



Facebook 101

Using Facebook to Promote Your Toastmasters Club

Presented By Your
District 50 Social Media Team

Why Promote Your Club?



- Turnover
 - DCP 2 points for 8 new members – NOT random
 - Typical 20 member club turns over 40% per year
 - (57% average retention rate per Toastmasters Intl.)
- Growth
 - Larger club = more participation opportunities and less work per member
- Visibility
 - Let the world know what the club is about, and how well its members are doing!

What Is Facebook?



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- Social Networking Service
- An online platform used by people to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. *Credit – Wikipedia*
- Who leads its use within the TM Club environment?
 - VP-Public Relations (drives direction/focus – CL Projects 8, 10 for Chairing Membership Drive)
 - Webmaster (technical implementation – CL Project 10)
 - Individual members (provide attractive content for guests – CL Project 6)

Why Facebook?



- 1.74 BILLION users as of December 2016, *1.2 BILLION daily users* (Credit – statista.com)
- 45% of Facebook users checking their accounts multiple times a day (Credit – Pew Research Center)
- Each user has an average 155 friends – nearly 270 BILLION friend connections (Credit – DMR Stats)
- More than 645 million views on local business Facebook pages and over 13 million comments (Credit – StartupSavant.com)

Facebook Basics

Profiles and Pages and Groups, Oh My!

- **Profile – personal in nature (Friends)**
- **Page – controlled by the entity creating it (Likes)**
 - Only the official representatives of a public figure, business or organization should [create a Facebook Page](#).
- **Group –much more interactive than a Page (Joins)**
 - [Facebook Groups](#) are the place for small group communication and for people to share their common interests and express their opinion.

Important Reminders

- Have an active admin
 - Keep an eye out for spam, especially on a page
- Keep meeting info up to date
- Have LOTS of pictures
- Create events for meetings
- Share on the D50 page
- Link your page to your free toast host page and to Toastmasters International

Creating a Page

- **Create a Personal Account/Profile**
- **Create the Page**
 - Click “Create Page” on main Timeline page (lower left)
 - https://www.facebook.com/pages/create/?ref_type=bookmark
 - Choose “Company, Organization or Institution”
 - Fill in the Business Details
 - Fill in the Additional Details
 - Upload Logo or Photo (photo recommended)
 - Spruce up the Page (cover photos, etc.)
 - Post a Status
 - Invite Your Friends!

Live Demo



Conclusion

- Facebook is a great way to promote your club – and it's free!
- Pages are easy to set up and maintain
- Sharing content with your friends can bring in more views and more visibility for your club
- Don't forget the calendar – share with other Toastmasters pages and groups
- GREAT reference:
<http://startupsavant.com/facebook-for-business-101/>

Questions?

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Thank You for Participating!



Your District 50 Social Media Team