

Social Media 101



**DISTRICT
1-F LIONS**



BEFORE OPENING FACEBOOK



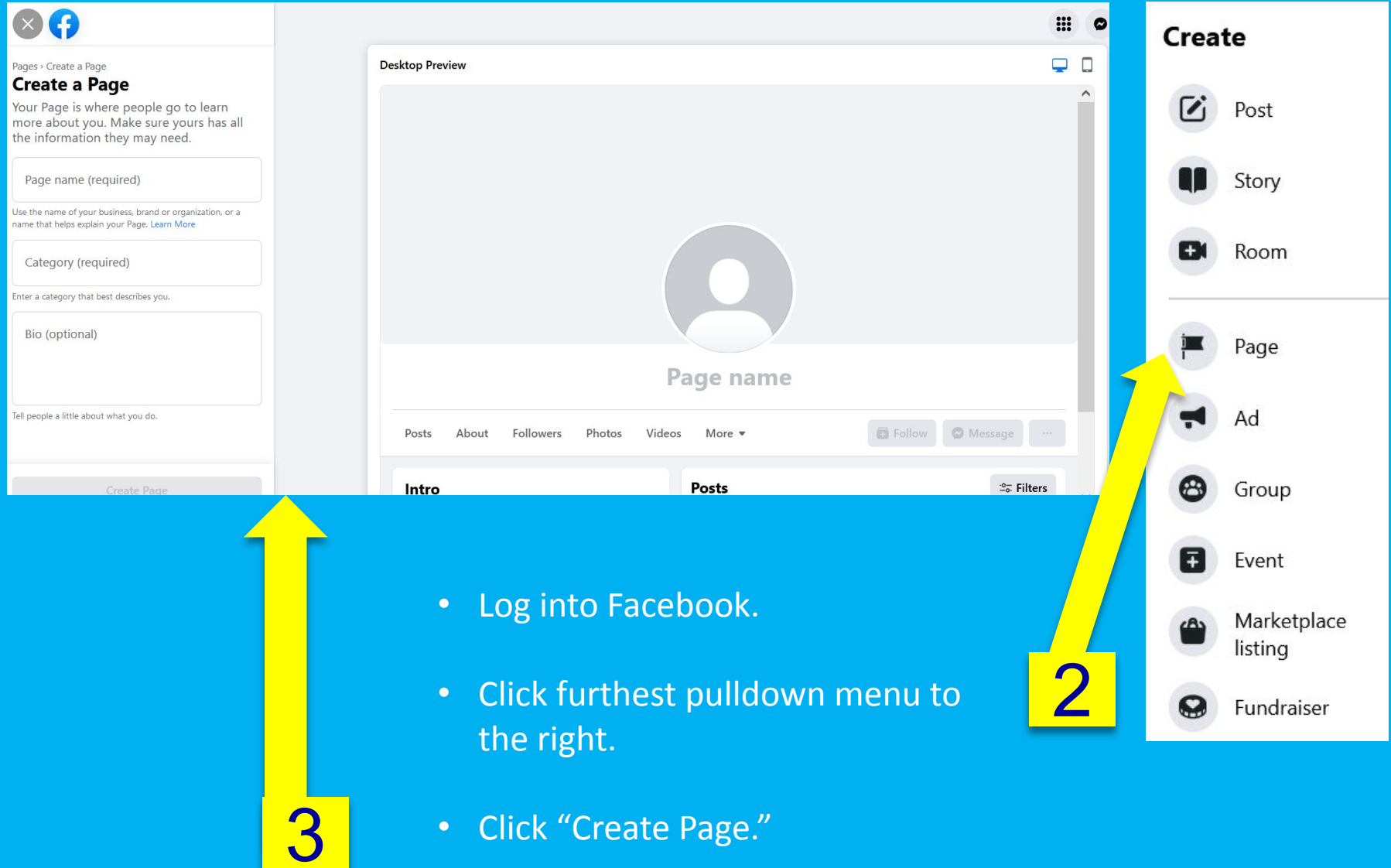
- Before you even log into Facebook, make sure you have the correct Lions logo and a nice group photo of your Lions Club loaded on your computer so you can upload them onto your page. If you have any question about what the correct logos are to use, go to the Lions website at <https://www.lionsclubs.org/en/resources-for-members/resource-center/logos-and-emblems>.

Your FACEBOOK PROFILE

- If you are fine using your own Personal Profile from Facebook, you are ready to start.
- Since some of us prefer to not send our Friends too much Lions-related communications through our newsfeed, you might want to make a separate Lions persona.
- You can make up “Lion Firstname” ... as mine is “Lion Steve.”
- When creating that second profile, Facebook will need a new email address for you, or you can use a Lion’s email address if you have one.



CREATE PAGE



The screenshot shows the Facebook 'Create a Page' interface. On the left is a form with fields for 'Page name (required)', 'Category (required)', and 'Bio (optional)'. In the center is a 'Desktop Preview' of a Facebook page. On the right is a 'Create' menu with options: Post, Story, Room, Page, Ad, Group, Event, Marketplace listing, and Fundraiser. A yellow arrow labeled '3' points to the 'Create a Page' button at the bottom left. A yellow arrow labeled '2' points to the 'Page' option in the 'Create' menu.

Pages > Create a Page

Create a Page

Your Page is where people go to learn more about you. Make sure yours has all the information they may need.

Page name (required)

Use the name of your business, brand or organization, or a name that helps explain your Page. [Learn More](#)

Category (required)

Enter a category that best describes you.

Bio (optional)

Tell people a little about what you do.

Create Page

Desktop Preview

Page name

Posts About Followers Photos Videos More

Follow Message

Intro Posts Filters

Create

- Post
- Story
- Room
- Page
- Ad
- Group
- Event
- Marketplace listing
- Fundraiser

- Log into Facebook.
- Click furthest pulldown menu to the right.
- Click "Create Page."

- Click “Cause or Community.”
- Some websites suggest using “Company, Organization or Institution” but “Community” allows us to link to the main District 1F Lions Club page as a sort of local branch of the main entity, so let’s keep it at “Community” to be consistent.

Enter “YOUR LIONS CLUB NAME.”

Click “Get Started.”

- For the next page that comes up, it is just generic information about your Club that you can enter. Remember, anything you enter here is just to get the page started. You will always be able to edit these pages after you are done. So don’t worry so much about exactly what you enter here.

CREATE PAGE – Profile picture



- After hitting enter with the name, this page will come up.
- Go to Main FFB Facebook page, Click on FFB logo and save to your Desktop.
- You can or edit the Profile Photo later. For now, Upload the photo you saved to your computer.

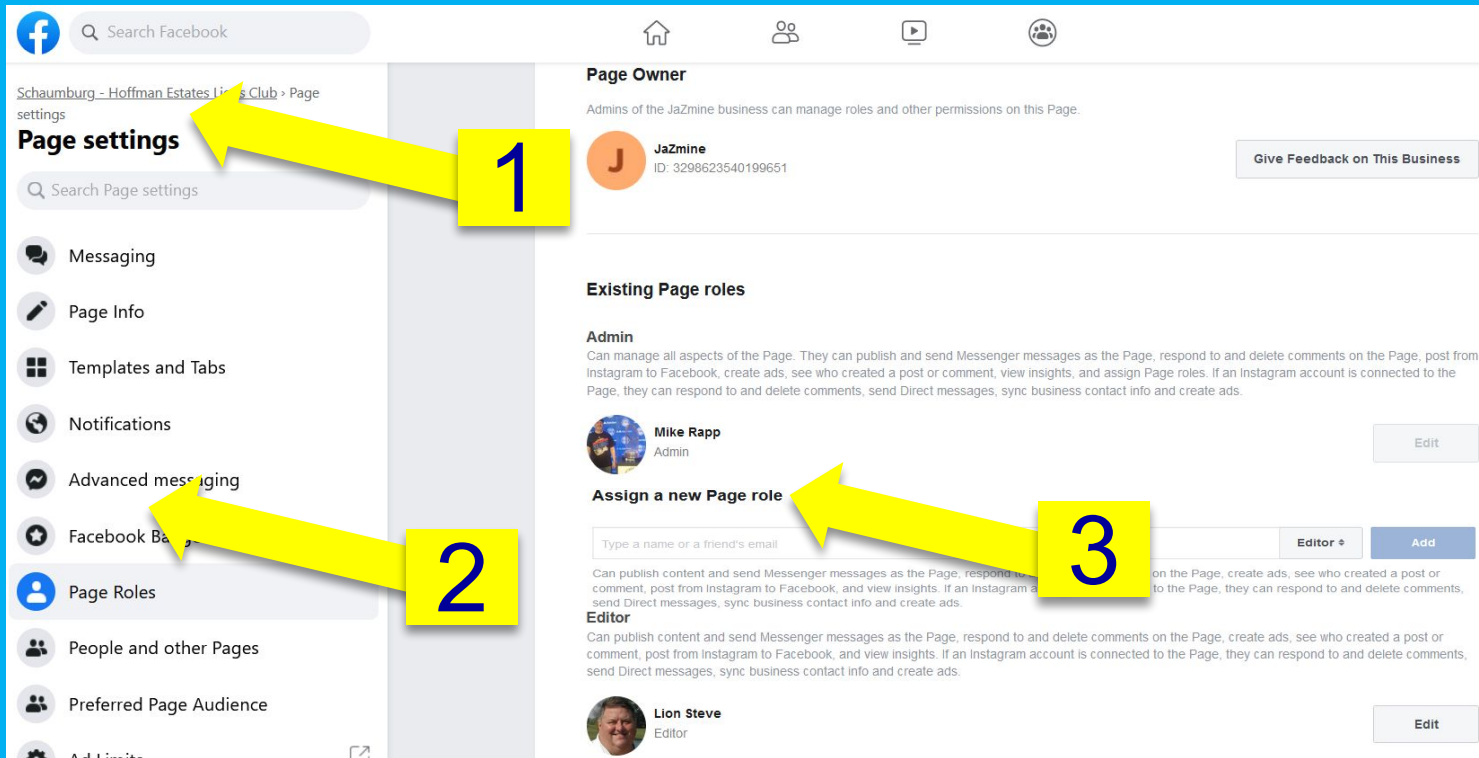
CREATE PAGE

Samples of a couple of our main pages for local Clubs.

The screenshot shows the Facebook profile of the Arlington Heights Lions Club. The cover photo is a collage of club members and community service projects. The profile picture is the Lions Club logo. The page name is "Arlington Heights Lions Club" with the handle @ArlingtonHeightsLions, 5.1 reviews, and a nonprofit organization status. Navigation tabs include Home, About, Photos, Events, and More. A "Create ad" button is visible. A promotional banner for Meta Business Suite is present. The left sidebar lists options like "Create new ad", "Boost a post", and "Automated Ads". The main feed shows a post from the club published by Lori Steele on December 20 at 9:00 AM, featuring a festive "Merry Christmas!" graphic with Santa Claus and gifts. Below the post, statistics show 141 people reached, 16 engagements, and a -1.6x lower distribution score. A "Boost post" button is at the bottom right.

The screenshot shows the Facebook profile of the Schaumburg - Hoffman Estates Lions Club. The cover photo is a group photo of club members. The profile picture is the Lions Club logo. The page name is "Schaumburg - Hoffman Estates Lions Club" with the handle @SHLionsClub, 5.3 reviews, and a community organization status. Navigation tabs include Home, Events, Photos, About, and More. A "Create ad" button is visible. A promotional banner for Meta Business Suite is present. The left sidebar lists options like "Create new ad", "Boost a post", and "Automated Ads". The main feed shows a post from the club published by Jasmine Constantino on December 25 at 8:00 AM, featuring a festive "Merry Christmas from your Schaumburg-Hoffman Lions Club!" graphic with a reindeer in a snow globe. Below the post, statistics show 141 people reached, 16 engagements, and a -1.6x lower distribution score. A "Boost post" button is at the bottom right.

PAGE ADMINISTRATOR



From the main VisionWalk Community Page, do the following:

1. Click “Settings.”
2. Click “Page Roles.”
3. Type in any Facebook names you want to be as an Admin from your Club. On this screen, you can add other Administrators, or other people with limited access like your Club secretary and treasurer, or other members.

Additional Page Collaborators

Here are the roles that you can choose from:

Admin – Complete and total access to everything (you are an Admin by default). We would recommend only having 2 or 3 Admins ... the main manager of the page, and 1 or 2 reliable Club members.

Editor – Can edit the Page, send messages and post as the Page, create ads, see which admin created a post or comment, and view insights.

Moderator – Can respond to and delete comments on the Page, send messages as the Page, see which Admin created a post or comment, create ads, and view insights.

Advertiser – Can see which Admin created a post or comment, create ads and view insights.

Analyst – Can see which Admin created a post or comment and view insights. To add collaborators, go to your page settings and the “Page Roles” section. You can type in the name of any Facebook friend or person who has Liked your page. Alternately, you can type in an email address associated with a Facebook account.

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' form for a Facebook page. It is divided into sections: General, Categories, and Contact. Yellow callout boxes with numbers 1 through 5 point to specific fields: 1 points to the 'Name' field, 2 points to the 'Username' field, 3 points to the 'Description' field, 4 points to the 'Categories' section, and 5 points to the 'Contact' section.

Edit Page info

General

Name
Arlington Heights Lions Club

Username
ArlingtonHeightsLions

Description
President: Mike Clements
1st VP Lion Steve Kornblum
2nd VP Lion Steve Sroka
Secretary: Lion Ronald Niemaszuk
Treasurer: Lion Betty Stoehr

Categories

Categories
Nonprofit organization X Charity Organization X

Help people find your Page by choosing categories that represent your Page.
Having an accurate category helps Facebook show your business to the right people at the right time so that your business can reach a more engaged audience.

Contact

US+1 Phone number (847) 420-0455

☐ My Page doesn't have a phone number

US+1 Whatsapp phone number

☐ My Page doesn't have a WhatsApp number

Liking 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.

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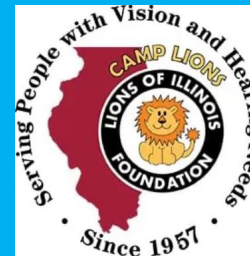
Liking Pages

Liking or Following other Pages is very important as it will also keep you informed on what is going on with those other organizations, which is critical to staying in touch with the Blind and Visually Impaired Community, and other Pages of our core Missions. Their posts will show up on the newsfeed of your Event Page.

It's a great way to find new teams too!

PLACES TO "LIKE":

- The Lions Club International and District 1F Lions of Illinois pages.
- Every Lions Club in your area.
- Other outside Lions Clubs with strong pages or fun activities.
- Businesses that have sponsored your events, or could potentially help your Club.
- Other service organizations or community pages (Chamber of Commerce, Rotary, Kiwanis)



MANAGING YOUR Posts

There are many ideas on how to get the most out of your posts. These tips should help you get started.

Share responsibly: Just like with your personal Facebook account, it's important to **think before you share**. A Facebook page is a public face for your Lions Club, so it's best not to share anything that could be considered offensive or derogatory.

Engage your audience: Make sure the things you share will be relevant to the people who have “Liked” your page. Post information connected to your region/city more often. Avoid political posts, posts about walkers who are selling things, potentially quackery treatments and cures, etc. You want to ENGAGE your audience, not lead them to **unlike** your page.

Experiment: There's no formula for creating a successful Facebook page, so you'll want to try different things to see what works best for you and your audience. One suggestion is to spend some time **reviewing more popular Facebook pages**. Or stories on the Lions International National Page. Pay attention to the kinds of posts they share and see how they connect with their followers.

POSTS – HOW OFTEN AND WHAT TOPICS

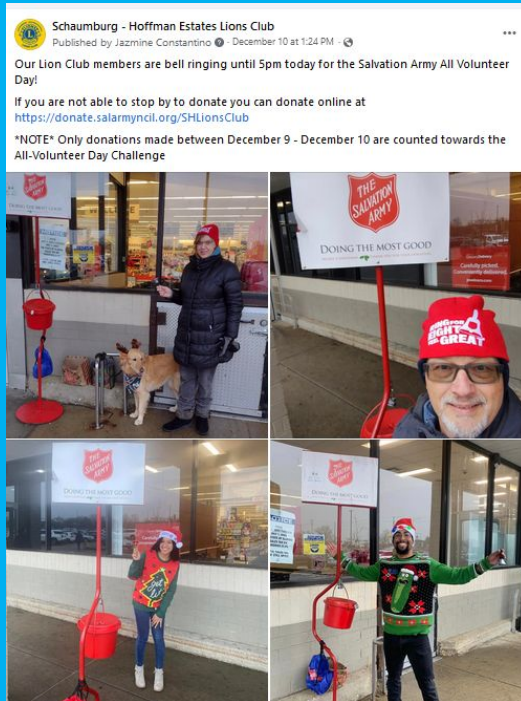
You will find the answer to How Often to vary, but 1-3 times per week is about right. You probably will not have time to post much more than that, and you want to be selective so you aren't inundating people with posts. Post at different times in the day to keep it fresh and see what works best. Sunday posts, if you can make them, are viewed at a higher percentage.

The Lions have a great new Facebook page called “Lions Club Members: Public Images, Graphics and Ideas Hub” which offers many, many examples you can use for your own pages. Some of us like to create our own, which is welcomed to make things fresh, but try to follow the Lions guidelines for logo and content suggestions.



POSTS – IDEAS

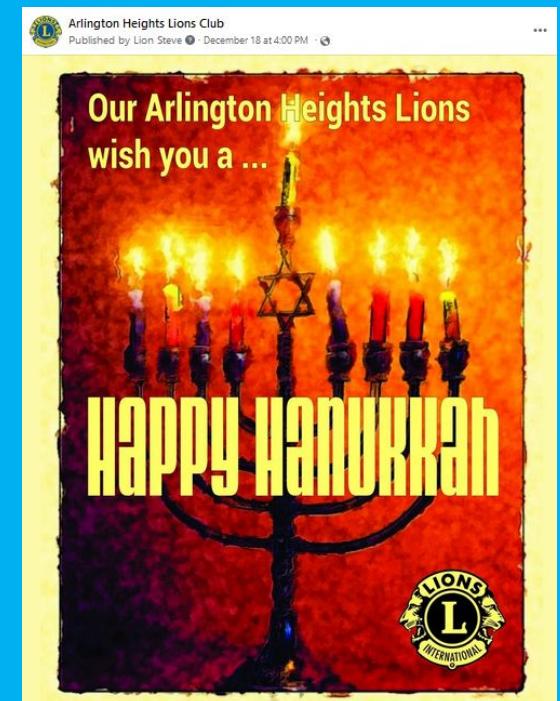
Here are some examples of the types of posts you can create.



Club activities. Here are the Schaumburg-Hoffman Estates Lions helping with the Salvation Army collection. PICTURES are always a good thing to add to each post.



Sharing events from other Clubs or local organizations you work with already or WOULD LIKE TO work with. It's a great way to create partnerships in your community.



Holidays are always fun, and you can add colorful images to each. You can also plan these posts long in advance and schedule them to post automatically at a specific date and time.

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.



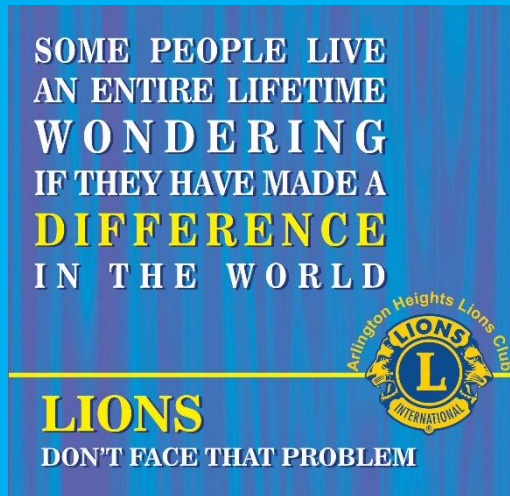
Announcing the birthdays and anniversaries of our own Lions, as well as, unfortunately, the passing of our members.



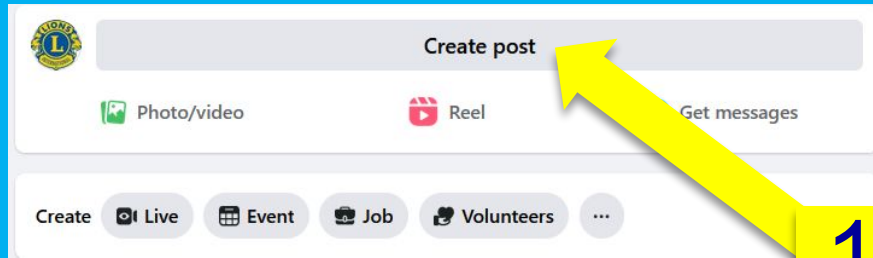
Sharing the FUN things our Clubs do internally. Recruiting new Lions is a big focus of ours, and showing potential recruits how much fun we have is HUGE!

And here are a bunch of examples of RAH RAH “join the Lions” and Lions-related factoids you can post throughout the year.

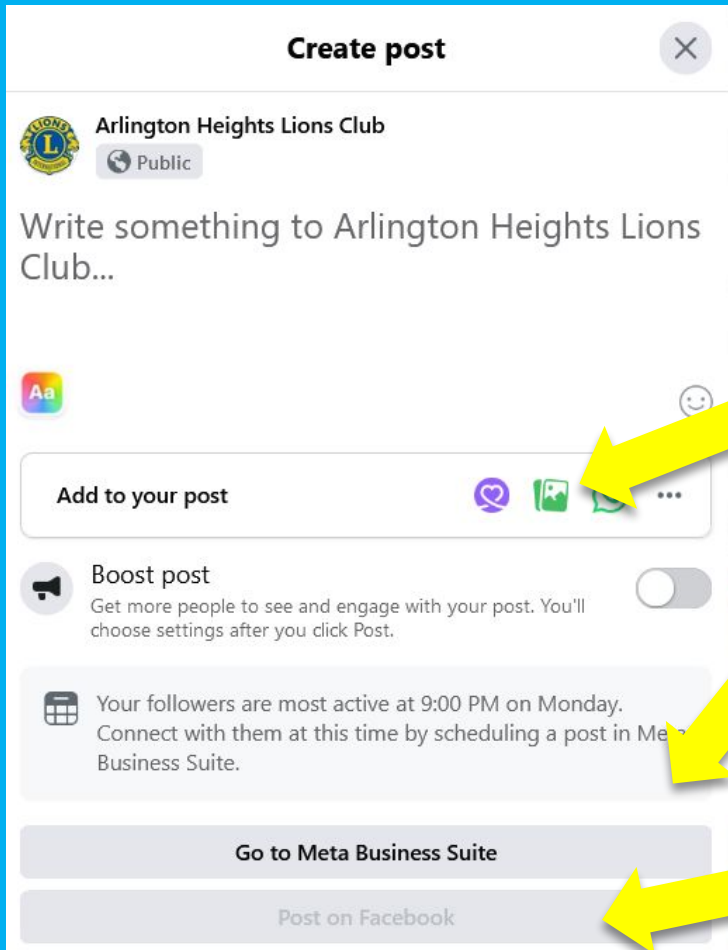
POST TOPICS



How to Make a Post



1. Go to the Create Post box and type in your text. You can make paragraph breaks by hitting Control Enter.



Visual content is a huge part of making your posts interesting. Posts with photos garner 37% more engagement than posts without photos. As frequent as you can, add a photo or image.

2. Click "Photo/Video" and then "Upload Photos/Video" to add an image from your computer.
3. To schedule a post for the future, go to "Meta Business Suite" for the options.
4. Click "Publish."

Photos and albums

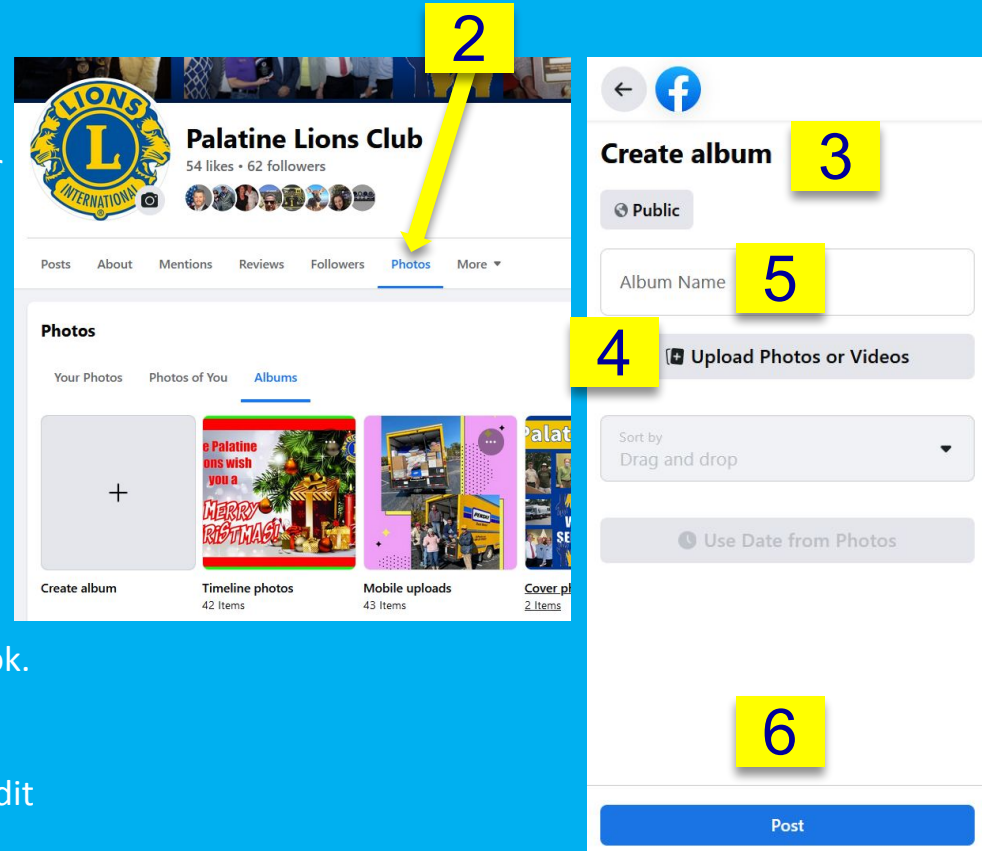
Creating a photo album on Facebook is an excellent way to **share your Club activities in a fun and organized fashion**. It only takes a few minutes to create a Facebook photo album and you can go back to edit the album at any time.

To create a new album:

1. Go to your Club page.
2. Click **Photos**, then click **Albums**.
3. Click **Create Album**.
4. Click **Upload Photos or Videos** and select photos or videos from your computer to add to your album, then click **Open**
5. Enter an album name. You can also:
 - Add a description.
 - Select your audience (example: **Public**, **Friends**).
6. Click **Post**.

After you post your album, you can add a description to it. To add a description to an album:

1. Click your profile picture in the top right of Facebook.
2. Click **Photos**, then click **Albums**.
3. Click the album you'd like to add a description to.
4. In the top right of the album, click “...” then click **Edit album**.
5. After you add a description, click **Save**.



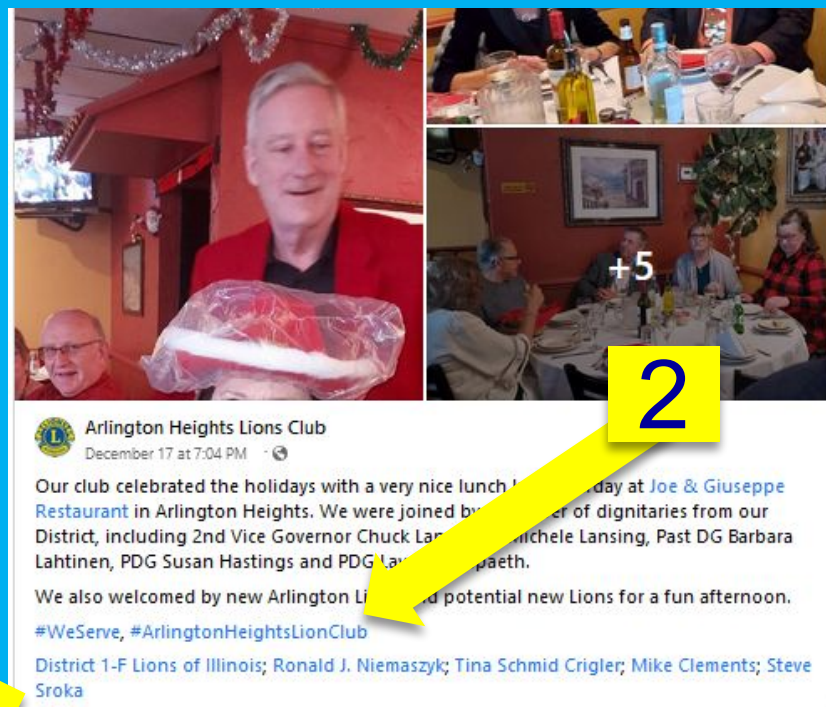
Tagging People

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

If there is a mention of a name within your post, utilize the @, or “at” symbol, in front of it. Facebook will recognize that you want to tag someone, and it will make suggestions matching the first few letters you’ve entered. For instance, you want to tag your friend Jazmine Constantino, type “@Jazmine” and Facebook will start finding matches. They your post will show up on their newsfeed so more people will be engaged.

Select the friend. A list of possible matches will appear right below where you’re typing. Tap on the name of the friend you want to tag and highlight. His/her full Facebook name will be added to your post.

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2

2. You can hashtag (i.e. the pound symbol) phrases like #LionsClubs, #WeServe, #district1flions, which social media networks use to allow users to **categorize** their content. It makes it easier for other people across the country and world to find topics that interest them.

CHECKING IN FROM AN EVENT

1. Open the Facebook app. It's a blue app with a white f.



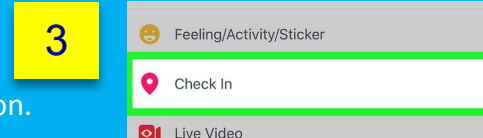
2

What's on your mind?

2. Tap "What's on your mind?" It's near the top of the screen.

3. Tap **Check In**. It's among the options at the bottom of the screen.

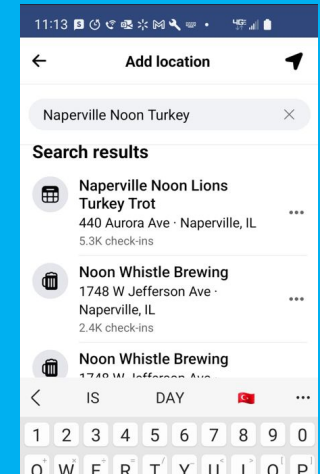
- If prompted, give Facebook permission to use your location.



4. Tap a **location**. Choose the place you want to check into. If your location isn't listed, tap the **Search** field at the top of the screen and begin typing the place name.

Tap your location when it appears.

- If the place you want to check into isn't included in Facebook's database, you'll be prompted to add it. To do so, tap the blue + when it appears where the search results should be, and follow the on-screen prompts.



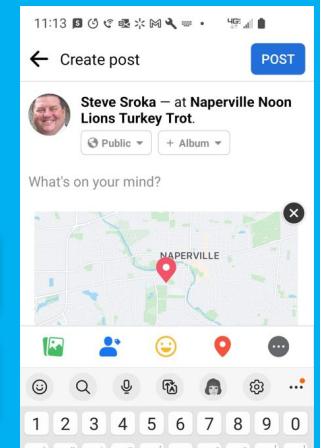
5. Tap **below your profile picture**. This is the area that says **ant to share an update?** (iPhone) or **What's on your mind?** (Android). This will open the keyboard.

6. Type a **comment**. Add a comment to your check-in.

- If you want to add friends to your check in, tap **Tag People** at the bottom of the screen, and tap the names of people you're with. If you don't see their name, tap the **Search** field at the top of the screen and begin typing a name. Then tap the name when it appears. Tap **Done** in the upper-right when you've finished tagging friends.



7. Tap **Post** in the upper-right. You've now checked in on Facebook.



BOOSTING A POST

How to create a boosted 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. **Goal:** Keep at Automatic unless you really want to get into it and adjust.
5. Fill in the details for your ad. Facebook will automatically use images and text from your post, but you can choose the following details:

1. **Audience:** Choose a recommended audience or create a new audience based on specific traits.
2. **Total budget:** Select a recommended budget or provide a custom budget.
3. **Duration:** Select one of the suggested time frames or provide a specific end date.
4. **Payment method:** Review your payment method.

6. When you're done, select **Boost post now**.

Boost post

Goal
What results would you like from this ad?
Automatic
Let Facebook select the most relevant goal based on your settings. [Change](#)

Advantage+ creative
Leverage Facebook's data to automatically deliver different ad creative variations to people when likely to improve performance. ☒

Button
Button label
Send message

Special Ad Category
Ads about credit, employment, housing, or social issues, elections or politics ☐

Messaging Apps
Choose where you want people to message you. Select at least one messaging app.

Message template
How do you want to welcome people who tap on your ad?
Greeting
Hi Palatine! Please let us know how we can help you.
Questions
1. Can I learn more about your business?
2. Can you tell me more about your ad?
3. Is anyone available to chat?
Automated responses: **Off**

Apps

By clicking Boost post now, you agree to Meta's Terms & conditions

[Need help?](#) [Boost post now](#)

Ad preview

Palatine Lions Club added a new photo. Sponsored

The Palatine Lions wish you a MERRY CHRISTMAS!

MESSANGER [SEND MESSAGE](#)

[See all previews](#)

Estimated daily results
People Reached 83 - 239

Payment summary
Your ad will run for 7 days.

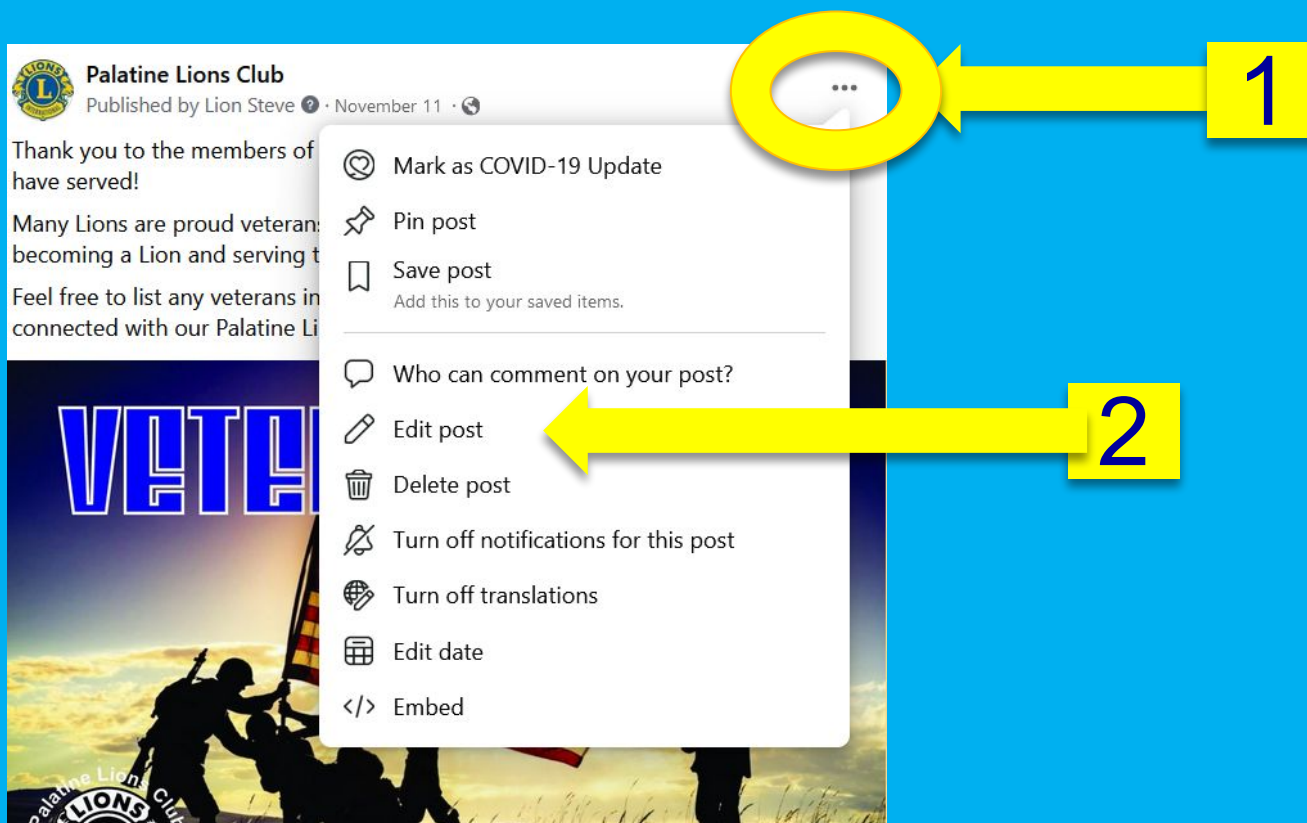
Total budget	\$14.00 USD
Total amount	\$14.00 USD

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](#)

How to Make post Corrections

After you add the post and you find a mistake, you can go back and fix it.

1. Hover you mouse over three dots in the top right corner of the post and a pull down menu will appear, giving you a bunch of options.
2. Select “Edit Post,” make your corrections, and hit Enter.



MISCELLANEOUS TIPS

Here are just a couple TIPS:

- Once you have completed the initial set up of your Page, don't be so anxious to Share it yet. Give yourself a week to add some solid posts, maybe one or two about the history of your Club, recent activities, a couple posts about joining the Lions, etc. So that when you DO invite people to view and Like your page, there is some substance there that might attract the more casual viewers and entice them more to Like it.
- Reply to all comments with either a response or a Like.
- Tag other people and pages—especially your community members—in your posts.

Update Profile Picture



- Go to Main FFB Facebook page, Click on FFB logo and save to your Desktop.
- Hover over Camera emoji and Click.
- Scroll to “Upload Photos” and search for Foundation Fighting Blindness image. Upload.

Update Cover photo/masthead

The screenshot shows the Facebook profile of the Palatine Lions Club. The cover photo area is highlighted with a yellow oval. A context menu is open over the cover photo, showing options: "Select Photo", "Upload photo", "Reposition", and "Remove". The "Edit cover photo" button is also visible. The profile picture is the Lions International logo. The page name is "Palatine Lions Club" with 54 likes and 62 followers. The cover photo itself is a collage of various photos of club members and activities, including a banner that says "We are Ordinary People doing Amazing Things", a group photo, a photo of a man holding a plaque, and a photo of a group of people.

- Find your favorite team or group photo from your most recent posts and save to your Desktop.
- Hover over Camera emoji and Click.
- Scroll to "Upload Photos" and upload the photo you saved. You can adjust the image to best fit within the viewing box.

INCREASING LIKES

Boost your posts. Boosting posts can help get more exposure for your content, although our budgets are so tight, this is probably not an option except for rare instances, like invitations to one of your fundraising events or a Club meeting. It's fairly simple to do - posts are boosted right from your Facebook Page - and you can boost a post for any amount you want.

1. After you have entered a new post, Click "Boost Post" at the bottom right corner.
2. You can specify the audience, amount you want to spend, the length of the ad, and a whole bunch of other options.



Audience ?

Who should see your ad?

Advantage audience

This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

Audience details ?

Location - living in: United States
Age: 18 - 65+
People who match: Interests: Community issues, Creative real estate investing, Renovation, Home equity, Dwell (magazine) or Amazon.com/Fashion
Advantage Detailed Targeting: On

INCREASING LIKES

Use Facebook as a free advertisement for your Club. The more people in your community who have Liked or Followed your page, the more exponentially your message will get out to an ever-expanding audience.



Think of it like the old shampoo commercial ... you tell two friends, and they'll tell two friends, and so on.

With the complex algorithms used by Facebook, the more activity your page gets, the further they will spread your posts, since they can get more advertising from busy pages. That's good for you! So encourage your club and page viewers to be active participants on it.



INCREASING LIKES

How to Increase your Likes? Encourage Comments and Shares.

- **Ask a question** – One of the easiest, and best, methods for generating comments is to simply ask a question. Any Comments people make help generate conversation, and additional Comments and Likes. And the more active your Page is as a result, Facebook gives you broader outreach.
 - Name some the new Friends you have met at a Lions event.
 - What is your favorite activity you do with the Lions?
 - Can you suggest any local organizations which might want to get involved with your Club?
- **Promote Facebook, Liking and Sharing.**
 - At every meeting you lead, make sure you mention the importance of Facebook.
 - Facebook is FREE, and helps increase our Outreach.
 - Encourage your viewers to respond to Comments, Like and Share your posts, etc.

SOCIAL MEDIA 101

This should give you a good start to creating and managing your Facebook pages. It takes time to build your audience, so do not expect to get 500 Likes in the first week. But even 50-100 new people brought in to hear about your Club's activities because of Facebook is an enormous boost.

And Facebook is a great tool combined with our other communication outlets to help reach new people, thank donors, and share information.

DISTRICT 1F LIONS