



The International Association of Lions Clubs

District 105D

Incorporating Lions Clubs International District 105D Charitable Trust
Registered Number 1072984



District Governor 2018 - 2019 ♦ Lion Ken Staniforth

✉ dg@lions105d.org.uk 🌐 www.lions105d.org.uk

“Working Together for Those We Serve”

Guidelines for promoting Lions club activities on Facebook.

Now we are using social media as a major part of promoting Lions locally, nationally and internationally, this is a good opportunity to issue some guidelines for promoting your club in the most positive and consistent way possible through this medium.

Before publishing news of a Lions Club event, fundraising stall, welfare project or general Lions promotion pause for a moment to consider: Your target audience. Are you aiming this posting towards:

- a) People who you would like to support your club with an activity such as fundraising or practical help in a welfare project?
 - b) People you as a club can help such as local organisations, charities or individuals who would benefit from the help your club can give?
 - c) People you would like to recruit into your club. Individuals who are able to offer service to the community through Lionism and who could contribute to your club?
- or..... a mixture of all these facets?

Knowing your target audience will help you frame your social media releases.

Other considerations should also be borne in mind when posting on Facebook. These include:

The wise use of pictures. If you are letting a series of pictures tell the story of your club activity ensure they are relevant to the event. Images showing Lions interacting with event visitors with a smile on their faces are ideal. You may need to compose your pictures to show your fundraising stall, for example, in its best light. Include the Lions logo and club title if possible.

Pictures of isolated Lions sitting on a fundraising stall with their faces shielded or busily doing things while looking less than happy with no interaction with visitors does not tell the story. If you're concerned about having children in your pictures, just ask their parents' permission beforehand. They are normally happy for Lions to publish pictures of their offspring and frequently ask for details of the Lions Facebook page so they can look it up. In my experience the additional 'likes' gained after publishing such pictures are the best evidence of their success.

Also let the words you write in the posting back up the pictures giving details of the event. As an example a caption stating "ABC Lions Club enjoying themselves raising money for good causes at the XYZ Village Show" can leave your Facebook audience wanting a better explanation. In fact it leaves them asking more questions than the posting answers.

Had that been "ABC Lions Club enjoying themselves at XYZ Village Show raising money for good causes which benefit the XYZ community. ABC Lions have over the past 10 years raised thousands of pounds at this annual event which have been used to help local village projects such as the shelter for the elderly, the junior school garden project and practical help and support for less fortunate families in our community. If you would like to enjoy yourself raising money for local community projects find out more by visiting our website at: www.ABC.Lions.co.uk"

Try to make every social media posting part of your joined up thinking. If you can't publish how well you've done with your fundraising event, or what charitable cause you've been raising money for give actual examples, as above, of how past fundraising events have benefitted the community.

Reminding your readers of how your club has benefitted your community and beyond in the past is a good thing. Then, when the proceeds have been totalled, publish a new posting announcing the result and thanking the community for their support to give wider valuable publicity to the event.

Remember also that every event you publicise is also a recruitment post for your club membership so take the trouble to show your club at its best.

Avoid unnecessary distractions in your pictures which divert attention from the primary message you wish to portray. Distractions such as a club member making a cheeky gesture to the camera at a fundraising event risks becoming the central message of the post which can go on to negate any positive PR by irritating the Facebook users and possibly causing offence.

Take care not to treat your club Facebook page like your own. Avoid 'in jokes' which your club members may find funny, but the general public will not understand.

Never write your club page in the first person.

Many of us use Facebook templates to adjust our profile pictures to pronounce that 'We are Proud to be a Lion' on our personal Facebook feed. That in itself is excellent, but that can bring its own set of problems if not properly managed. We all have opinions and like to share the odd risqué thing on our personal timelines. However, in a moment of thoughtlessness, it is all too easy to share a sexual, political or religiously intolerant post which you might find funny or may reflect your opinion on a current point of debate. If such postings appear under your profile picture saying you're proud to be a Lion, what impression does that make on your fellow Lions and the general public? Needless to say, control and restraint should be exercised when such post sharing's can so easily be associated with Lionism. This especially applies to Lions Club members who move onto higher roles in our organisation where they are expected to be setting an example. With this context in mind, I'm sure you'll all agree that it is not appropriate to share such postings where an international 'audience of friends' of both sexes are following them and your personal opinion can so easily be mistakenly associated with Lions Clubs International. We need to be very mindful of audience sensitivities to show true respect for our organisational image.

Facebook relies on people 'liking' and 'following' your page to spread your postings far and wide. Therefore, if your club members have their own Facebook accounts encourage them to 'like' the postings your club publishes. Then their friends will see these postings and will in turn 'like' the content so spreading your words and pictures even further. Also look up friends in neighbouring Lions Clubs on Facebook and invite them to 'like' and 'follow' your Facebook page. Offer to do the same for them at your next zone meeting so all clubs locally can benefit. If you're attending an event with other Lions Club(s) remember to tag them in your posts so that they can like and share on their timelines - both Club and personal to give exposure to their followers and friends as well as your own.

We are all representing Lions Clubs International in everything we do. Therefore our PR through social media should follow that ethos. Take a few minutes to look at the good example of the style, content and presentation of social media output from District, Multi-District and LCI Facebook pages and see the effectiveness of their story. This will help your club give consistent, strong and a worthwhile PR output.

Unfortunately the adage that 'there is no such thing as bad PR' is mistaken. Poor, amateur looking social media output does not attract people in your target audience back to your Facebook page, or website, so is in fact worse than not bothering at all!

While these few examples barely scratch the surface, if you or your club would like to discuss any facets of social media as they relate to your club, please get in touch. I'll be happy to help.

Richard Keeley
District 105D Marketing and PR Co-ordinator
pro@lions105d.org.uk
[Follow us on Facebook - @Lions105D](#)
Tel 01252 665804