



Using Social Media to Boost your Membership



District 105 A



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Why is Social Media important for your Club

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Where to start

03 Create

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04 Posts

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How to create and advertise Events

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01. Why is Social Media important for your Club?

- **Spread the Word:** Connect with your community and share what service activities your club is doing.
- **Show Your Impact:** Let everyone see how you're making a difference, locally and globally.
- **Bring in New Members:** Engage with current members and welcome new ones through fun, interactive posts.
- **Raise Funds:** Use social media to rally support and make fundraising easier.



Advantages of Social Media

The Wide Reach

Cheaper than Regular
Marketing

Low Environmental
Impact

Ease of Use





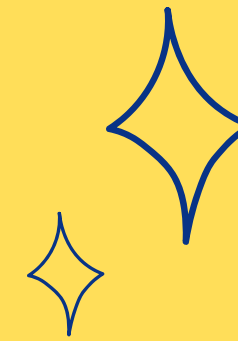
02. Where to Start?

- Choose at least one Social Media Officer in your club.
- Identify your Demographics: who do you want to reach in your community?
- Choose your preferred platform: where can you reach your community? Which platform is more used in your chosen demographic?





Facebook Page / Facebook Group?



- If you want to promote your club to a wider audience, a Page is the way to go. This will help with New Members recruitment.
- For a more intimate community where members can engage and share content you can have a Group.

(There are community groups with a vast membership but the information shared only reaches the members of the Group)





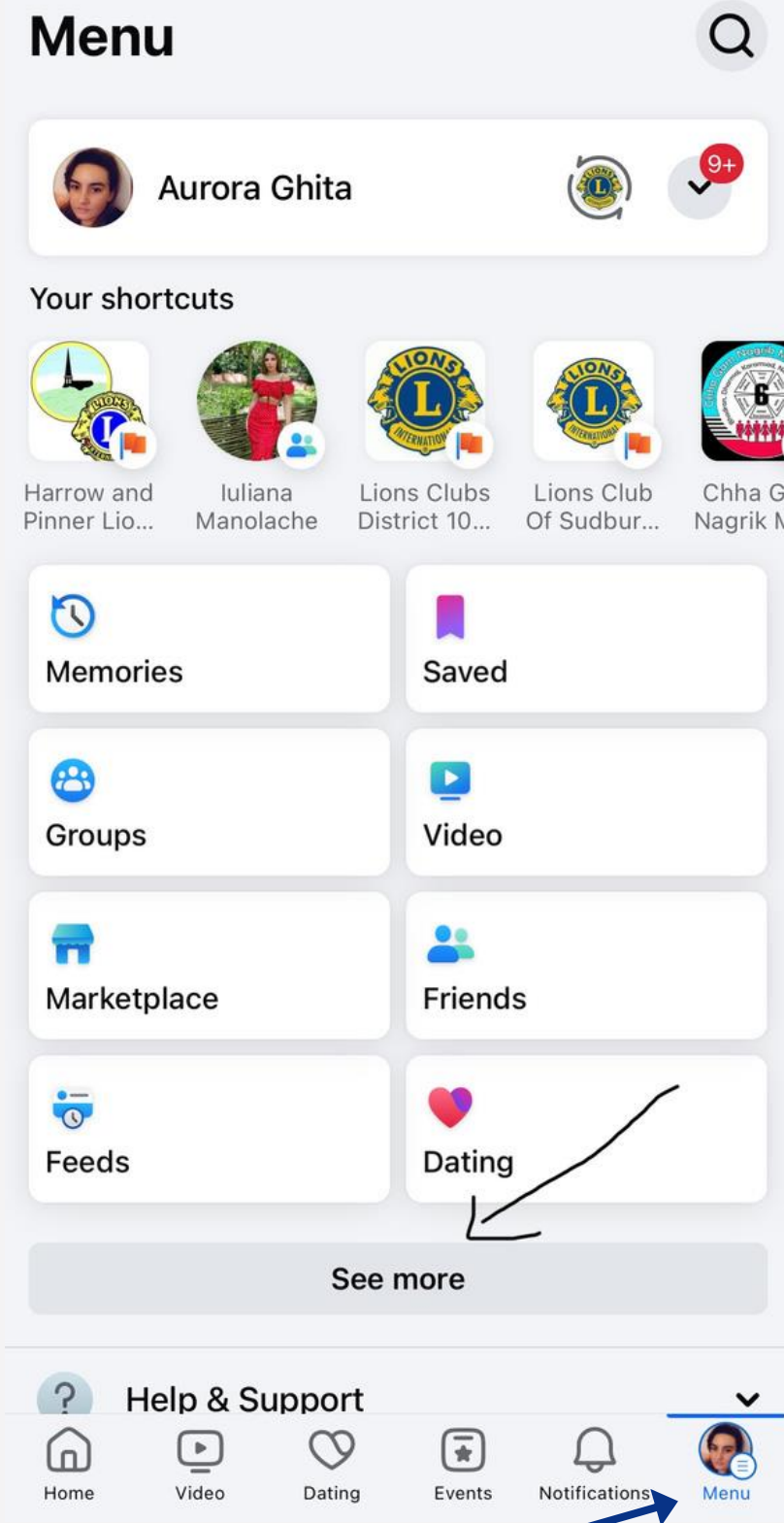
03. How to create your page on Instagram and Facebook?

- **LET'S CREATE** a page if your club doesn't have one!
FACEBOOK & INSTAGRAM
- For the clubs that have a page, check if you need to **UPDATE** anything. The About section should be filled in properly.

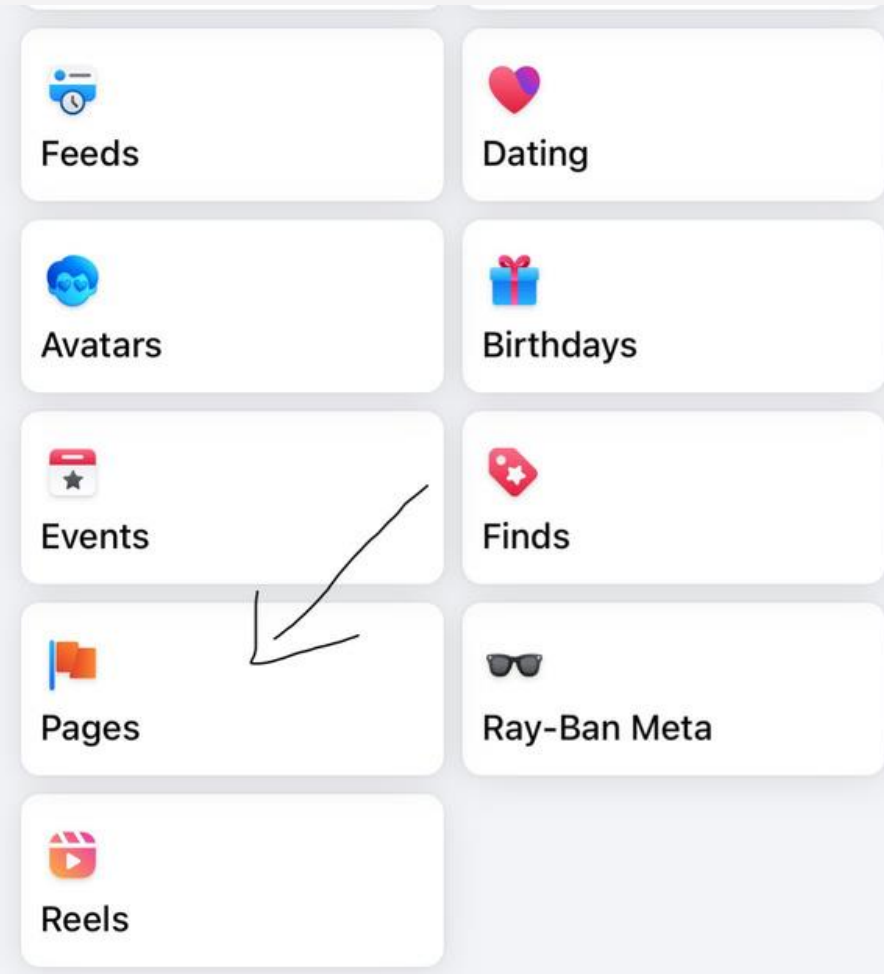




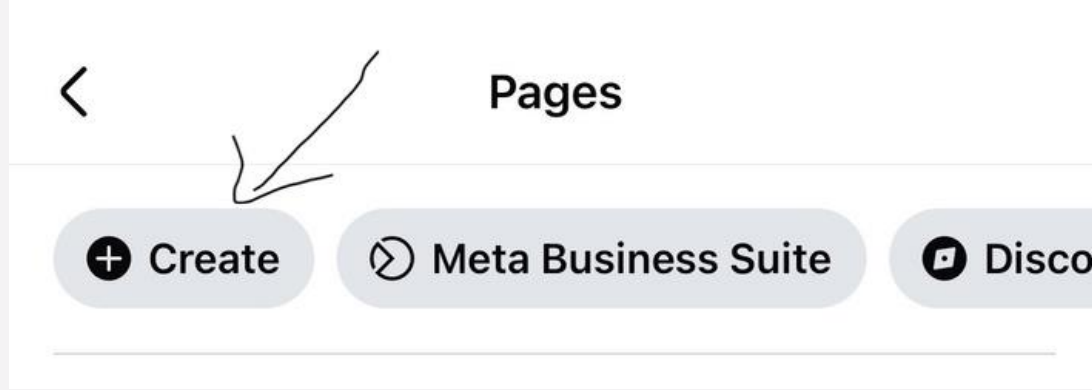
Create
a
Facebook
Page
using
your
phone
Step 1



In the Menu of your Personal Profile click on See More



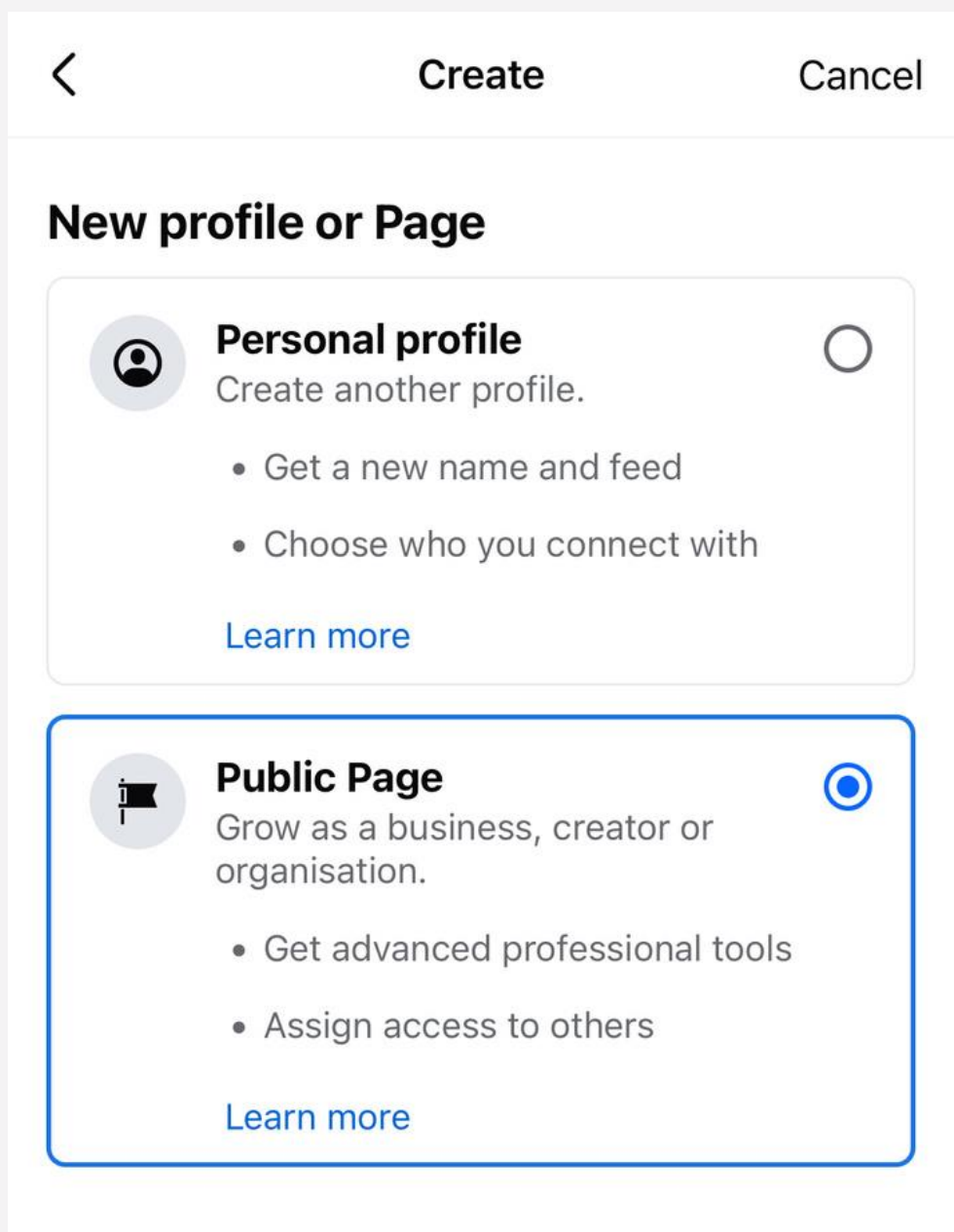
Click on Pages



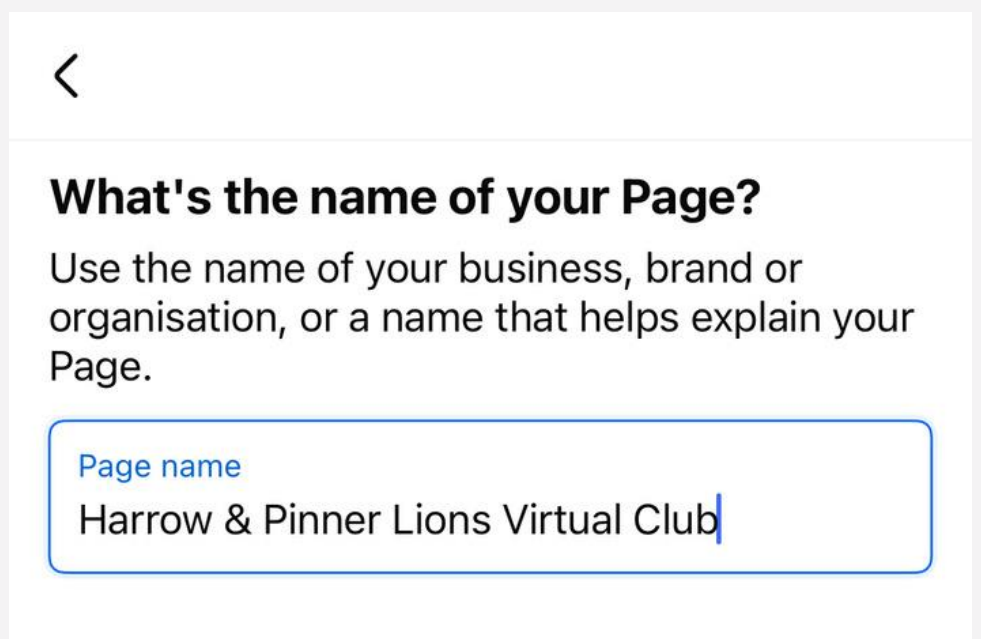
Now click Create



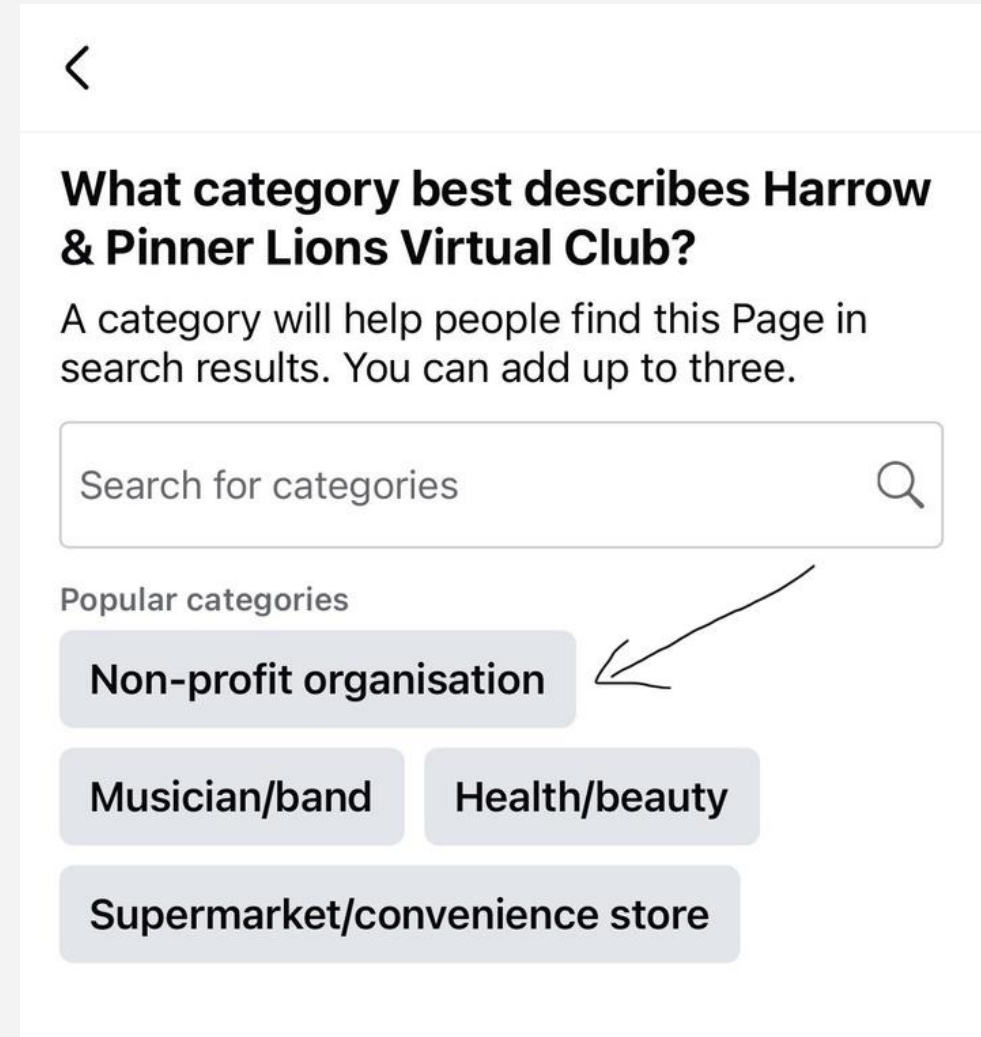
Create a Facebook Page using your phone Step 2



Make sure you create a Public Page in order to get more reach.



Write the name of your Club



Chose Non-profit organisation as the category for your page





Create 

a

Facebook

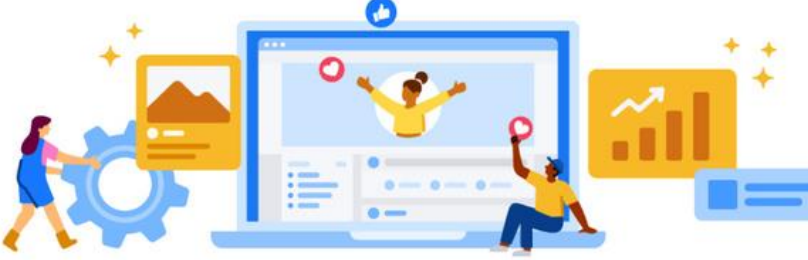
Page

using

your

phone


Step 3




You've created your Page!

What best describes your goals?

We'll use this to help you finish setting up **Harrow & Pinner Lions Virtual Club**. It won't change your access to all of your Page's features.

 **Promote your products or services**

Best for companies, charities and other organisations.

 **Create content and connect with fans**

Best for creators and personal brands.

Continue

Click a Goal for your Page

Finish setting up your Page

Success! You've created Harrow & Pinner Lions Virtual Club. Now add more details to help people connect with you.

General

Bio
Virtual Lions Club, small in size, big in community impact. Join us in making a difference!

Describe what your Page is about

Contact

Website
hpvirtuallionsclub.com


Email
aurora@harrowandpinnerlions.org.uk

Phone number

Page health: fair

Compared to similar Pages with high engagement.

Fill in the Details as best as you can



Location

Address
Virtual

City/town
London, United Kingdom

Postcode

Hours
Let people know your location's hours.

No hours available
Don't show any hours.

Always open
You're open 24 hours every day.

Standard hours
Enter your specific hours

Page health: fair

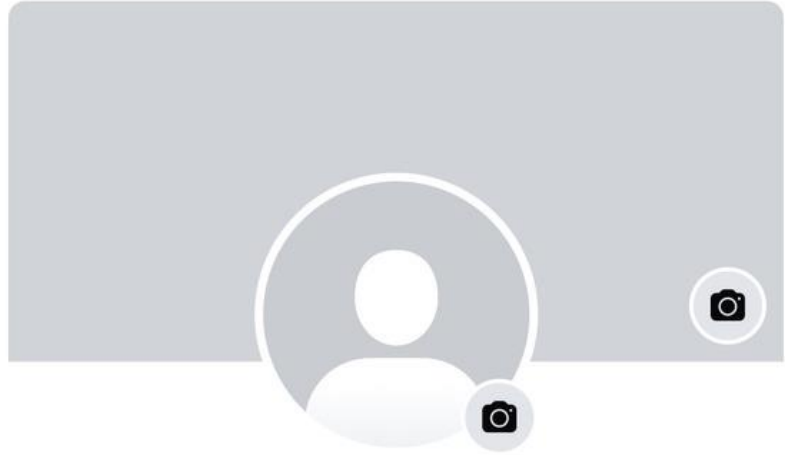
Compared to similar Pages with high engagement.

Next

**Create
a
Facebook
Page
using
your
phone
Step 4**

<

Customise your Page
Your profile picture is one of the first things that people see. Try using your logo or a simple image that people can easily associate with you.




Harrow & Pinner Lions Virtual Club


Page health: fair
Compared to similar Pages with high engagement.

Next

<



Build your Page audience
Grow Harrow & Pinner Lions Virtual Club by inviting your friends to connect with it.




Invite friends


Page health: fair
Compared to similar Pages with high engagement.

Next

<



Customise your Page
Your profile picture is one of the first things that people see. Try using your logo or a simple image that people can easily associate with you.



Harrow & Pinner Lions Virtual Club

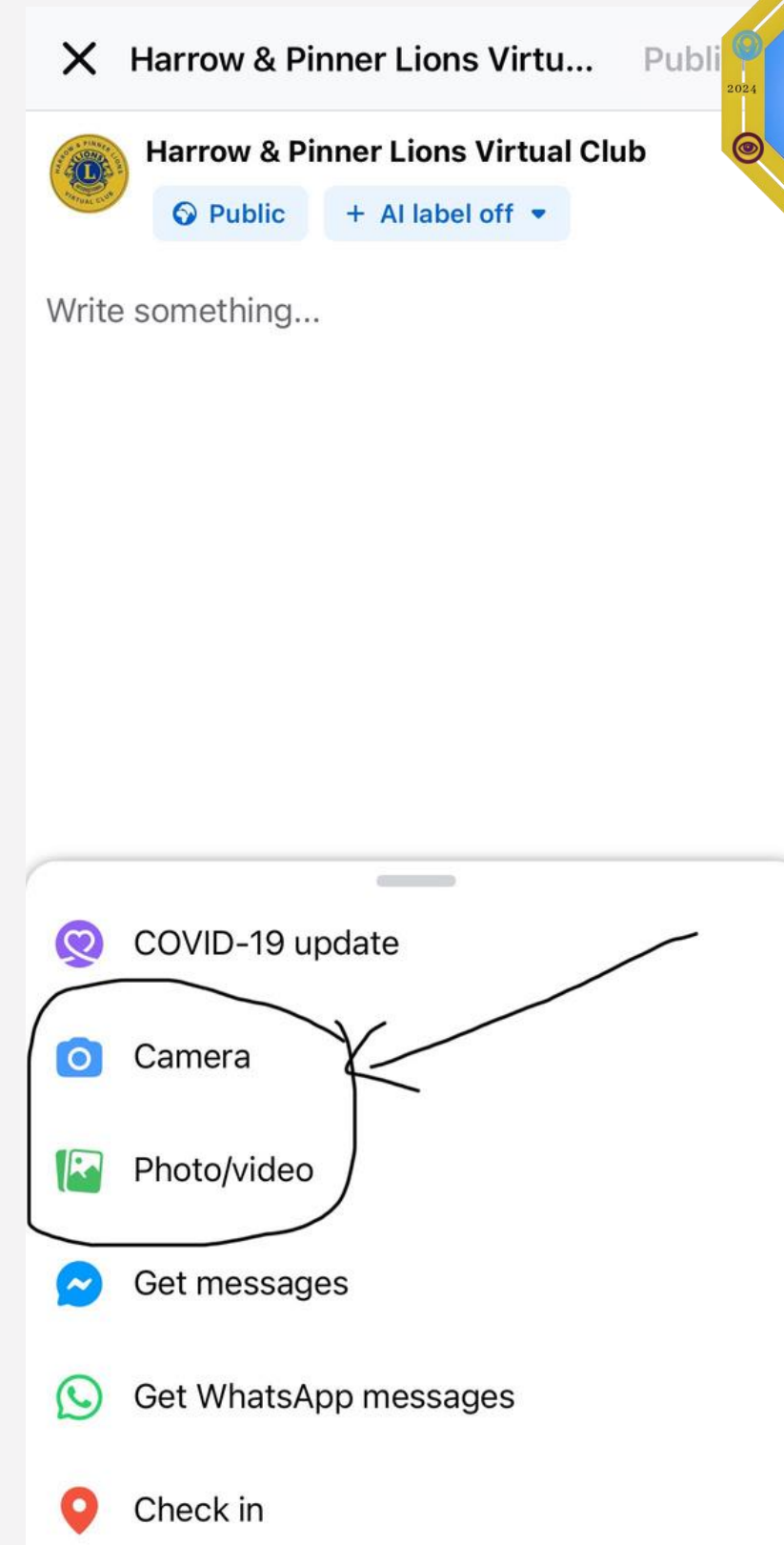
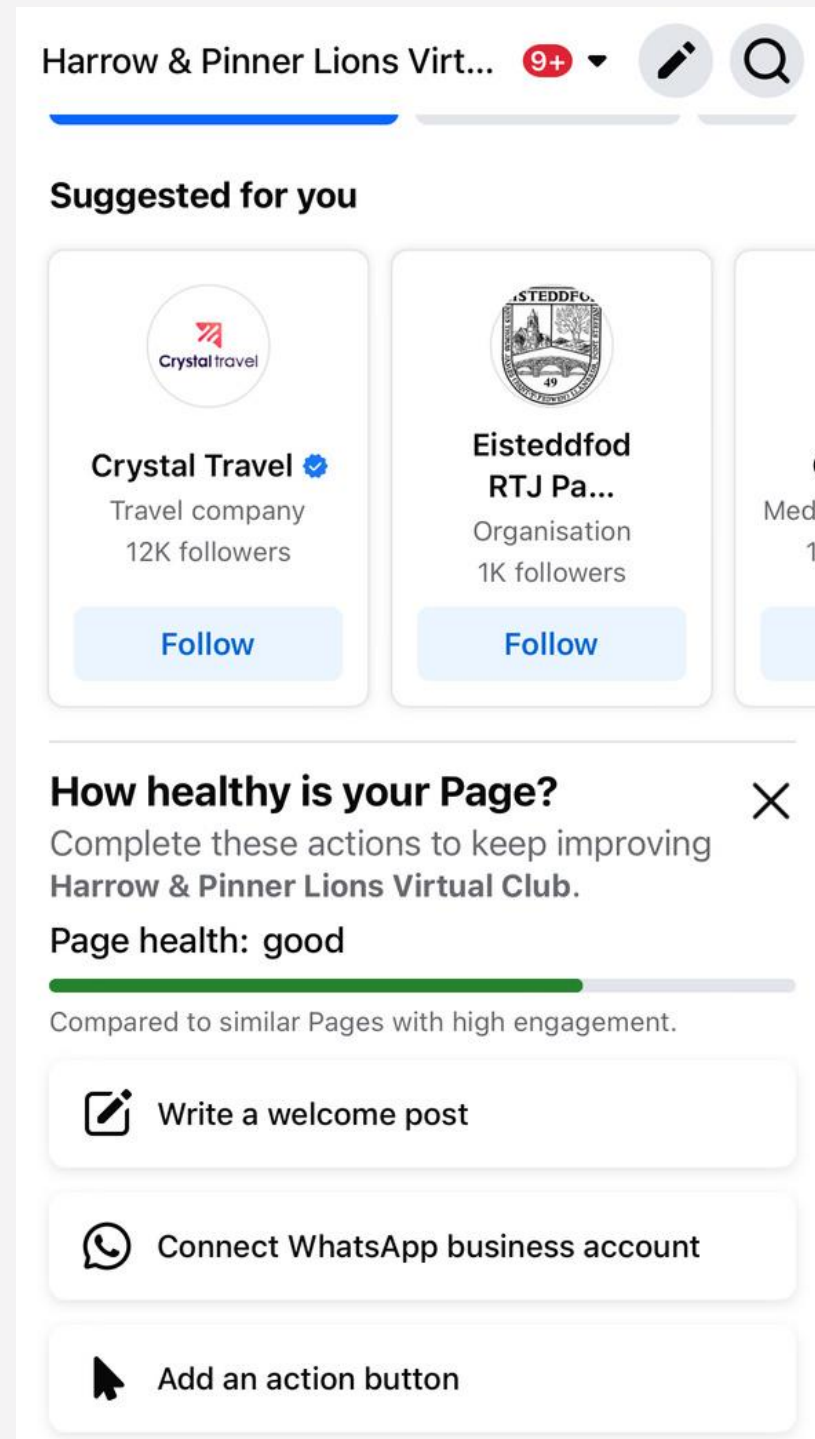
Page health: fair
Compared to similar Pages with high engagement.

Next

Follow the steps by adding your Profile and Cover Photos and inviting your friends to follow your new Page



Create
a
Facebook
Page
using
your
phone
Step 5



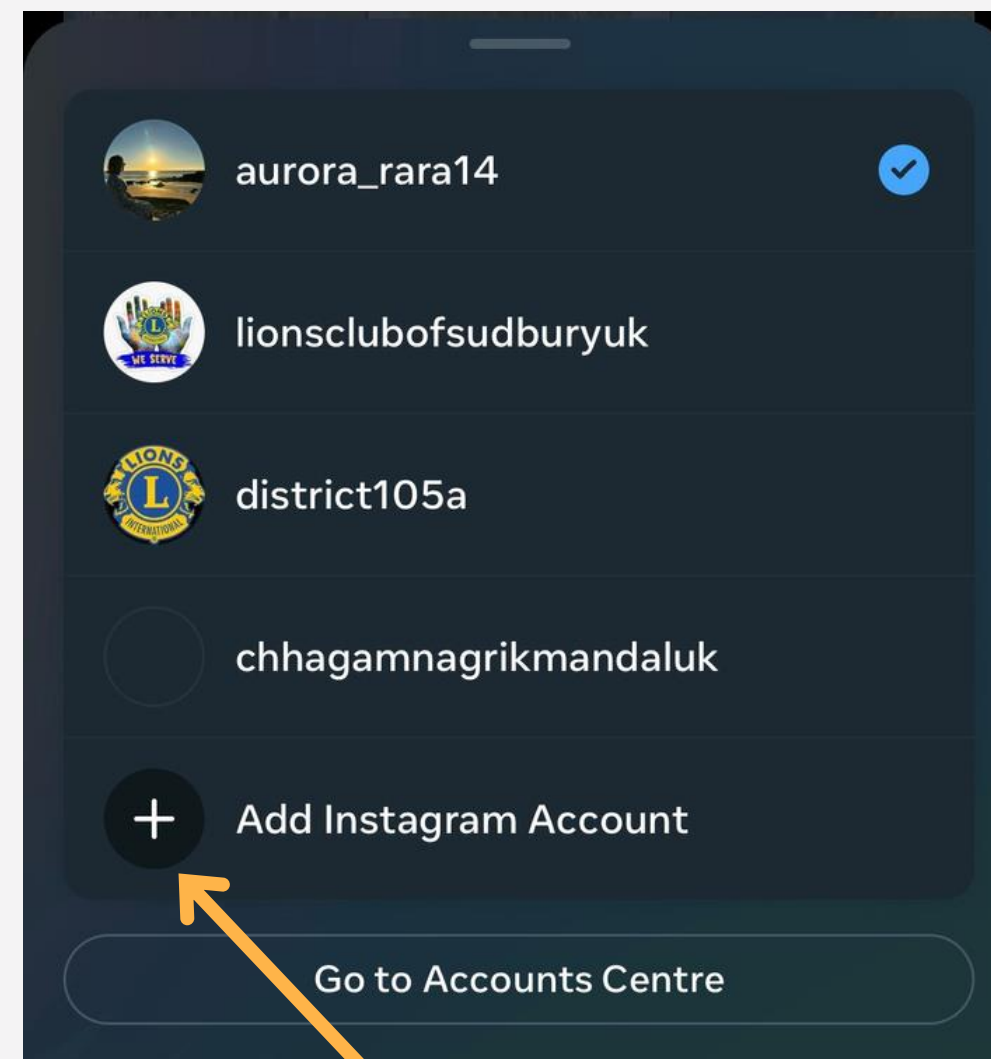
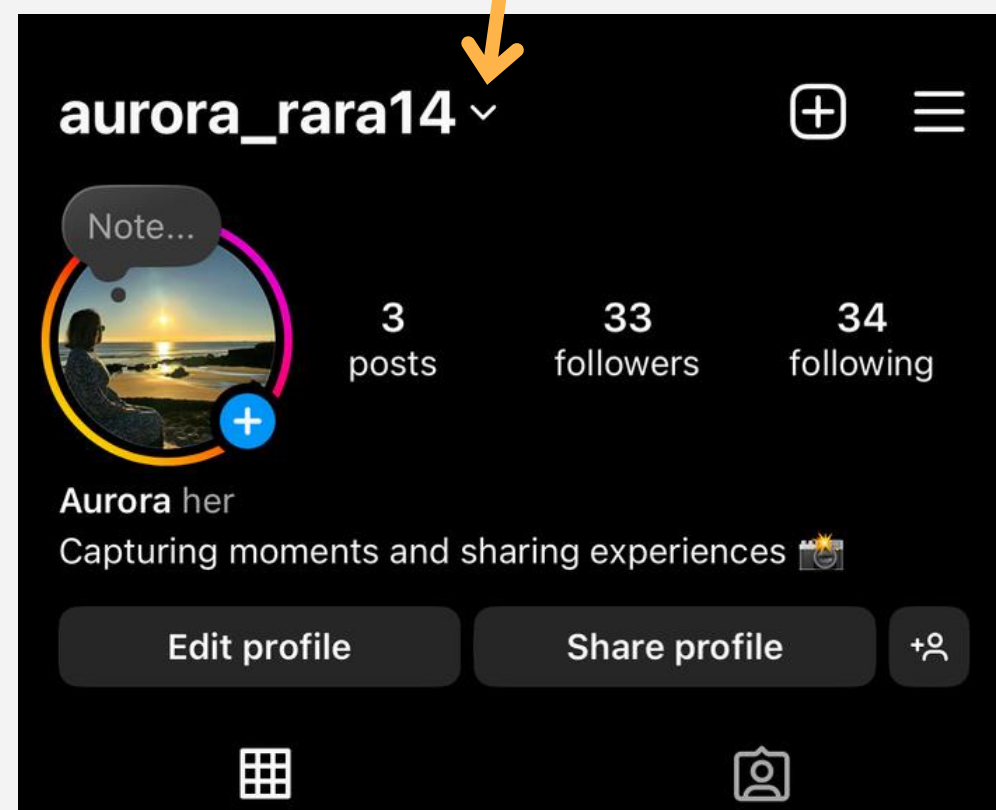
Now that your Page has been created you can Write a welcome Post. Make sure to use graphics with all posts - use Photos or Videos relevant to your Page



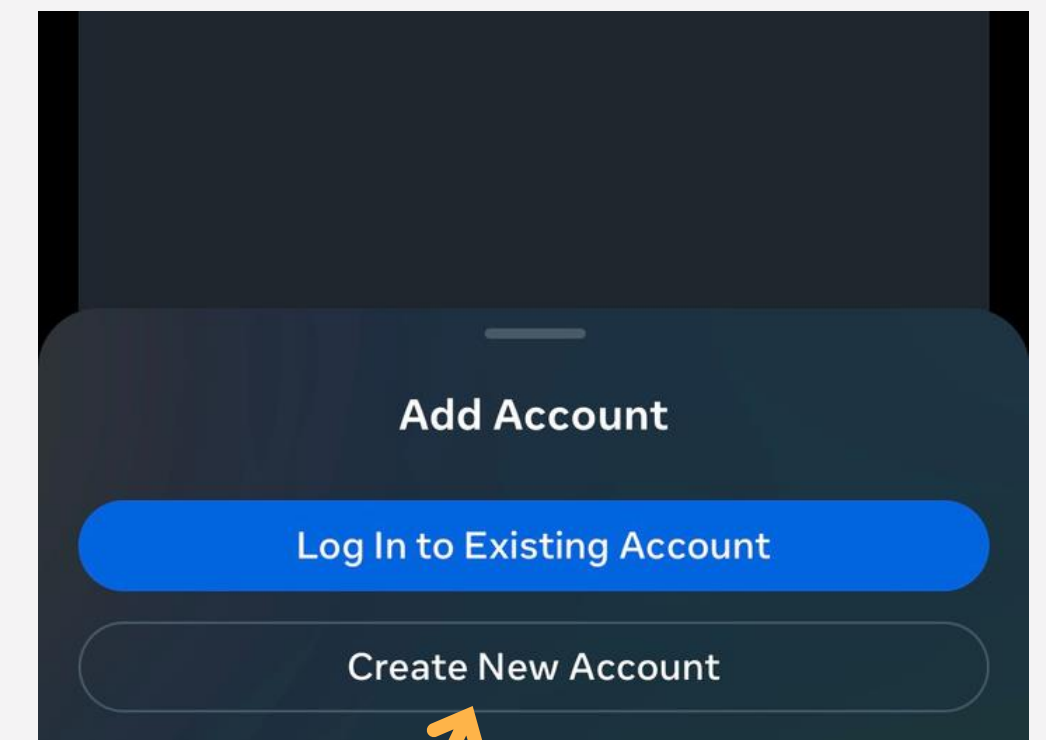
Create an Instagram Page using your phone - Step 1



Open Account Centre



Click on Add Instagram Account



Click on Create New Account



Create an Instagram Page using your phone - Step 2



✕

Create username

Choose a username for your new account. You can always change it later.

hplionsvirtualclub ✓

Next

<

Create a password

We can remember the password, so you won't need to enter it on your iCloud® devices.

Save password

Next

<

Add phone number or email address

Phone Email

aurora@harrowandpinnerlions.org.uk ✕

Next

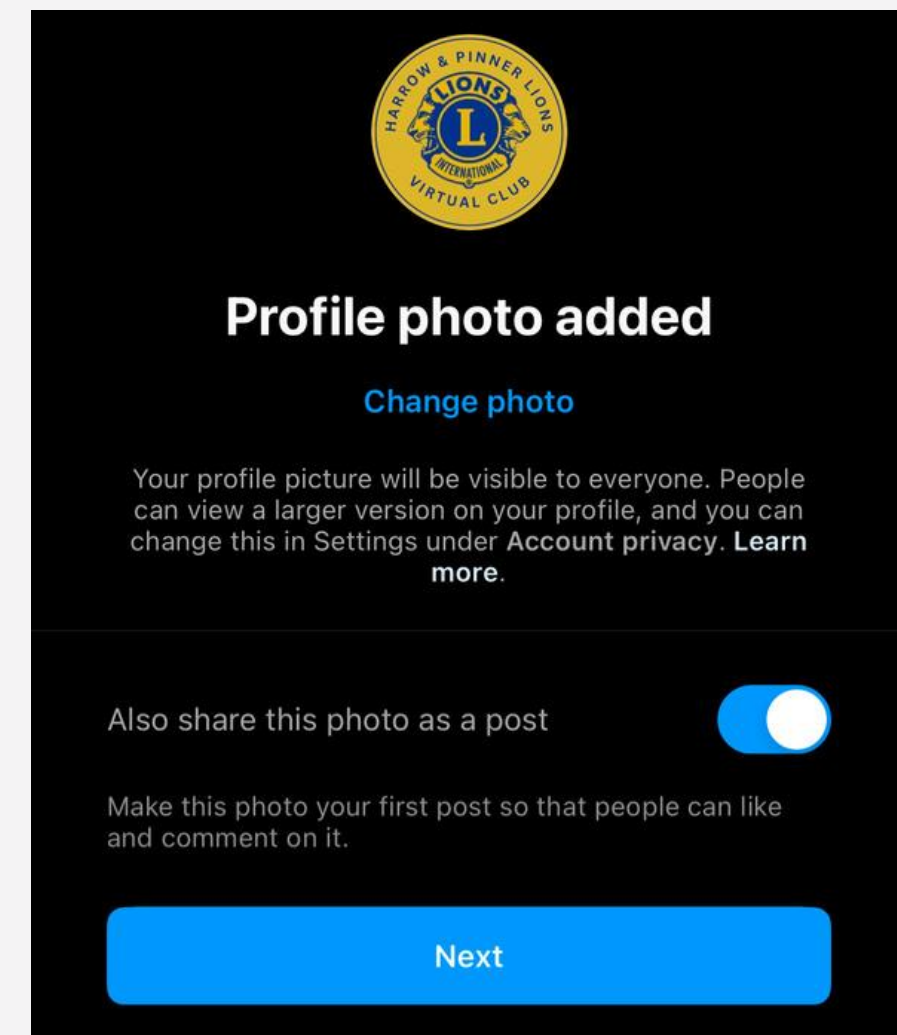
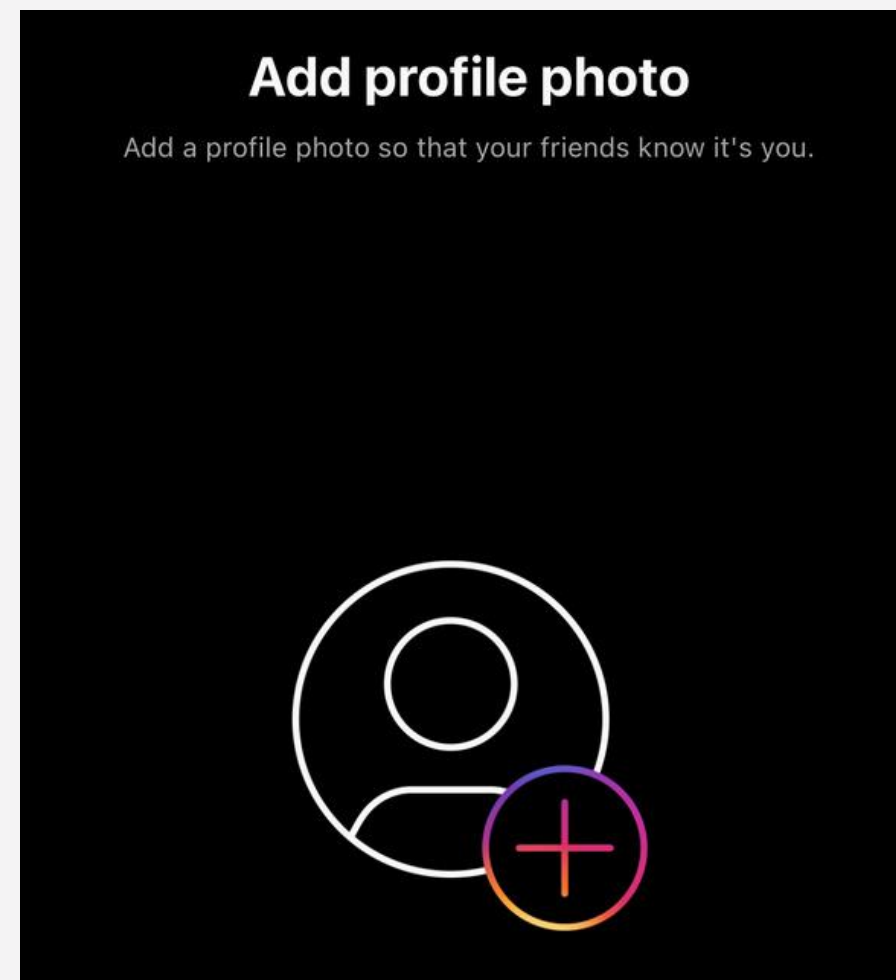
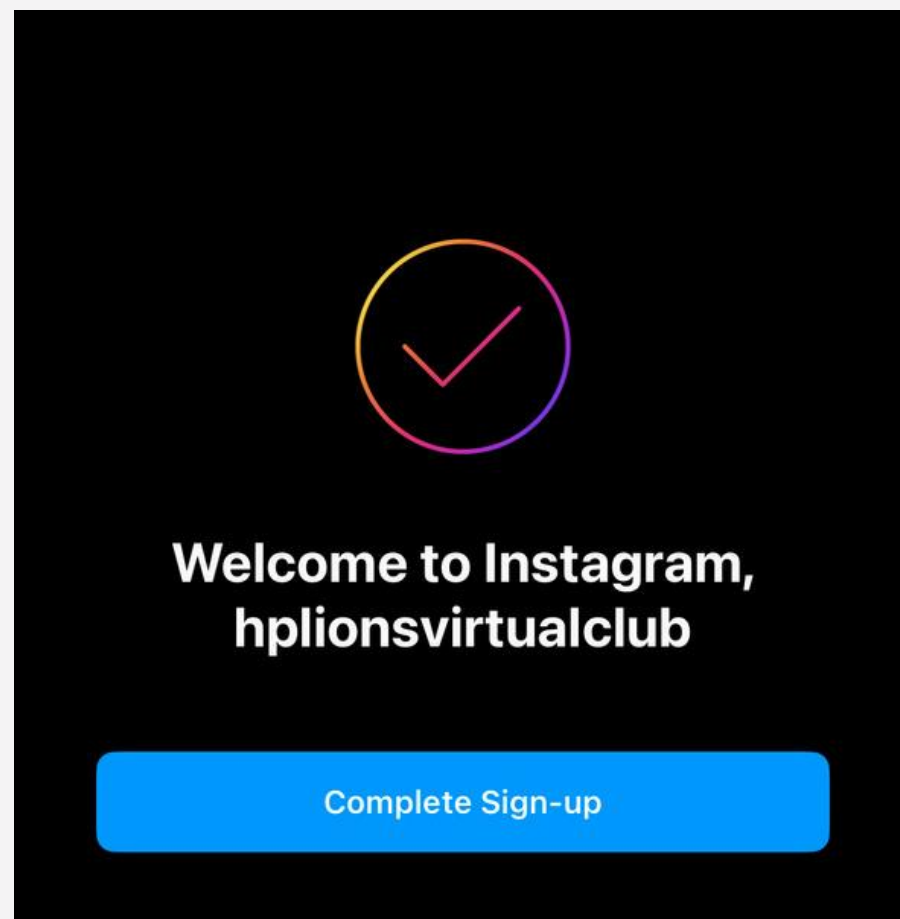
Follow the next steps by creating a recognisable Username, a Password that you store safely and by adding an email or a phone that can be used for the two factors authentication.



Create an Instagram Page using your phone - Step 3



Add a Profile Photo

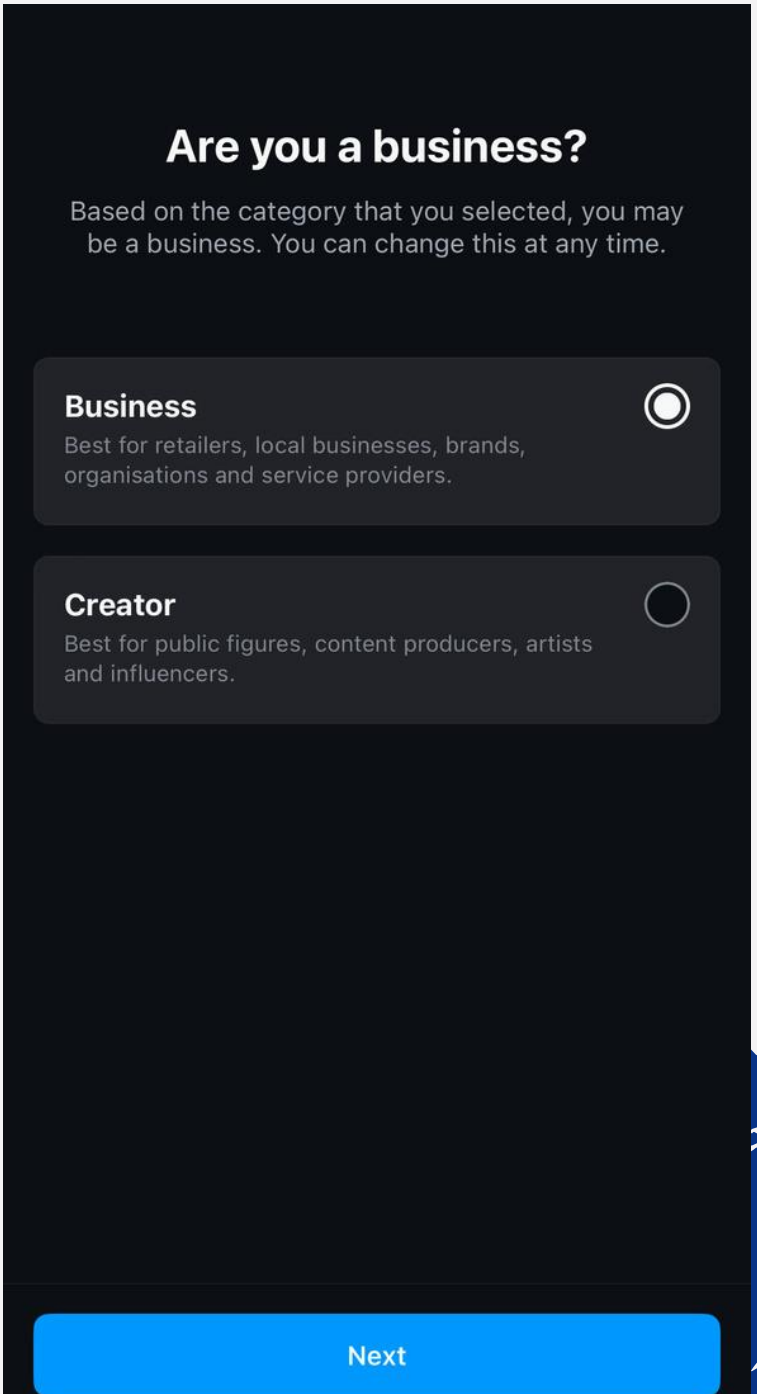
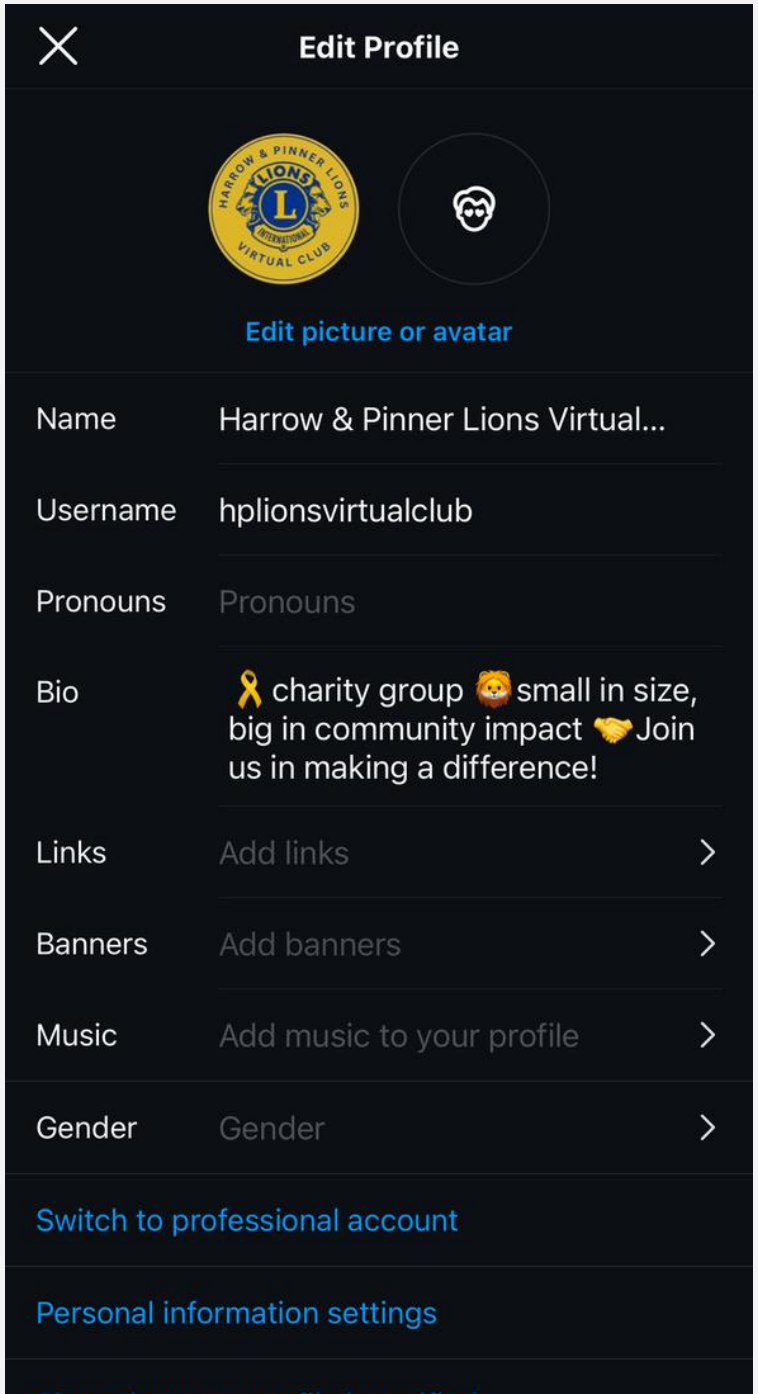
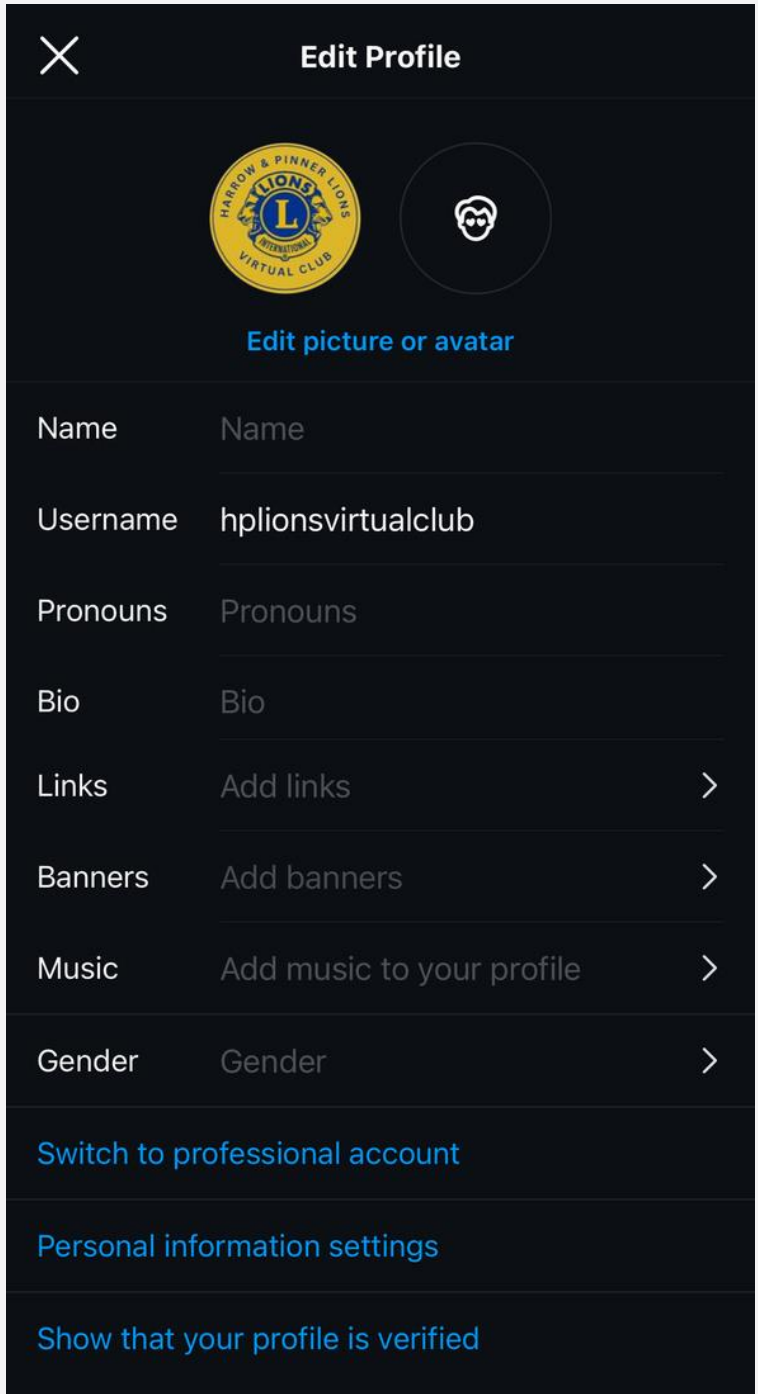




Create an Instagram Page using your phone - Step 4

Edit your Profile

By picking the Business option you will have access to the Professional Dashboard, which shows insights on reach, demographics and trends



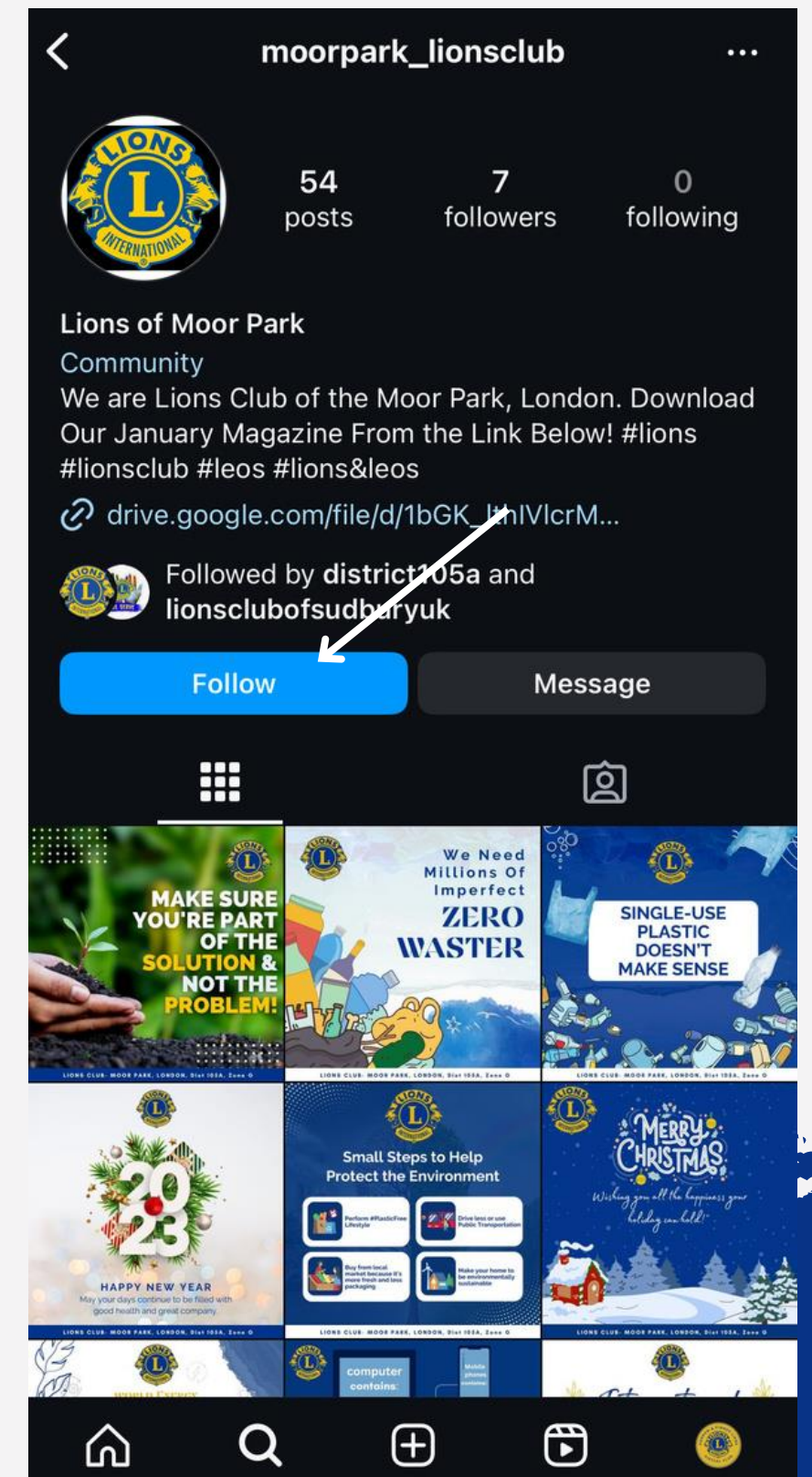
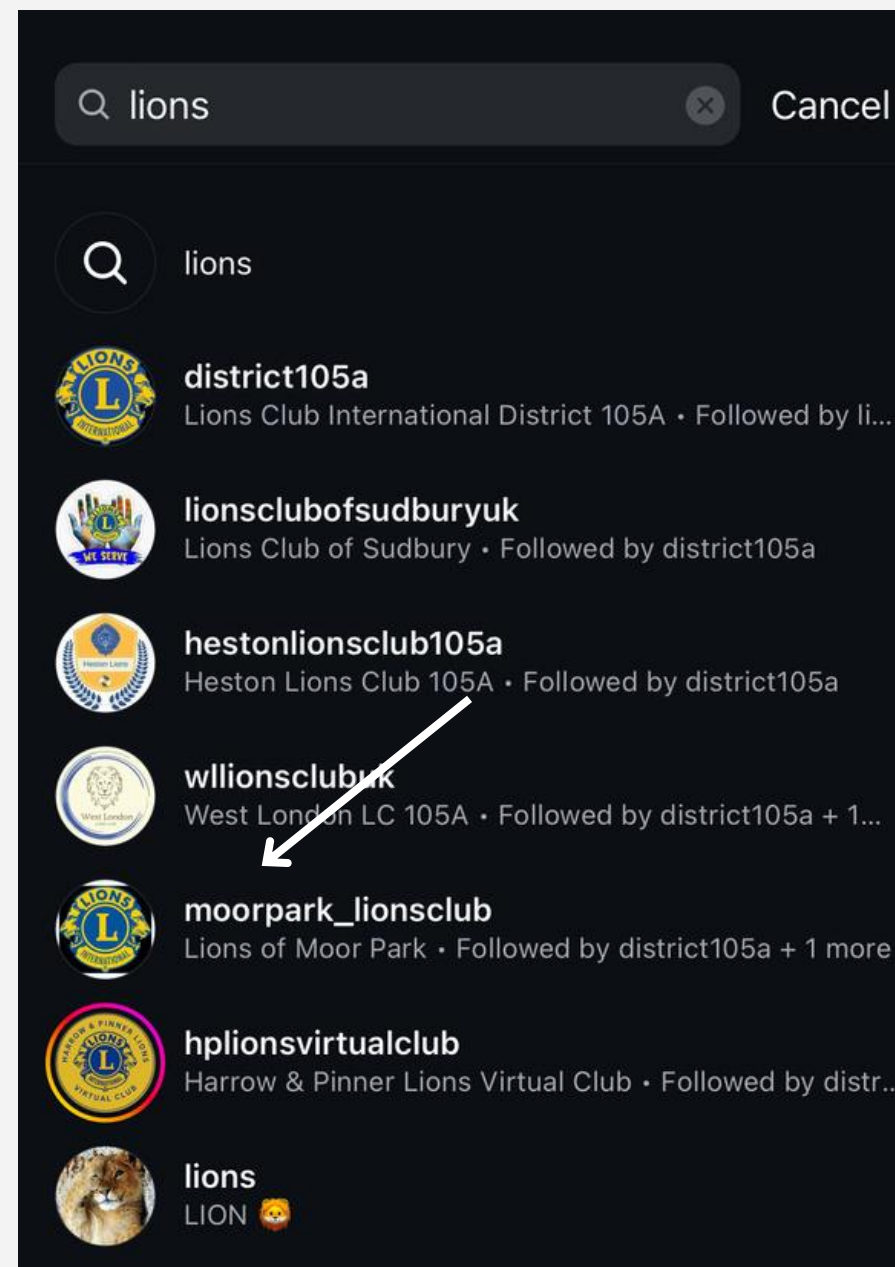
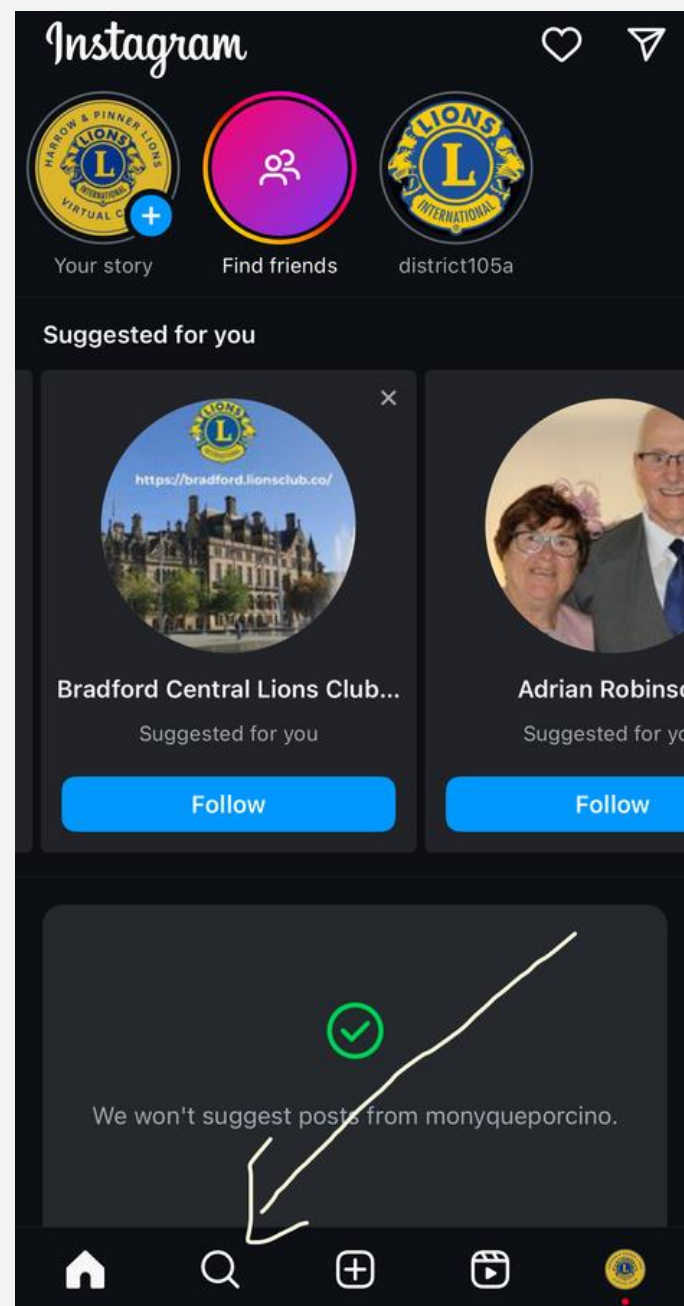
Create an Instagram Page using your phone - Step 5



Your Instagram Page is now Live.

You can start Following other Pages

Click on the Search Button, Type the name of the Page and Follow





WHEN?

WHERE?

WHAT?

HOW?

04. How to create Posts?


Who
What
When
Where
How
Why?

Readers of your posts need to know:

- who it involves
- what, when, and where it happened
- how it will happen or how it went

Avoid Abbreviations and Jargon.
 Use relevant emojis to add structure.
 Use hashtags and tag people
 Have a Call to Action



 **Lions Clubs District 105A**
 Posted by Aurora Ghita
 6d · 🌐

🌱 Yesterday our District Governor [Kadambari Shah](#) had the honour of welcoming the Multi District Hunger Officer, Chris Hibbert, at the Community Garden in Southall.

This garden is one of [Heston Lions Club](#)' cherished projects and serves as the model for the new District 105A Community Garden in Greenford 🌻.

We're looking forward to seeing our LIFE project achieve the same success as the Southall Community Garden and make a meaningful impact for those in need across Ealing 🌍.

If you want to be part of the LIFE project and help us make a difference, have a look at the attached poster! 📄 Also, check out Heston Lions' Facebook page to see the work done so far and how you can get involved. [#CommunityFirst](#) [#HestonLions](#) [#LIFEProject](#)
[Lions Club Of Sudbury UK](#)
[Lions Club of Milton Keynes Central](#)
[Jatinder Kaur](#)
[Chris Hibbert](#)

Call to Action





04. How to create Posts?

Use good quality and engaging photos - make sure your photos show smiles - use photos and activities that will attract New Members.

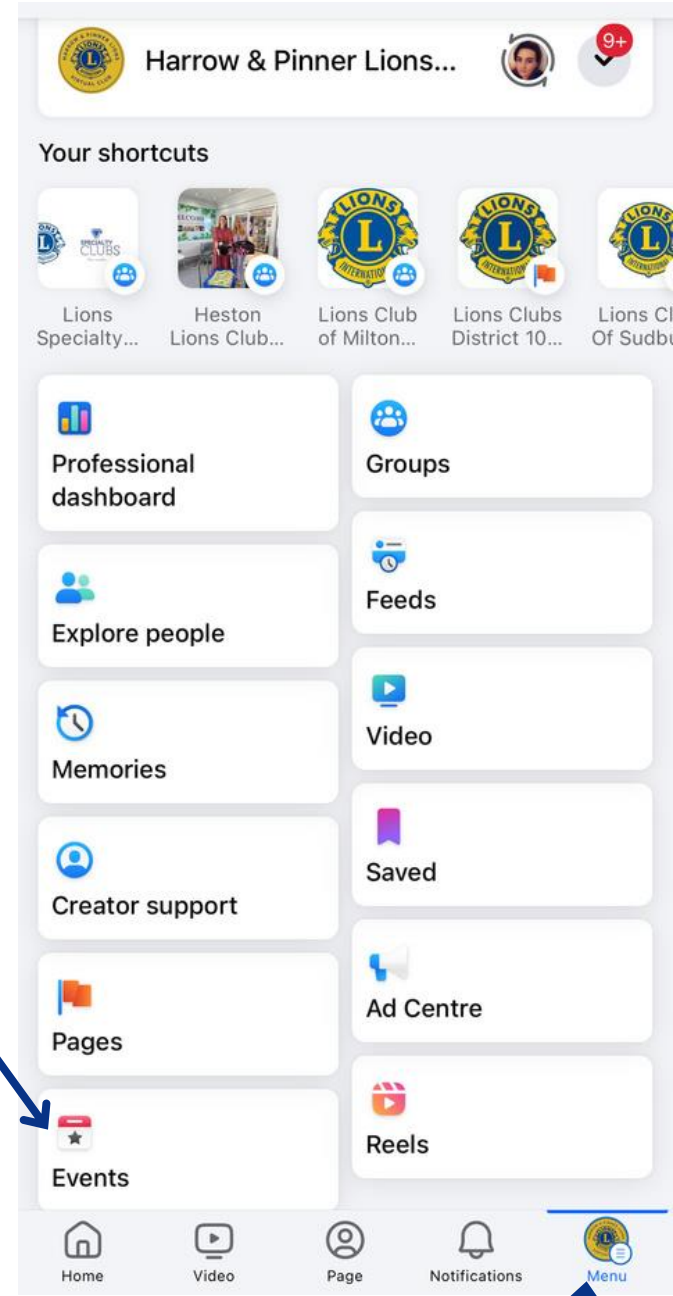
All posts should show the point of view of the club. Avoid offensive or opinionated posts.



05. How to create and advertise Events?

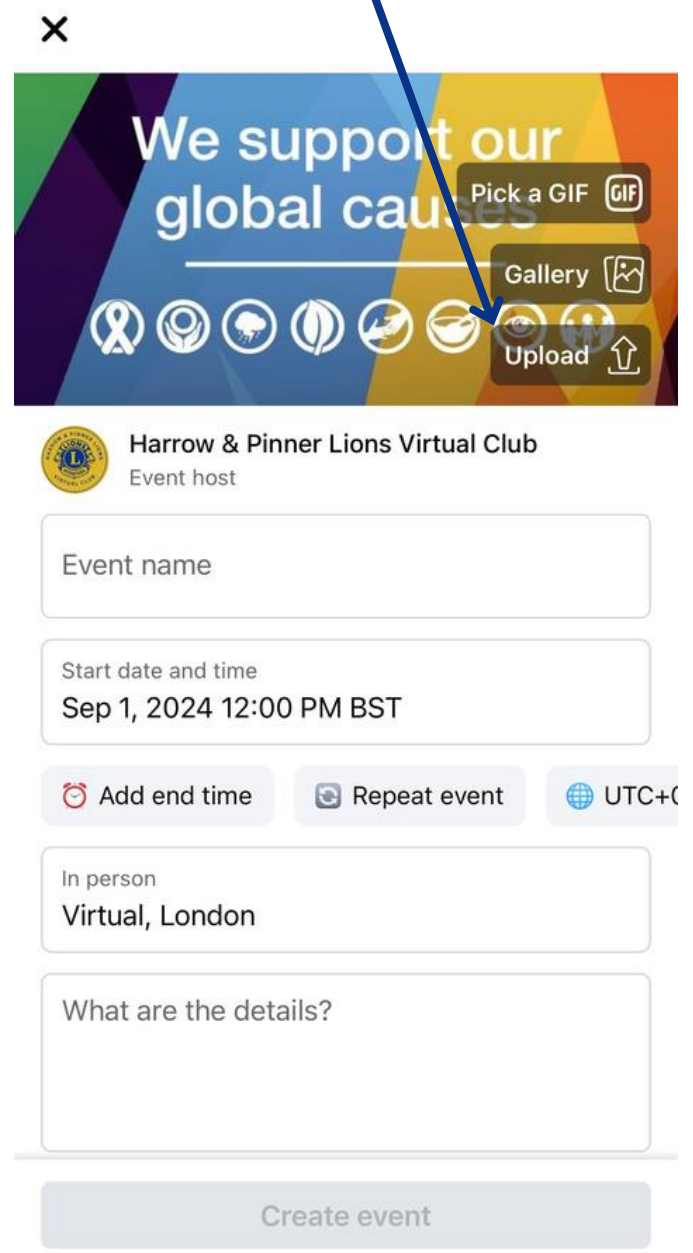


Click on Events

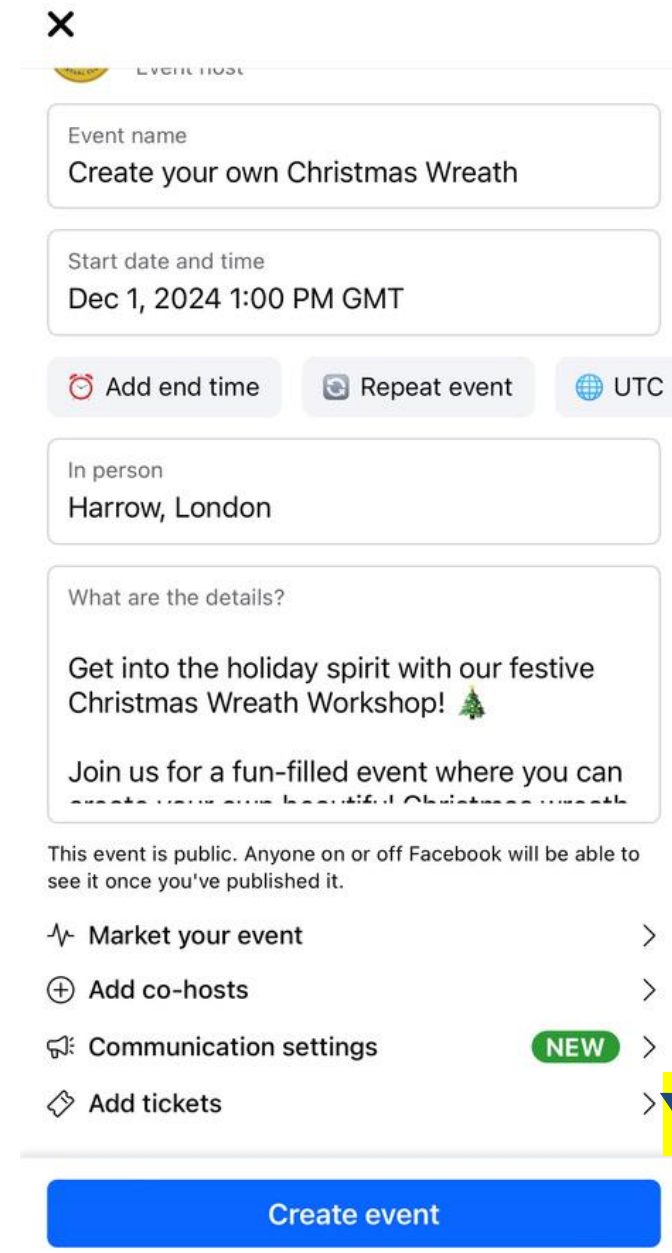


Open the Page Menu

Upload the Event Poster



Fill in the Event Details



You can add Co-hosts for your event and Add links to your online tickets



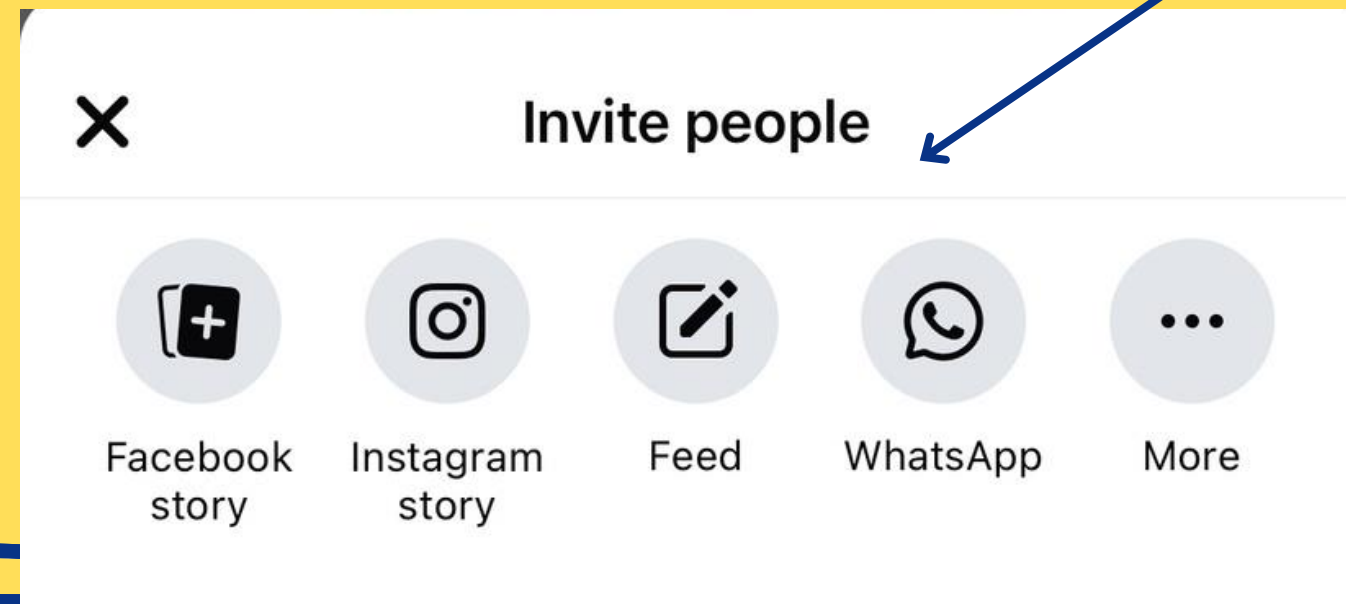


How to create and advertise Events?

Now that you have created your event you can

 Share

it on all linked Social Media Platforms



Add a note to your invitation...

And Invite your Friends and Followers





Summary:

- All your posts need graphics (i.e. Photos of Videos) so they won't get lost in your followers' feeds. ✨ ✨
- You are posting for a wide community, not just for Lions. No abbreviations, no jargon!
- Consistency is key: you need to post regularly to keep your followers engaged
- For video creation you can use CapCut (free app) or Canva – we will cover Reel Creation in our next session.





[District 105A website](https://www.lions105a.uk/index.html)

<https://www.lions105a.uk/index.html>

[Social Media for Lions Club:](https://www.lionsclubs.org/en/resources-for-members/social-media)

<https://www.lionsclubs.org/en/resources-for-members/social-media>

[Social Media Resources Lions 105CW:](https://www.lionsclubs.org/en/resources-for-members/social-media)

<https://www.lionsclubs.org/en/resources-for-members/social-media>



!Email me on pr@lions105a.org if you want to be added to the Social Media Officers Group!





Thank You

District 105 A

