

# Marketing Matters

## Lions, Get Social: Tell a Story to Promote Your Club

---

April 18, 2023 | 6-6:30 p.m. CST

April 19, 2023 | 10-10:30 a.m. CST



Lions Clubs International





# Welcome Lions and Leos!

---



**Jacqui MacKenzie**

Social Media &  
Community Manager





# Poll

---

# Session overview

- ✓ **My club is on social media. Now what?**  
Common questions from Lions about social media
- ✓ **Telling a story** through social media: the beginning, middle and end
- ✓ **Storytime!** Examples of Lions social media
- ✓ Questions and Answers

# Social Media Terms

---



**Take a screenshot or photo of this slide!**

## Facebook Event

Allows users and business pages to create **dedicated landing pages** for their events. On each of your event pages, guests can learn more, **RSVP**, and **interact** with the host and other guests.

## Facebook Fundraiser

A fundraising page that individuals can start on behalf of a 501c3 nonprofit that is set up to **accept donations through FB** (such as **LCIF**).

## Algorithm

A way of **sorting posts** in a users' feed based on relevancy instead of publish time. Social networks **prioritize** which content a user sees in their feed first by the **likelihood** that they'll **want to see it**.

## Stories (Facebook/Instagram)

Quick, typically **10-15 second photo or video clips** that give people a slightly different **glimpse** into a person or business and **disappear within 24 hours**. On Instagram, **Story Highlights** allow them to be displayed longer on a profile page.

## Reels (Facebook/Instagram)

Full-screen **vertical videos** featuring editing tools, audio tracks, sound snippets, captions, stickers and backgrounds. You can upload and stitch together multiple video clips. Unlike Stories, Reels don't disappear after 24 hours.

# Commonly asked questions

How to represent the world's premier service organization.

00 17M 100Y 0K  
235R 183G 0B  
HTML #EBB700

Pantone® 287  
100C 72M 2Y 12K  
0R 51G 141B  
HTML #00338D

Pantone® Cool Gray 11  
65C 57M 52Y 29K  
85R 86G 90B  
HTML #55565A

Color palette

Color palette consists of yellow, blue and gray.

These colors were chosen for the refresh.

# How can I use social media to...

- ✔ Promote events and fundraisers
- ✔ Use photo and video to connect with community
- ✔ Make our club's content visible and engaging through constantly changing algorithms
- ✔ Attract a diverse group of prospective members

The screenshot shows a Facebook post from Cedar Vale Lions Club with several comments. The post itself is partially visible at the bottom, showing the club's name and a 'Follow' button. The comments are as follows:

- Rick DeClaire** (4w): How to use social media to assist with fundraisers is very important to success. And sharing fundraiser successes with one another. (1 Like)
- Matt Rafa** (4w): Co-hosting events with partners for more visibility, using an event to give people the ability to save it on their calendar, getting the club to share for wider reach. (4 Likes)
- Lion Chiragkumar Patel** (4w): This will be great. How about including most popular ways to attract different levels of age groups or/and in diversified manner and the recommended ways to use social media accordingly? (1 Like)
- Thomas Olgaard** (4w): Tips and tricks in regards to videos and pictures on Social Media please! (2 Likes)
- Sharon Eberhardt** (9w): Getting Club members to interact with posts. Algorithm changes make it critical that members engage (share to their feed, tag friends, etc). (6 Likes)
- Cedar Vale Lions Club** (7w): [Follow](#) Sharon Eberhardt Yes! Yes! (7w)





# ONE BIG QUESTION:

*What do I post and how do I post it to promote my club's programs and recruit new members?*





V3.0 FULL | 11/20 EN

# ONE SIMPLE ANSWER: *Tell a good story.*



How to represent the world's premier service organization.

2.2 Signatures



The primary signature

The primary element of the identity is the signature, which consists of two components—the emblem and the name. Two signatures shown are the primary configurations. The preferred choice for all applications. Signatures may never be re-created or modified. This is a registered electronic art, available...

Speaking in Lion

00 17M 100Y 0K  
235R 183G 0B  
HTML #EBB700

Pantone® 287  
100C 72M 2Y 12K  
0R 51G 141B  
HTML #00338D

Pantone® Cool Gray 11  
65C 57M 52Y 29K  
85R 86G 90B  
HTML #55565A

Color palette  
The color palette consists of yellow, blue and gray.  
These colors were chosen for the refresh...

# What are the **key components** to every good story?

---

- **A beginning: Promote your event.**

Introduces the need. Tells audience why/how Lions are stepping in, and how the audience can get involved.

- **A middle: Share service as it happens.**

Show Lions in action, doing what they do best, in real time.

- **An end: Celebrate your impact and follow up.**

Let your audience and members know the results of your event.





1

# THE BEGINNING: Promote your event



# Create a Facebook Event

## What is a Facebook Event?

A FB Event acts as a **flyer** that the general public can find by **location**, **keyword** or what their **friends** are attending. Users that respond “Going” or “Interested” will receive **notifications** with event updates.

## Quick tips

- Add partnering businesses, organizations or venues as **Co-hosts** to increase visibility
- Use **keywords** so people can find your event
- **Share** the event to your FB page
- Encourage your **members** to share the FB event to their FB profiles



FRI, APR 21 - APR 24

**Lions Regatta Croatia 2023**

Online



Salim, Peter and 2 friends interested



FRI, APR 14 AT 3:30 PM PDT

**Lions Annual Wine Tasting**

The Community House



Rebecca is going



THIS SUNDAY AT 1 PM

**Community Easter Egg Hunt**

Eagle River Alaska Lions Club

248 interested · 43 going



# Create a FB Fundraiser for Lions Clubs International Foundation (LCIF)

## @LCIFLions

Easily create a fundraiser for Lions Clubs International Foundation. Share it with supporters and encourage them to help you raise money on Facebook.

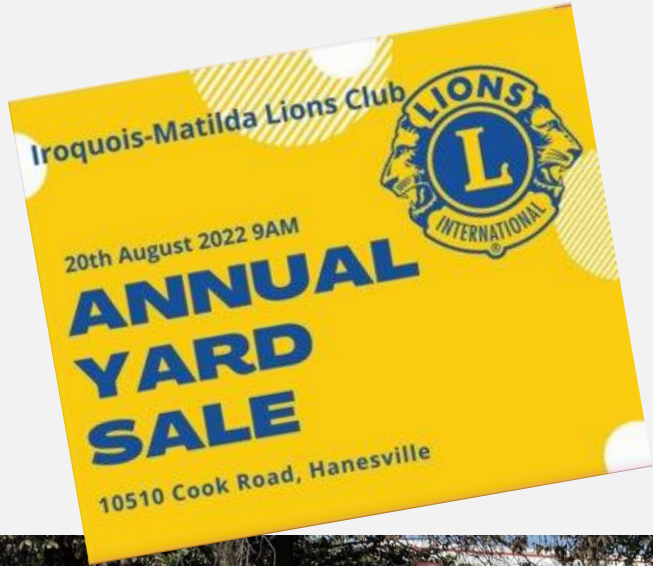
## facebook.com/fund/LCIFLions

- Click on Fundraisers.
  - Tip: If you don't see Fundraisers on the left, then click See more.
- On the left, click Raise money then Click Nonprofit.
- Type LCIF to come up as your selection.
- On the left, enter:
  - The goal amount of money you want to raise
  - The currency you want the funds to be in
- Click Create.





# Use Eye Catching Visuals



**SAVE THE DATE** OCTOBER 7, 2021 @ 7 PM  
VIRTUAL CLUB MEETING







2

# THE MIDDLE: Capture and share Lions in action

# Share service as it happens

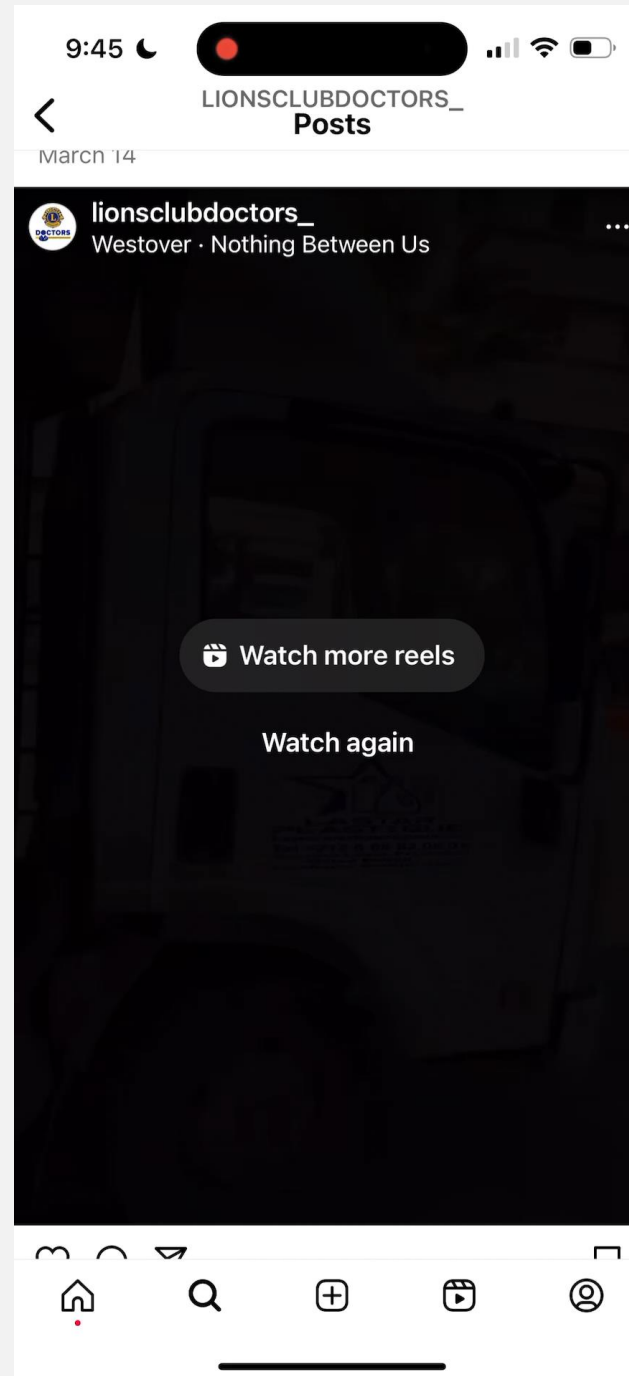
**Showcase your event in real time** by taking photos and videos on the ground

**Encourage members to take photos/videos** and ask them to share on their social accounts (include your club's @ handle and hashtag!)

**Use features like Stories, Reels and Live** to increase visibility (FB/IG algorithms favor this content)



# Get creative and have FUN







3

THE END:  
Share your impact  
and Follow Up



# Create a Recap Post

---

- ✔ Post a compilation reel that shows **planning, prep and action**
- ✔ Add a photo post that includes **action** from the event
- ✔ Include **impactful** numbers, stories from beneficiaries, and a thank you to the community
- ✔ **Engage** with audience – tag and thank members, partners and friends who contributed
- ✔ Make your **audience** feel a part of the action
- ✔ **Measure** results of your social posts and get ready for the next one!



# STORYTIME:

---

## Lions Social Media Examples





# Lions Drinks with Santa: The Beginning



SAT, DEC 10, 2022  
**Drinks with Santa 2022**  
 Chicago, IL  
 Kristopher, Corina and Lion Richard



**Chicago Windy City Lions Club** shared a link.  
 November 14, 2022 · 🌐

100% of what we raise from this event funds our year-round service projects. This includes supporting [Youth Outlook](#), an organization serving LGBTQ+ youth and their families through teen drop-in centers, caregiver support groups and community education. This group works to create communities where young people are safe, celebrated and empowered. At a time when there has been an ugly resurgence of threats and violence against the LGBTQ+ community, we are proud to help Youth Outlook provide critical and life-saving services to LGBTQ+ youth. Our club has decided to donate 15% of this year's Drinks with Santa proceeds to Youth Outlook.



YOUTH-OUTLOOK.ORG  
**Youth Outlook | Dedicated to the support of LGBTQ+ youth**  
 Youth Outlook provides support for LGBTQ+ youth, families and community through drop-in centers, family support, and education.



**Chicago Windy City Lions Club**  
 Dec 7, 2022 · 🌐

Our Club President is showing off just a few of more than 20 prizes we'll have at our in-person Drinks with Santa event this Saturday at Tease Pub. From gift cards to gift baskets and everything in between, we have a raffle prize you will want to see Saturday! <https://www.facebook.com/events/801825654384720>

**Chicago Windy City Lions Club**  
 December 6, 2022 · 🌐

Baby, it's cold outside! Donate a new pair of socks, gloves and/or winter hat at Drinks with Santa this Saturday and you'll receive a complimentary raffle ticket (one per person). We'll deliver the warm clothing to Venezuelan migrants and others in need at San Lucas in Humboldt Park.





# Lions Drinks with Santa: The Middle





# Lions Drinks with Santa: The End

**Chicago Windy City Lions Club**  
December 11, 2022 · 🌐

Last night was a blast! Thank you to everyone who supported Drinks with Santa 2022 from donating prizes, buying online raffle tickets, coming to the event and more. Thank you [Teasers](#) for hosting us, Minor Details (with vocals by Lion Debra) for performing, Santa and all the Lions who worked hard to make this happen. You are super stars and your generosity will allow us to help people in need throughout the year. Have a safe and healthy holiday season and may Santa bring you everything you want and need!





# Lions Medical Caravan



1

2

3

lionsclubdoctors\_

LIONS CLUB CASABLANCA DOCTORS UNITE ORGANISE  
**CARAVANE MEDICO - HUMANITAIRE**  
DOUAR AIT BEN CHERIF, COMMUNE EL MERS, PROVINCE BOULMANE  
18/19/20 NOVEMBRE 2022

10kg de farine  
5kg de semoule  
5l d'huile

1kg de riz  
1kg de lentilles  
1kg de fèves  
1kg d'haricots

500g de thé  
2 paquets de sucre

VALEUR DU PANIER = 200 DH

**POUR VOS DON**  
RIB : 007 780 0003428000310159 39 - ATTIJARIWAFABANK  
LIONS CLUB UNIVERSITAIRE DOCTORS

INSTAGRAM:LIONSCLUBDOCTORS\_ FACEBOOK:LIONSCLUBDOCTORS TEL : +212 669-126418 , +212 661-326231

2:29

AIT BEN CHERIF 20w

AIT BEN CHERIF

Send message

lionsclubdoctors\_

Liked by kristophermk77 and others

lionsclubdoctors\_ Caravane Boulmane  
Novembre 2022

In total, more than 450 people have benefited from medical and dental consultations.

- Measuring fasting blood sugar and glycated hemoglobin.
- HTA Screening.
- Breast and neck cancer screening
- Ultrasound scan.
- Dental care.

Thanks to all the people who put their trust in us!

2:35

Reels

lionsclubdoctors\_

Boulmane's caravan recap

Liked by kristophermk77 and others

northernelg · 2022 recap



# Resources

- ✓ **Lions SMILE Facebook Group:**  
[facebook.com/groups/lionssmile](https://facebook.com/groups/lionssmile)
- ✓ **Lions Social Media Center:**  
[lionsclubs.org/socialmedia](https://lionsclubs.org/socialmedia)
- ✓ **How-to Videos:**  
[vimeo.com/showcase/lions-social-media](https://vimeo.com/showcase/lions-social-media)





# Questions

[MARKETING@LIONSCLUBS.ORG](mailto:MARKETING@LIONSCLUBS.ORG)



# Stay Tuned

## How to be an Ambassador to LCIF

LCIF Chairperson Douglas X. Alexander and LCIF staff will provide resources for supporting fundraising efforts, including storytelling tips.

Register at [lionsclubs.org/virtual](https://lionsclubs.org/virtual)





Thank You