

Get Noticed through Social Media





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with

Steve Sroka

Jazmine Constantino

DISTRICT WEBSITE



DISTRICT 1-F LIONS



[HOME](#) [EVENTS CALENDAR](#) [LIONS CLUBS](#) [DISTRICT NEWSLETTERS](#) [AWARDS AND RECOGNITION](#) [CLUB FORMS & RESOURCES](#)



Lions Member Access | Club Forms & Resources

Looking to share updates or upcoming events on the website? Contact Lion Jazmine at d1f.lionsclubs@gmail.com

“Working together we help each other”

[2022-23 Directory](#)

[Submit Update for Newsletter](#)

DISTRICT WEBSITE

Lions Clubs

District 1-F covers the northeast corner of Illinois from Lake Michigan and the Wisconsin border to Schaumburg on the southwest.

The District has 33 Lions clubs and three Leo clubs with more than 975 Lions and Leos in service to the communities of Northeast Illinois and to visually and hearing impaired people worldwide. The district is part of [Lions Clubs International](#), an organization with 46,000 clubs in every corner of the globe. With more than 1.4 million men and women in over 200 countries and geographic areas who work together to answer the needs that challenge communities around the world.

The District is also part of [Lions of Illinois](#) and supports the [Lions of Illinois Foundation](#). With the help of Lions clubs in the district and throughout the state, the Lions of Illinois Foundation supports Camp Lions, a program that provides a summer camp experience for visually and hearing impaired youth from around the state.

Check out the Club details for each of our 31 Lions Clubs below.

[Antioch](#)

Club Meetings at various locations -
please call first.
1st, 3rd Monday 6:00 p.m.

President Kevin Fiedler
847-507-7979
bigredkev25@yahoo.com



[Arlington Heights](#)

Club Meetings at various locations -
please call first.
1st, 3rd Tuesday 6:45 p.m.

President Michael Clements Sr.
847-445-0708
mclcm57@aol.com



[Barrington](#)

Club Meets 1st, 3rd Monday 6:00 p.m.
Chessie's Restaurant, 200 Applebee St.

President Robert Thomas
630-659-5111
gearhead-2@sbcglobal.net



Logo usage

ACCEPTABLE



Lions Clubs International

UNACCEPTABLE

Do not distort.



Lions Clubs International

Do not reconfigure elements.



Lions Clubs International

Do not alter colors. (The only acceptable color combinations are shown on page 2.3.)



Lions Clubs International

Do not screen back colors.



Lions Clubs International

Do not alter the typeface.



Lions Clubs International

Do not crop the signature.



Lions Clubs International

Do not tilt.



Lions Clubs International

Do not put the logo over a pattern.



Lions Clubs International

Unacceptable logo usage

The examples above show the Lions Clubs International identity in configurations, treatments and manipulations that are unacceptable. This list is not exhaustive.

Only one of the primary configurations of the signature is shown here as a sample. These principles apply to the other versions as well.

GET TO KNOW YOUR FACEBOOK PAGE



- Know Personal View vs Page View
- Custom URL ([Facebook.com/SHLionsClub](https://www.facebook.com/SHLionsClub))
- Updated Details (*About, Email, website, etc.*)



EDITING FACEBOOK PAGE DETAILS

1. Click “Page Info.” The info is fairly self-explanatory. Add as simple of a Web Address as you can. Facebook will let you know if the address is available to use.
2. Name: Name of your Club.
3. Username: Club name, no spaces
4. Description: You can put your Club Officers and titles.
5. Categories: Non-profit Organization and Charity Organization.

The screenshot shows the 'Edit Page info' interface for a Facebook page. The page is titled 'Arlington Heights Lions Club'. The interface is divided into sections: General, Categories, and Contact. Yellow arrows with numbers 1 through 5 point to specific fields:

- 1** points to the 'Edit Page info' header.
- 2** points to the 'Name' field, which contains 'Arlington Heights Lions Club'.
- 3** points to the 'Username' field, which contains 'ArlingtonHeightsLions'.
- 4** points to the 'Description' field, which contains the following text:
President: Mike Clements
1st VP Lion Steve Kornblum
2nd VP Lion Steve Sroka
Secretary: Lion Ronald Niemaszuk
Treasurer: Lion Betty Stoehr
- 5** points to the 'Categories' section, which shows 'Nonprofit organization' and 'Charity Organization' selected.

The 'Contact' section is also visible, showing fields for 'Phone number' and 'Whatsapp phone number', both with a dropdown menu set to 'US+1'.

ENGAGING SOCIAL MEDIA

How to Increase your Likes? **Encourage Comments and Shares**

- **Ask a question**
- **Promote Facebook, “Liking” Page and Sharing posts at events and to members**
- **Post to Local Facebook Groups**
- **Tag other Pages in post**
- **Paid Boosted Posts / Events**

“LIKING” FACEBOOK PAGES



- After you have finished the Basics of creating your Page, you are going to want to get people and other organizations to “Like” and “Share” your page.
- One great way to start that relationship is to “Like” or “Follow” all the pages that are connected, or should be connected to your club, including other Clubs in your District, fun Clubs, and organizations related to our Mission. Do searches for those pages, and “Like” them.

POST TOPICS



Feel-good stories, especially ones your Club helped to make happen!



Welcoming new members or thanking current members. Here, Lion Sabrina is inducting new members in Mount Prospect.




Announcing the birthdays and anniversaries of our own Lions, as well as, unfortunately, the passing of our members.



Sharing the FUN things our Clubs do internally. Recruiting new Lions is a big focus of ours, and showing potential recruits how much fun we have is HUGE!

SCHEDULING A POST

Create Post

 Schaumburg - Hoffman Estates Lions Club and shlions.il


Post to Facebook and Instagram

☒  Schaumburg - Hoffman Estates Lions Club

☒  shlions.il

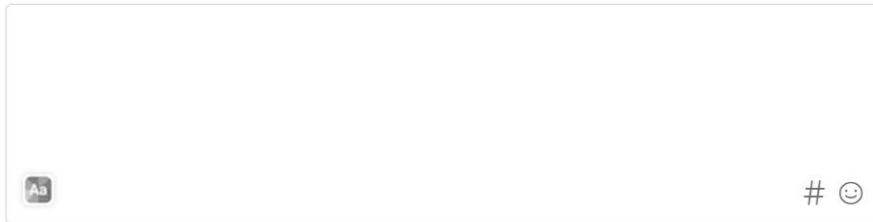
Publish to Facebook Groups

[See more groups](#)

☐  Everything Hoffman Estates
Private group • 14675 members

☐ Customize post for Facebook and Instagram

Text



Scheduling options

Publish now

Schedule

Save as draft

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

 Facebook

 Mar 1, 2023

 10:00 AM

Facebook News Feed preview



Schaumburg - Hoffman Estates Lions Club

Just now · 

! VOLUNTEERS NEEDED !



Schaumburg-Hoffman
Lions Club

VOLUNTEERS NEEDED

We will be running the BINGO Tent at the Hoffman Estates Northwest Fourth-Fest. We are looking for volunteers for Sunday, July 3rd.

 12:00pm-4:30pm (2 People)

 4:30pm-9:30pm (2 People)



 **NOW ARENA** - 5333 Pairie Stone Parkway, Hoffman Estates, IL

Interested in Volunteering? Contact our Club's President, Lion Mike, at shlionmike@gmail.com

 Like

 Comment

 Share

 Meta
Business Suite

BOOSTING A POST

1. Switch into your Facebook Page.
2. Find the post you want to boost.
3. Select **Boost** post. You can find it at the bottom right of your post.
4. Fill in the details for your ad. Facebook will automatically use images and text from your post.
5. When you're done, select **Boost post now**.



Button ?

Button label
Learn more

Button destination
Website

Website URL
www.shlions.org

⚠ Adding a button may crop your image

Special Ad Category ?

Ads about credit, employment, housing, or social issues, elections or politics

Audience ?

Who should see your ad?

People you choose through targeting

Audience details
Location - living in: United States: Schaumburg (+10 mi) Illinois
Age: 25 - 50

Create new

Duration ?

Days
13

End date
Mar 4, 2023

Total Budget ?

Estimated 1K - 3K Accounts Center accounts reached per day

\$ 100.00

\$1.00 ————— \$1,000.00

Estimated daily results

Accounts Center accounts Reached	1K - 3K
Link Clicks	28 - 86

Payment summary

Your ad will run for 13 days.

Total budget	\$100.00 USD
Total amount	\$100.00 USD

We use data about you and your ad account to assess eligibility for and to provide you with more ads billing and spending options. [Learn more](#)

TAGGING FACEBOOK PAGES

1. Tagging Friends and Organizations in your posts is a great way to increase engagement.



Select the Page. A list of possible matches will appear right below where you're typing. Tap on the name of the Page.



You can hashtag (i.e. the pound symbol) phrases like
#LionsClubs #WeServe #District1FLions

CREATING A FACEBOOK EVENT

Create Event



Drag to Reposition

Edit



Schaumburg - Hoffman Estates Lions Club

Host - Your Page

Event name

 Start Date
Feb 19, 2023

 Start Time
11:00 PM

+ End Date and Time


Is it in person or virtual?

 Who can see it?
Public

Anyone on or off Facebook

What are the details?

Create Event

 Market your event

Choose a category and we'll make it easier for people to discover your event.

Category


Hide this event from specific countries

By default your event is available to all eligible countries.


+ Add co-hosts


Add co-hosts


Co-hosts can accept or decline once you publish your event.


 Repeat event


Frequency
Never


 End Date


 End Time


 Invite


 Edit






 fb.me/e/3mbKKCIJJ
Share this link to invite others

 Add to Page

 Export guest list

 Delete Event


APPS FOR CREATING CONTENT & NEWSLETTERS

Flight ▾ Business ▾ Education ▾ Plans and pricing ▾ Learn ▾

🔍 Search thousands of templates


🖨 ⚙ Create a design

Flyers

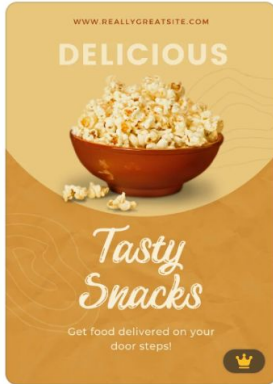


FOOTBALL SUNDAY

Don't miss the kick off!



WARDIENE INC. PRESENTS
MARDI GRAS
Masquerade Party
MUSIC BY
AARON LOEB
FRANCOIS MERCIER
GRETA MAE EVANS
8 PM ONWARDS, VIP SERVICES +123-456-7890
DRESS TO IMPRESS, FREE PARKING AREA, RSVP REQUIRED
RSVP +123-456-7890 - WARDIENE INC 123
ANYWHERE ST., ANY CITY, ST 12345




WWW.REALLYGREATSITE.COM


DELICIOUS

Tasty Snacks


Get food delivered on your door steps!



PLEASE JOIN US FOR A
Valentine's Day Party
14 FEBRUARY
DANCING MUSIC PERFORMANCE
123 ANYWHERE ST., ANY CITY
RSVP JENNIFER AT
(123) 456-7890




HAPPY St. Patrick's DAY




W
E
S


Watch
for
Fau
123 Any
**COME, SEE
AND S**




Dark Smoke footba...
Flyer by designesto




Purple Elegant Mar...
Flyer by Bornx Design




Food and Snacks M...
Flyer by sattri



Magenta Pink Simp...
Flyer by LuckPicture




green minimalist S...
Flyer by Modal Tampa...




G
FL


Instagram Stories




Instagram Story 1: A woman holding a Polaroid photo of herself.




DO MORE OF



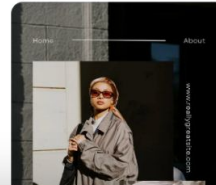
EVERYTH



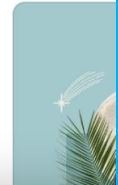
WE ARE OPEN
Seen not



STAY TUNED. STAY TUNED.
COMING



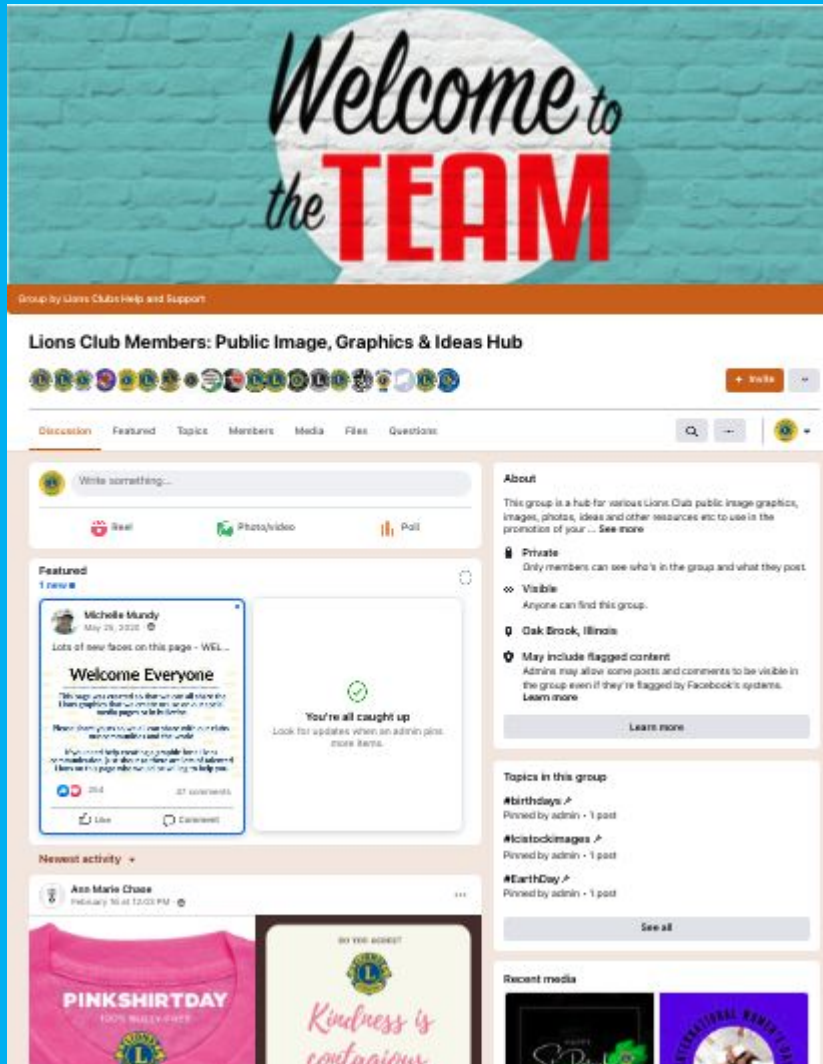
Instagram Story 6: A person in a trench coat.



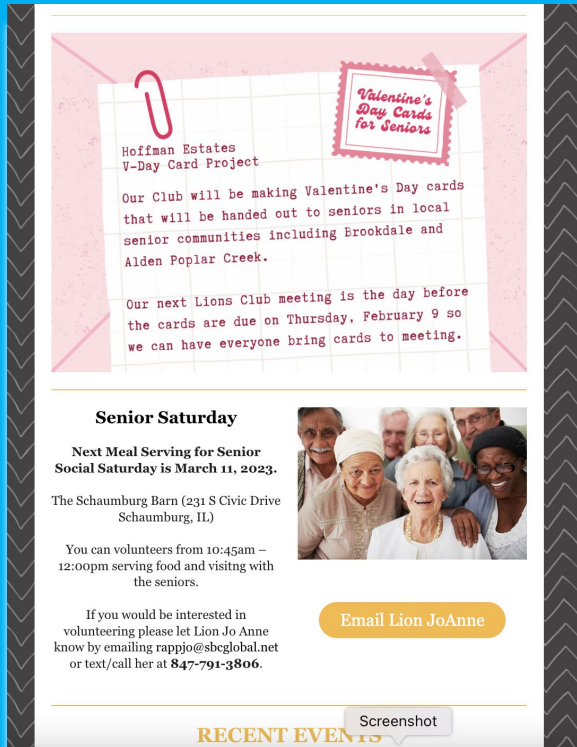
Instagram Story 7: A person in a trench coat.

Canva

FB GROUP FOR LIONS CLUB THEMED IDEAS



APPS FOR CREATING CONTENT & NEWSLETTERS



Email Performance		
See how your emails are doing with your audience. Compare your results to the industry average.		
Sent	Open Rate	Click Rate
137	56.3%	8.1%
Opens	76	Clicks
Sent	137	Did Not Open
Bounces	2	Unsubscribed
Successful Deliveries	135	Spam Reports
Desktop Open Percentage	91.7%	Mobile Open Percentage

Subscribed

145

New subscribers (30 days)

3

Most engaged

56

Least engaged

33

8 Lists


Filter by List name

<input type="checkbox"/>	★	List name ↑	Contacts	Date created	
<input type="checkbox"/>	☆	BINGO Volunteers	3	May 26, 2022	...
<input type="checkbox"/>	☆	District 1F	0	Apr 5, 2022	...
<input type="checkbox"/>	☆	Facebook	2	Oct 7, 2021	...
<input type="checkbox"/>	☆	General Interest	135	Oct 7, 2021	...




Constant Contact

CREATING QR CODES

**qr code monkey**
THE 100% FREE QR CODE GENERATOR

ABOUTCHROME APPQR CODE APIENGLISH ▾


URLTEXTEMAILPHONESMSVCARDMECARDLOCATIONFACEBOOKTWITTERYOUTUBEWIFIEVENTBITCOINMORE ▾


ENTER CONTENT


Your URL

https://district1flions.com/


☐ OFFStatistics and Editability

SET COLORS+

ADD LOGO IMAGE+

CUSTOMIZE DESIGN+

Screenshot



Low Quality

High Quality

Create QR CodeDownload PNG

THINGS TO REMEMBER



- Horizontal Photos & Videos work best for FB
- Post to share what your Lions Club does
- Tag Partner Pages @
- Create FB Events for All Events & Send Invites
- Use QR Codes for Flyers & on-site for Events
- Utilize District Website & Newsletters

HAVE YOU BEEN LISTENING?

TIME FOR A CONTEST!

- 1. Take a pic right now.**
- 2. Tag @ Lion Club Pages**
- 3. Post on personal Facebook Page
or Lions Club Page.**
- 4. Win a Prize!**

Still Have Social Media Questions?

Zone Chairman Steve Sroka

District Social Media Chair Lion Julie Stanley

Information & Technology Chair Lion Jazmine Constantino
d1f.lionsclubs@gmail.com

Recap of presentation is on District 1F Website under
Lions Club Forms & Resources

THANK YOU!

Get Noticed through Social Media

