what you are doing.

Once your post has been created you can go back and edit it at any time.



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Instagram

<https://www.instagram.com>

When you first go to Instagram, they will ask you to start a profile. This is best done on a hand held device.

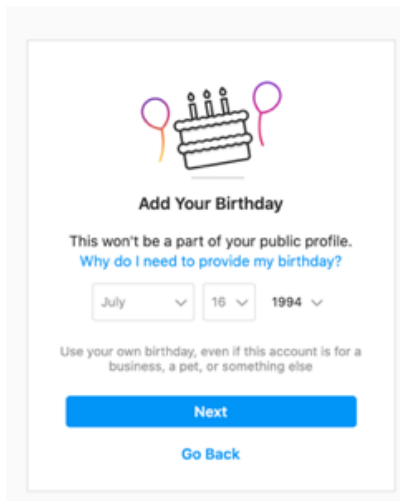


You can make it link with your Facebook page, but we highly recommend you make a brand new account. When choosing an Instagram name we recommend that it is something that is affiliated with your club and if possible the same as your other social media profiles (e.g. @acocksgreenlions)

Fill in the sign in form and click next:

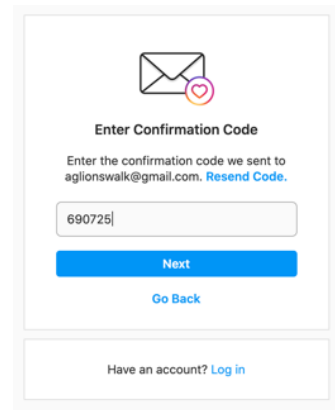
A screenshot of the Instagram sign-up form. The form is titled 'Instagram' and asks the user to 'Sign up to see photos and videos from your friends.' It features a 'Log in with Facebook' button, an 'OR' separator, and several input fields: 'Mobile Number or Email' (with 'aglionswalk@gmail.com' entered), 'Full Name' (with 'Test' entered), 'Username' (with 'Training105cw' entered), and 'Password' (with 'Show' and a toggle). A blue 'Next' button is at the bottom. Below the form, there is a link for 'Have an account? Log in'.

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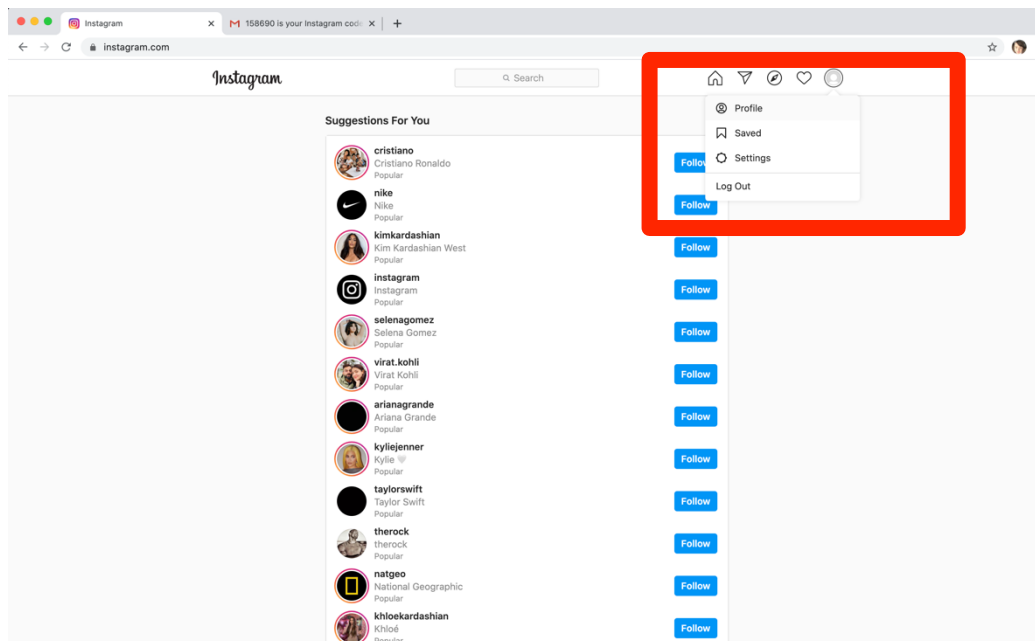


You need to add a birthday but make sure you have added a birthday for over 18.

Go to your emails and retrieve the confirmation code. Be warned it may be in your junk files.



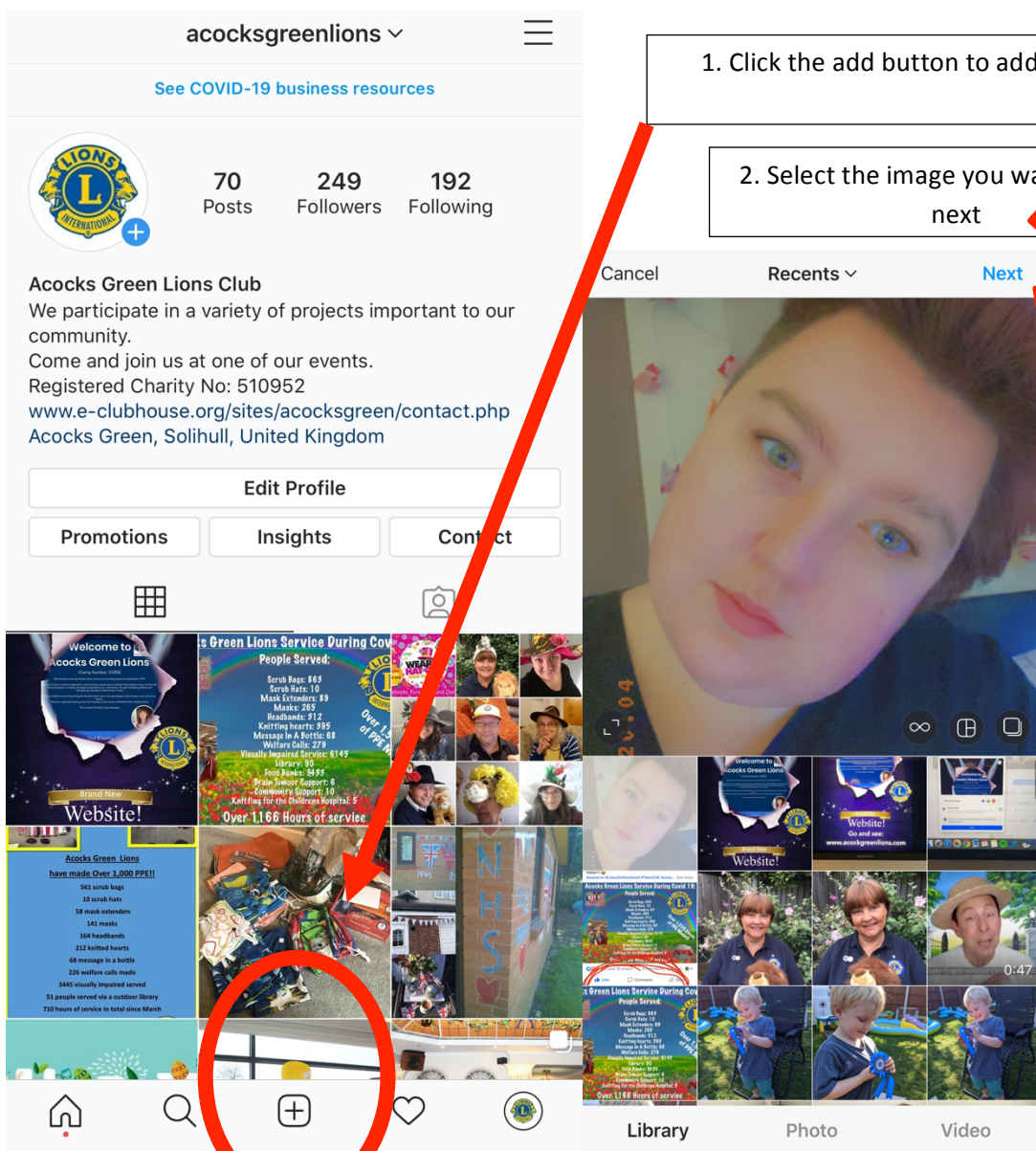
Once completed this is the first screen you will see. Click on profile:



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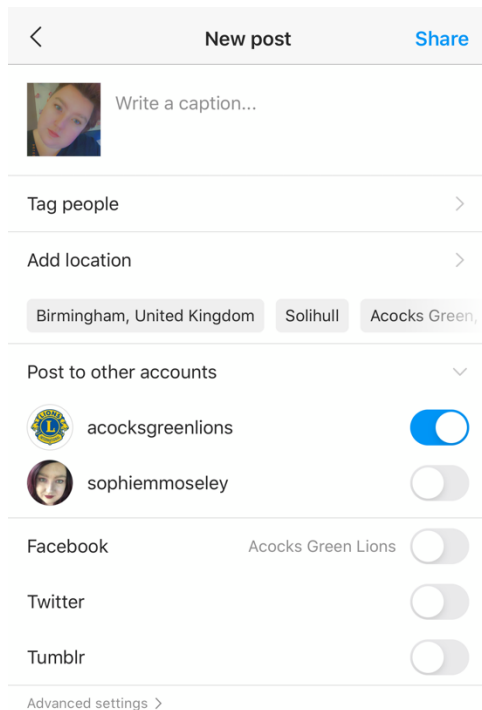
The following shows how to add a new post on Instagram:



1. Click the add button to add a image:

2. Select the image you want and click next

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Write something about your picture to explain to people what you are showing.

We recommend you include a hashtag (#) to the caption as well as tag people and add a location in order for more people to see your post.

Be sure to click share when you are done.

Once posted you are able to edit and delete your post at anytime.

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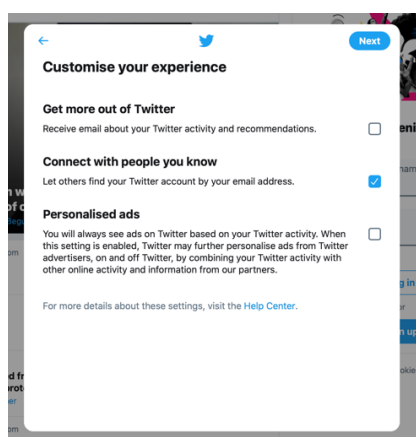
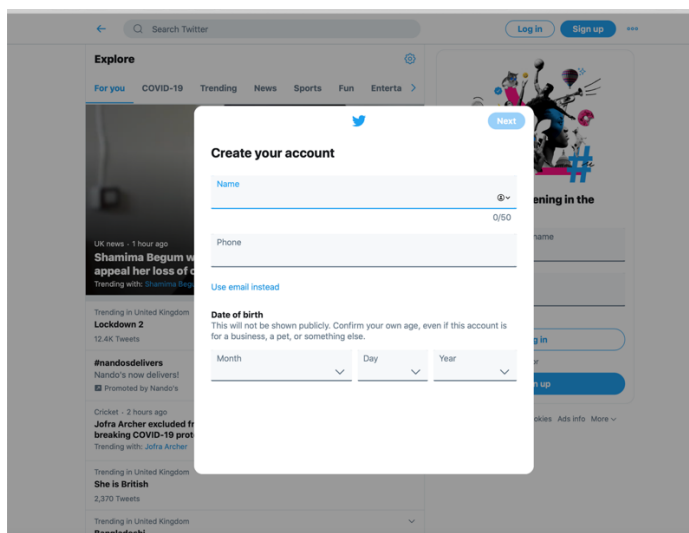
Twitter

<https://twitter.com/>

Visit the website and click sign up filling in all the details as requested.

We recommend you choose a twitter name that is affiliated with your club and if possible the same as your other social media profiles (e.g. @AcocksGreenLion).

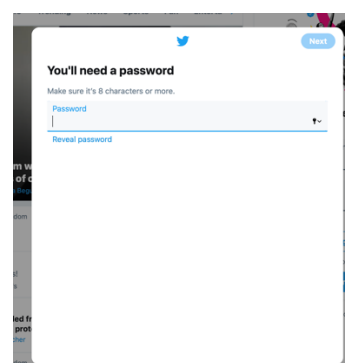
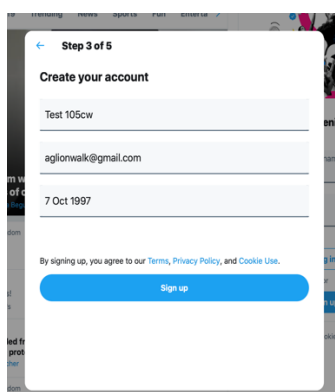
Be aware some names might be taken but Twitter will recommend alternatives.



You will need to click the 2nd tick box the other two are optional.

Then continue setting up using a back up email and password.

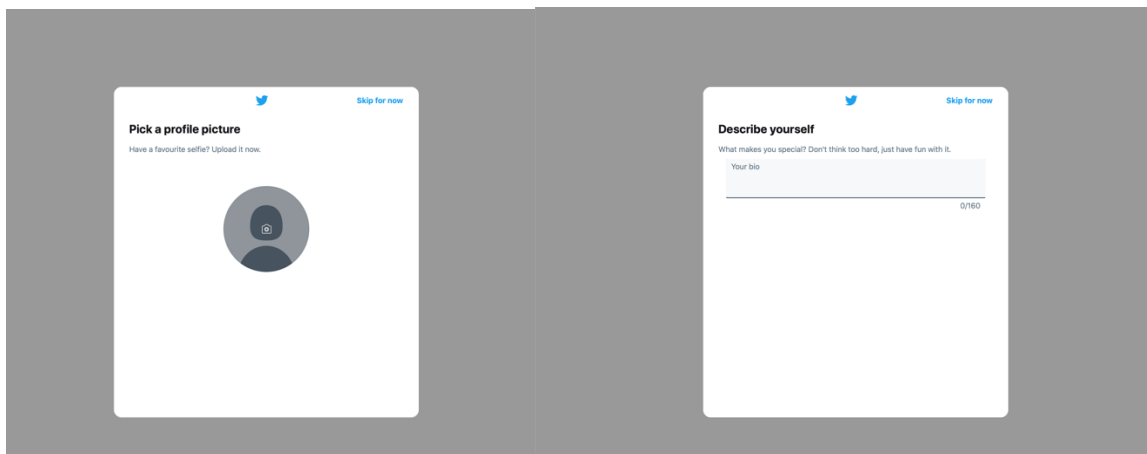
We recommend again that more than one person has access to the account.



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Pick a profile picture and describe your club. We recommend you use the same profile picture as your other social media platforms to make it easier for the public to find you. Save your profile.

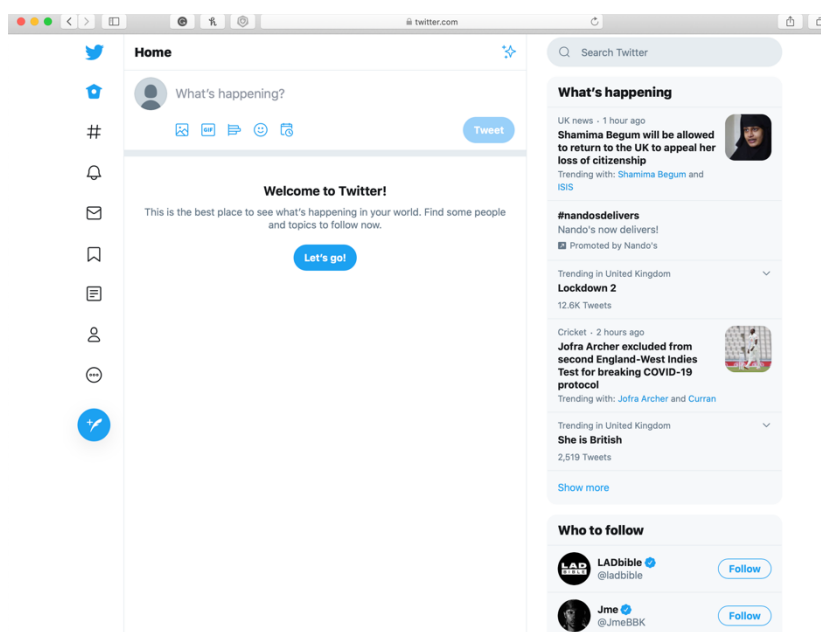


To create a tweet simply type into the box what you want to say, add a photo and use a hashtag (#) or tag a person using their handle name (e.g. @AcocksGreenLion) in order to spread your post more widely.

Be aware you only have 280 characters for your tweet and we recommend you do not start a tweet with as at symbol (@) as this reduces the number of people who can view it.

Click tweet when you are ready to publish.

Be aware once you have posted a tweet it cannot be edited, you can only delete it and start again.



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If you have any problems, questions or queries please get in touch with members of our District Communications Team :-

Lion Melissa Murphy (Social Media Lead)

sm@lions105cw.org.uk

Lion Sophie Moseley (PR & Marketing Lead)

pr@lions105cw.org.uk