Useful Information sheet

The “How To . . .” Guides on Twitter and Facebook are available on the Members’ area of the SIGBI Website, in the Communications section.

It is useful to have a Social Media Strategy. You can use the templates below as a basis for your strategy:

### Social Media Engagement Strategy

<table>
<thead>
<tr>
<th>MISSION</th>
<th>GOALS</th>
<th>TACTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why are we doing this?</td>
<td>What do we want to accomplish?</td>
<td>How will we achieve our goals?</td>
</tr>
</tbody>
</table>

#### Engage with Members and potential Members
- Enquiries from potential Members

#### GOAL

- Post shareable content
- Join local Women's Groups on FB

#### TACTICS

- Groups joined
- FB Insights

### Example Social Media Schedule

<table>
<thead>
<tr>
<th>Daily</th>
<th>Weekly</th>
<th>Monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check Facebook and Twitter accounts.</td>
<td>Check other relevant social media pages for items to share/Tweet.</td>
<td>Research and find new people/orgs to follow.</td>
</tr>
<tr>
<td>Respond to any comments, like comments and share relevant posts/tweets.</td>
<td>Do search for SIGBI and Soroptimist on Twitter to see if I’ve missed any interesting tweets.</td>
<td>Update social media statistics.</td>
</tr>
<tr>
<td>Check notifications on Twitter, replying or retweeting any if necessary.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post content and images on Facebook and Twitter.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Useful things to remember:

- Use our name – Soroptimist – as much as possible
- Share interesting content – not just your own
- Use insights to see what is working well
- Remember what you write is out there for all to see so read the Social Media Disclaimer
- Prepare a posting schedule and use a tool like Hootsuite if you’d like to schedule a lot of posts in advance
- For any events or fundraising where you’re working with other organisations always think how you can engage with them via social media – can you post on their page, use their handle on twitter or tag them on your Facebook post.
- This encourages replies and retweets and gets your message out to a larger audience.
- Try to be interesting with pictures think “doing” photographs showing our work.
- Can you join any local groups, women’s networking groups to promote being a Member of your Club

Be active, responsive and personal:

- Engage with your followers by posting relevant information about your Club events
- Share relevant stories from the media
- Ask questions
- Always respond to messages and questions within 24 hours
- Photos and videos get noticed more than text
- Use fewer Social Media sites but use them well
- Who will manage your pages?
- Set up schedules and routines - logging on at least a few times a week
- Encourage sharing
- Use Insights to see what is working
- You are a real person so make sure you tweet and post like one

Think before you post:

- We all need to be aware that once you post something online it’s there permanently for others to read and interpret.
- As a result we suggest that you exercise some caution when posting comments as a Soroptimist or on Soroptimist social media pages. Remember we are apolitical and non-religious.
- If you’re using the Soroptimist name in any way your comments should be aligned with the Soroptimist Mission and/or Where we Stand Statements.