

SOCIAL MEDIA WORKSHOP SCHEDULE

10:00 Welcome & Housekeeping

10:05 Social Media Marketing Webinar (from the 2021 SIGBI Llandudno Conference)

11:05 Presentation Q&A

11:15 Social Media Safeguarding Tips

11:30 BREAK

11:45 Breakout Room Session - Your Projects

12:00 Using Programme Action For Social Media Marketing (interactive session)

12:30 Using Membership For Social Media Marketing

12:50 Summary Q&As

13:00 Finish



RACHEL WEINHOLD | GROWTRAFFIC

**USING SOCIAL
MEDIA TO BENEFIT
YOUR CLUB**





5 PLATFORMS TO GROW YOUR CLUB MEMBERSHIP

(Or at least increase awareness!)



WHAT'S THE POINT OF SOCIAL MEDIA?

(Or why should you bother?)



SOCIAL MEDIA...

- Is powerful AND FREE!
- Lets the world know about The Soroptimists.
- Enables you to reach new, potential members.
- Can increase the impact of programme action.
- Makes your club relatable & approachable.
- Improves the relationship with partner agencies.
- Increases the reach of your content.
- Creates engaged traffic/enquiries.



1.

FACEBOOK

(The original social network)



- The most social of the social media platforms.
- 1+ Billion users worldwide.
- Where users go to relax, be entertained & connect with friends & family.
- The place to go to build communities.
- Best for sharing club news & making connections.





- Presents content according to relevance; prioritises friends & family.
- Prefers native content.
- Wants to keep users on Facebook.
- Will actively penalise content & users.
- Organic reach is declining so you must evolve & post smarter.
- Prioritises conversations over likes, so get people talking.

POOR FACEBOOK EXAMPLE



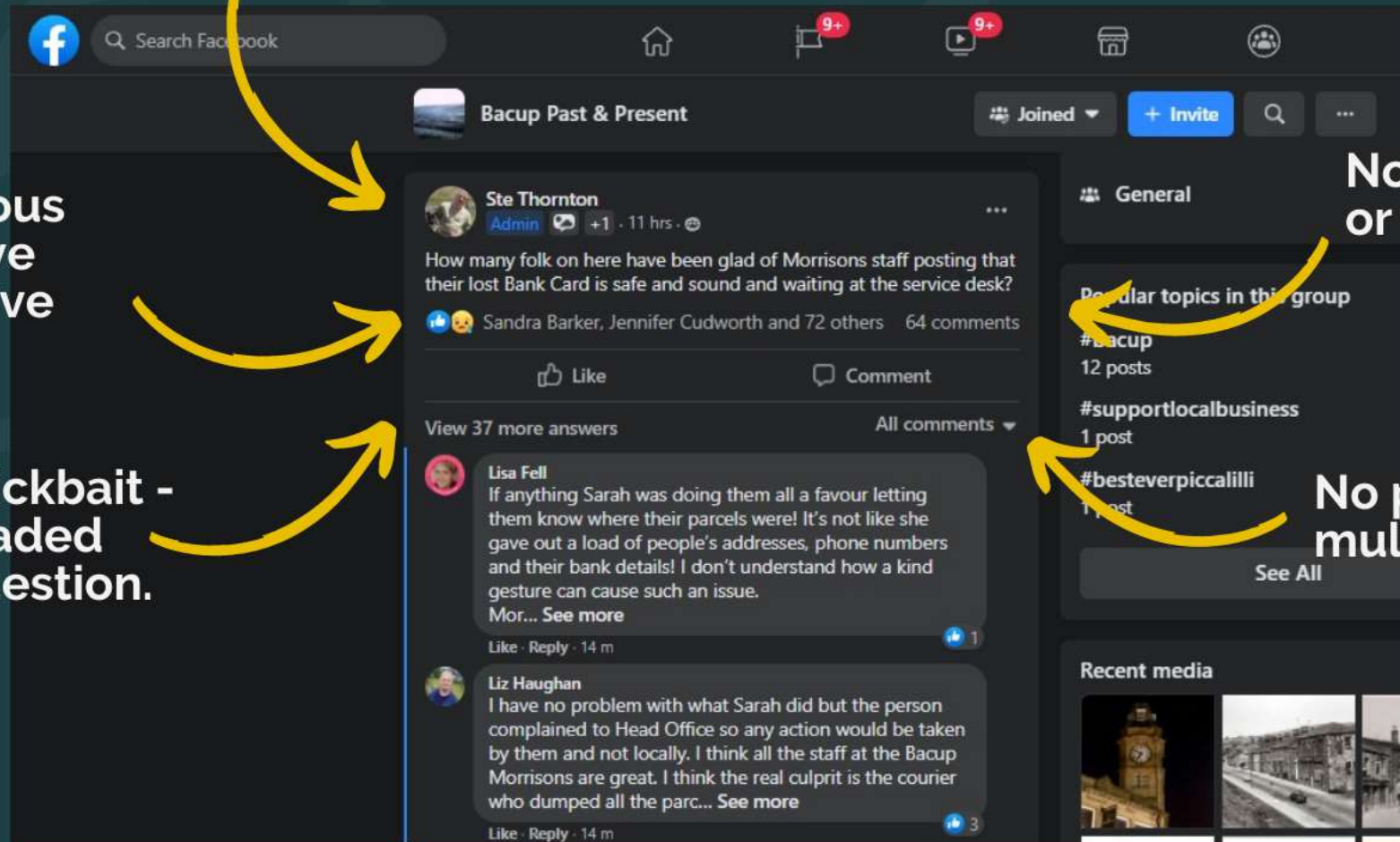
Posted by admin.

Ambiguous or passive aggressive tone.

Clickbait - loaded question.

No hashtags or emotion.

No photo or multimedia.



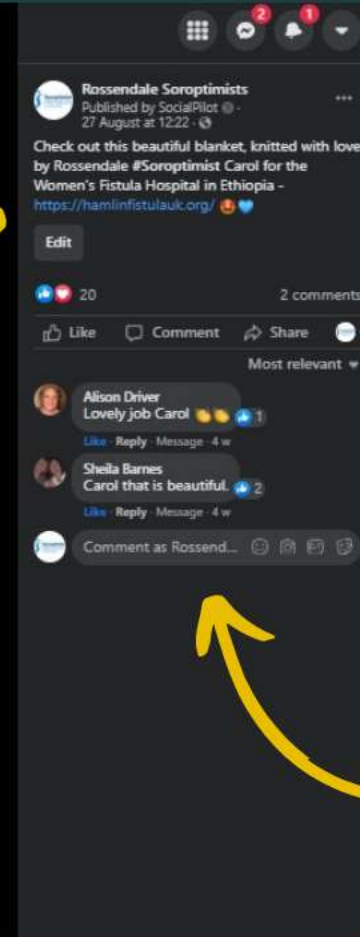
GOOD FACEBOOK EXAMPLE



Bright photo of a Soroptimist doing programme action.



Upbeat text.



Link to partner website.

Appropriate hashtag.

Varied reactions & comments.



2. TWITTER

(The lobbying network)



- The broadcasting platform.
- 330 Millions users worldwide.
- Where users go to get news & find out about trends.
- The place to go to broadcast & lobby.
- The platform to connect with celebrities, politicians & organisations.
- Best for promoting causes and making change.





- Presents content according to relevancy & engagement.
- Favours rich, multimedia content.
- Wants to keep users on Twitter.
- Tweets have a lifespan of just 20 minutes.
- Use Twitter reactively, to jump on trends & lobby politicians.
- Retweets are the best engagement so create easily sharable content.

POOR TWITTER EXAMPLE



Brand trying to be human/funny.

Completely missed the point of the hashtag.

No tags and no emotion, text only post.

Insensitive when posted next to other contributors.

DiGiorno Pizza @DiGiornoPizza
#WhyIStayed You had pizza.
9/8/14, 11:11 PM

Keosha Varela @K_J_Writes 1h
So many courageous ppl sharing their stories re: #whyistayed and #whyileft. Domestic violence is often a hidden issue, bring it to light!

Adrienne Airhart @craydrienne 1h
I couldn't face the fact that I was a textbook statistic: if (step)daddy hurts you, so will hubby. #whyistayed

GOOD TWITTER EXAMPLES

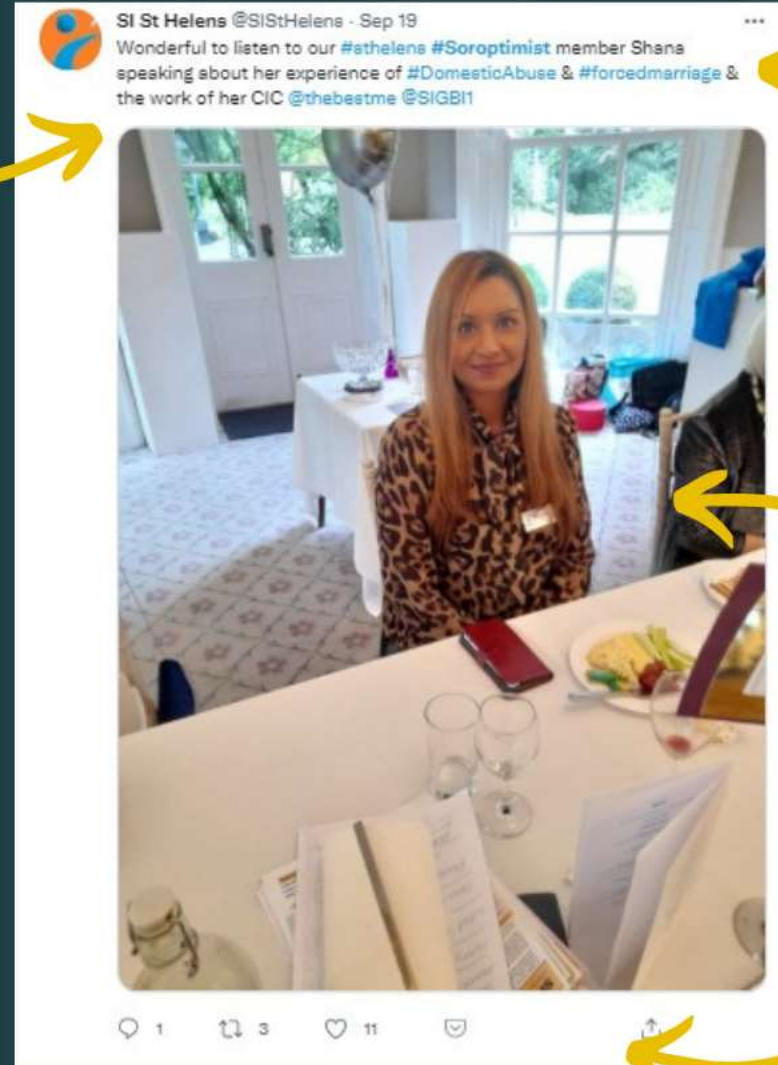
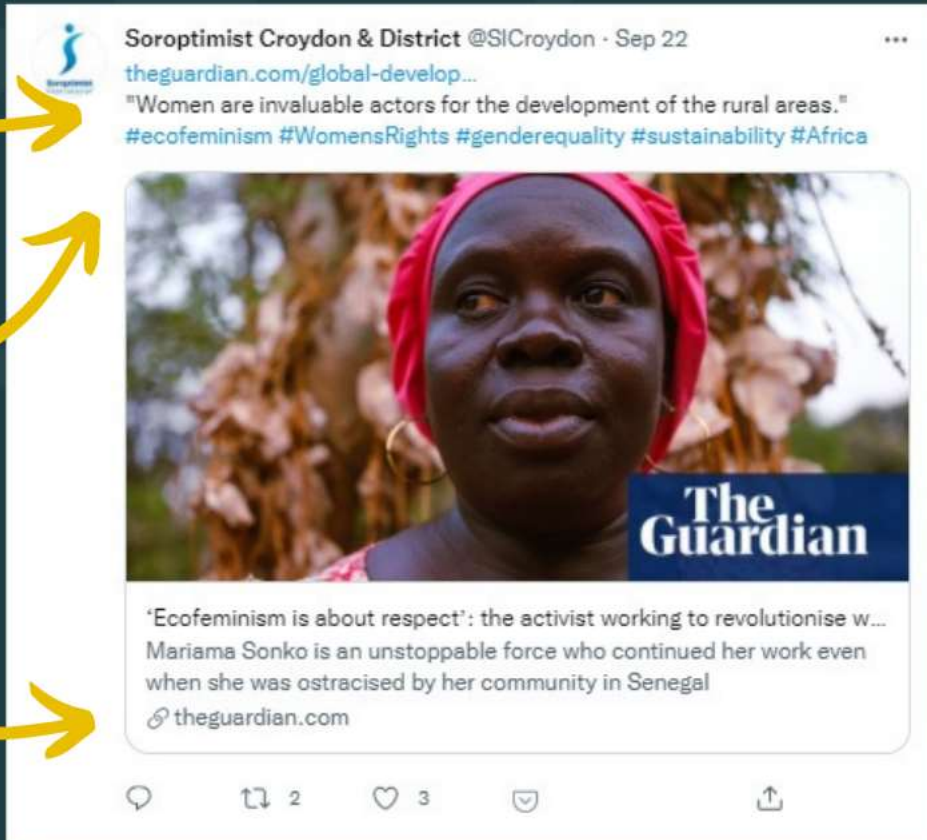


Important causes highlighted.

Good hashtags.

Relevant, shareable content.

Partners tagged.



Varied hashtags.

Bright photo.

Likes and retweets.



3. LINKEDIN

(The network for credibility)



- The B2B social media platform, built for professionals.
- 740 Million users worldwide.
- The best network for demonstrating knowledge & building credibility.
- The platform to connect with businesswomen & partner agencies.
- Best for industry experts.



- Timeline ordered by the "people you know, talking about the things you care about".
- Relevancy trumps recency, so posts can have a life span of several weeks.
- Tailor content to focus on causes & programme action.
- Longer form content works best.
- Find communities to learn from & lead conversations.
- Encourage conversations.

POOR LINKEDIN EXAMPLE



Random summary.

Also very, very irritating for the person who asked you a question [#LinkedIn](#)



Adnan Rafique • 2nd

Here to add value | Martial Arts Instructor | Trainee Solicitor

1d

When someone asks you a question.

Count to 30 before you answer.

It's very, very powerful.

So I'm told.



18 Comments

Cringeworthy!

Short, pointless message.

Odd spacing.

1:00 PM · Jun 16, 2019



80

boredpanda.com

GOOD LINKEDIN EXAMPLE



Text mentions event, but then focusses on the issues.

Tagged partners.

Varied hashtags.

Dr. Amber Tichenor, PhD
Founder: To Be, Coaching + Consulting®
View full profile

Looking forward to this enlightening conversation TOMORROW (9/18/2021) with Soroptimist International of Europe (SIE). We will talk about female rivalry. How to overcome it and lift each other up!

Message me if you are interested in joining and I will share the Zoom link with you.

Soroptimist Europe says...
Soroptimist International of Europe is bringing back Leadership & Executive Coach, Frank Cummins with a special guest, Dr Amber Tichenor to talk about Female Rivalry.

Dr. Amber Tichenor, PhD, an expert and author of the book "Behind Frenemy Lines", a guide to helping women face and overcome female rivalry, will sit down with Frank in the Zoom room to unpack this uncomfortable topic, look at women's empowerment and how to get women to lift each other up and support one another.

Join SIE President Anna's end of Biennium celebration event, Saturday 18th September 2021, 16.30CET, to hear from two renowned specialists in coaching and leadership! And why not take some key tools and messages with you to uplift, empower and support womankind?

#behindfrenemylines
#tobe
#nomoremeangirls
#freetheworldfromfrenemies
#soroptimisteurope
#westandupforwomen
#aglobalvoiceforwomen
#ngo
#femalerivalry
#behindfrenemylines
#collaborationovercompetition

Dr. Amber Tichenor, PhD
Founder: To Be, Coaching + Consulting®
View full profile

#womensempowerment
#friendship
#leadership
#coaching
#womenhelpingwomen
#womensupportingwomen

Because true power doesn't come from rivalry. It comes from uplifting, empowering and supporting our sisters, our friends, our daughters and womankind.

Dr Amber Tichenor

14 - 3 comments

Reactions

Like Comment Share Send

Bespoke graphic with photo.

Varied reactions & comments.



4. INSTAGRAM

(The network to share photos)



- The image sharing social platform.
- 1.5 Billion users worldwide, 65% of which identify as female.
- Can share videos as well as photos & graphics.
- The place to find influencers & trends.
- Very stylised & image conscious.
- Best for connecting the personal (photos of members doing PA) & the cause (period poverty).





- Content prioritised by both the poster & the viewer; interest & engagement.
- The network for sharing what you're doing with a wider audience.
- Use interesting & varied images & videos.
- Play with filters to add style.
- Remember to use hashtags to increase post reach.
- Encourage engagement & comments by asking questions.

POOR INSTAGRAM EXAMPLE



Boring, slightly disgusting photo.



Photo not related to message.



No hashtags or links.



GOOD INSTAGRAM EXAMPLE



Relevant message.

Custom graphic that includes a photo.

1 NO POVERTY

SOROPTIMIST INTERNATIONAL

SIA LIVE YOUR DREAM AWARDS PROGRAMME

Provides education and training grants for women to lift them out of poverty

#HLPF #SDG1

soroptimistglobal • Follow

soroptimistglobal SI is delighted to launch our 2021 Report for the High-Level Political Forum (HLPF), showcasing our project work during the midst of the COVID-19 pandemic.

SI of the Americas' @lydorg programme takes on #SDG1, ending poverty in all forms everywhere

Check out the full SI #HLPF2021 Report on our homepage soroptimistinternational.org or visit https://bit.ly/3dS7gL9

11w

soroptimistglobal #NoPoverty #LeaveNoOneBehind #EveryoneIncluded #EndPoverty #SustainableDevelopment #SDGs #2030Agenda #HLPF #Soroptimist

51 likes
JULY 7

Add a comment... Post

Partners tagged.

Links to websites.

Hashtag variations.

Hashtags.

For info and resources about COVID-19, visit the COVID-19 Information Center.



5. TIKTOK

(The left-field network!)



- The newest social media sensation.
- The platform for sharing short videos (30 seconds - 1 minute), often set to pop music.
- 1 Billion users worldwide.
- TikTok grew by 49% in 2019, making it the fastest growing social media platform.
- 59% of users are female & 53% of users are under 35.



- Content prioritised by interest.
- Content is exclusively short videos, so takes some practice.
- Use snippets of longer videos, & play with music & filters.
- Create 'taster' content & align it to a theme/cause.
- If TikTok is too hard & doesn't target ideal demographic, then opt for YouTube instead, where longer videos can be created, hosted & shared.

GOOD TIKTOK EXAMPLE



Varied hashtags.

Short, relevant, custom video.

Text overlay.

empowering women & children education

violence against women access to water and food sustainability

Soroptimist International Gulf in Dubai

armatai
Sareh Al Ameri - 2020-2-9

#soroptimist #dubai #foryoupage #women #girls #educatetolead

original sound - Sareh Al Ameri

2701 275

Share to

<https://www.tiktok.com/@armatai/video/67913607930582...> Copy link



GENERAL POSTING TIPS

(How to get social media right)



- It's SOCIAL media - be upbeat & interesting.
- Tell the human stories - don't post sales messages.
- Connect to the theme - & use hashtags to emphasise.
- Use multimedia photos where possible - & make the photos varied.
- Don't be exclusive - use social to extend the reach of your club's work.
- Be responsive - find a way to keep people in your network.



TIPS

- Have a plan - understand what you're trying to achieve.
- Use social media as your amplification channels, not your personal sales channels.
- Create unique posts, preferably native where possible.
- Don't assume everyone will see your posts. Post often & repeat messages.
- Be bold - don't be afraid to try new things.
- Learn & adapt - use analytics to improve & be flexible.





**ANY
QUESTIONS?**



BREAK
15 MINUTES

BREAKOUT SESSIONS

Please think of a programme action - either a recent completed PA or one coming up in the near future - and discuss it in your breakout rooms.

Answer the following questions -

1. How did/how will you promote it on social media?
2. What social media platforms did/will you use?
3. What media (photos/videos) did/will you use?
4. What hashtags did/will you use?
5. Who did/will you tag and/or link in with?
6. How could you make it better?

Nominate a spokeswoman to feedback to the main session.





USING PA FOR SOCIAL MEDIA MARKETING

INTERACTIVE DISCUSSION



USING MEMBERSHIP FOR SOCIAL MEDIA MARKETING

HINTS & TIPS

I'M A SOROPTIMIST



"Over the past 18 years I have met "the best of sisters" who inspire me daily to cherish their friendship whilst having lots of fun to inspire action & improve the lives of those in our own community & further afield."

Hannah Tierney

Soroptimist International Great Britain & Ireland

I'M A SOROPTIMIST



"I wanted to join the Soroptimist e-club because I have young children and other commitments, so can always attend face to face meetings."

Hannah

Soroptimist International Great Britain & Ireland

I'M A SOROPTIMIST



"I am a Soroptimist because we are stronger together."

Clare Comerford

SI Bray, Ireland

Soroptimist International Great Britain & Ireland

I'M A SOROPTIMIST

"Because our collective action makes the world a better place."


Bianca Young

Western Jamaica



Soroptimist International Great Britain & Ireland

I'M A SOROPTIMIST



"Because I believe that women should empower other women. I join stellar ladies around the world to bring about greater change and lend a helping hand to bring light to the lives of my fellow women."

Amy Balchan

SI Esperance, Trinidad and Tobago

Soroptimist International Great Britain & Ireland

I'M A SOROPTIMIST

“

I wanted to find a way of being a Soroptimist that fit in with my life style, so I set up an e-club with my friends. We're finding new ways of being Soroptimists and still being Mums and businesswomen.

Rachel Weinhold

Soroptimist e-club



- Membership is a powerful tool to promote Soroptimism and grow your membership.
- Remember to focus on the people; social media is about being SOCIAL!
- Tell people's stories; what's their unique experience?
- Don't forget to tag members.
- Make each one unique.





SELLING MEMBERSHIP

TIP: USE FEATURES &
BENEFITS AND
REMEMBER THE 'SO
WHAT?'. .



Attend conferences



Make friends with
likeminded



Travel the world



Improve the lives of
women and girls



Become part of an
International Women's
Organisation



ANY QUESTIONS?

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