

Social Media 101

Uses of Social Media to Promote Your Toastmasters Club



“How to Gain New Members
Without Really Trying”

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 about and how well its members are doing!

What Is “Social Media”?

- Collective of online communications channels
- Dedicated to community-based input, interaction, content-sharing, collaboration
- Consists of several different types
- 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)

Credit – Whatis.Techtarget.com/definition/social-media

Types of Social Media

- Forums (Usenet, message boards)
 - Microblogging (Twitter)
- **Social Networking (Facebook, Meetup, LinkedIn)**
 - Social Bookmarking (Deli.cio.us, Evernote)
 - Social Curation (Pinterest)
 - Wikis (Wikipedia)

TM club member recruitment is best served with proper use of **Social Networking**.

Popular Social Networking Sites

- Facebook (Personal)
- LinkedIn (Professional)
- MySpace (the Past)
- Meetup (Personal by topic)

*Most Useful to a TM Club - Facebook, Meetup

Effective Strategies for Club Visibility

- Social Media is only PART of the strategy!
- Don't forget "old school" strategies
- People inviting people – the Personal Touch
 - Membership drives
 - Individual sponsorships
- Cast a "wide net" to recruit members
 - Average turnover over 40% every year

Effective Strategies for Club Visibility

- TM International Find-A-Club – DO THIS FIRST!
- FreeToastHost or EasySpeak web site
- Facebook Page
- Meetup Group
- Other online publicity
 - Twitter feed
- HR Department/Intranets (corporate clubs)
- Local Libraries/businesses (community clubs)

Effective Strategies for Club Visibility

TM International Find-A-Club

*CLUB'S RESPONSIBILITY TO MAINTAIN THIS,
NOT INTERNATIONAL'S!*

- Accurate contact information (email, phone)
 - Use a constant email address if possible
- Accurate location and meeting time information
- Links to other informational pages (web site, Facebook page, Meetup Group, etc.)

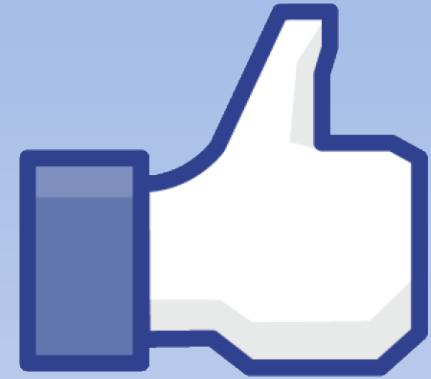
Effective Strategies for Club Visibility

Web Site (FreeToastHost, EasySpeak)

- Attractive content for visitors
 - Information about club history and accomplishments
- Accurate contact information (email, phone)
 - Use same email address across all social media
- Accurate location and meeting time information
- Links to club social media outlets (Facebook page, Meetup Group, etc.)
- Most static of the lot – best utilized for club internal functioning (agendas, tracking)

Effective Strategies for Club Visibility

Facebook Page



- Attractive content for visitors
 - Information about club
 - Lots of PHOTOS!
- Accurate contact information (email, phone)
 - Use same email address across all social media
- Accurate location and meeting time information
- Links to other social media and Web presences (FTH/ES web site, Meetup Group, etc.)
- Generate interest by posting frequently – upcoming events, past successes, PHOTOS!

Effective Strategies for Club Visibility

Meetup Group



- Attractive content for visitors
 - Information about club
 - Lots of PHOTOS!
- Accurate contact information (email, phone)
 - Use same email address across all social media
- Accurate meeting location and event calendar
- Links to other social media and Web presences (FTH/ES web site, Facebook page, etc.)
- Reach out to group members (potential club members) – welcome emails, blast emails, notifications of upcoming events

Effective Strategies for Club Visibility

For Corporate Clubs

- Work with your corporate HR Department
 - Free brochures from TI (99F, 101F, 1622)
 - Add these to onboarding welcome packets
- Club Open House
 - If possible, tie in with other corporate events
- Company Intranet
 - Information page, contact information

Effective Strategies for Club Visibility

For Community Clubs

- Local Libraries
 - Donate old Toastmaster magazines with club info
 - Posters, flyers, etc.
- Local Businesses
 - Flyers
 - Meeting space
 - Donations
 - For businesses that support the club, **PROMOTE** them on club social media outlets!



Conclusion

- Promotion is necessary for club survival and growth
- Use a mix of strategies – don't put all your promo eggs in one basket
- Corporate clubs and community clubs can utilize common, as well as different methods
- “You will find only what you bring in.” – Yoda
- May your club “Live Long, and Prosper!” - Spock

Questions?

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Thank You for Participating!



Your District 50 Social Media Team