

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?)



- 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.



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# **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



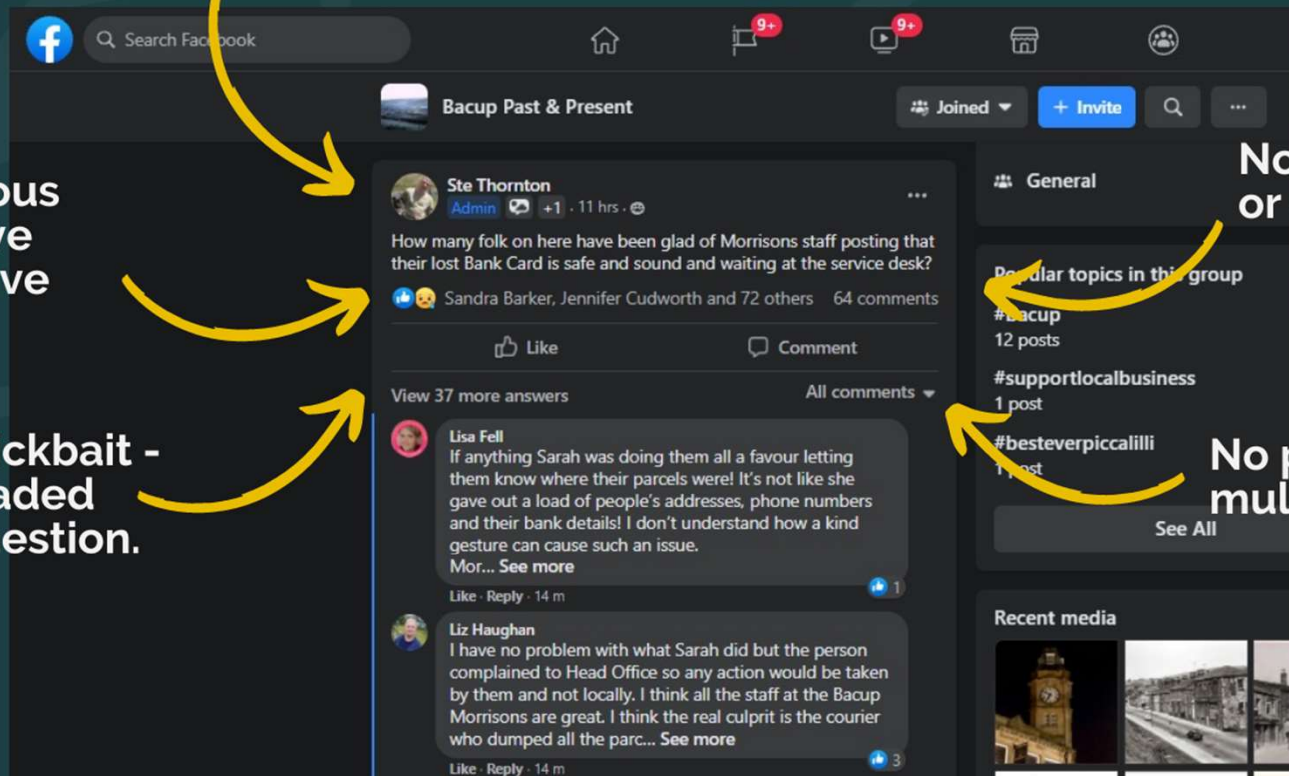
Posted by admin.

Ambiguous or passive aggressive tone.

Clickbait - loaded question.

No hashtags or emotion.

No photo or multimedia.





# GOOD FACEBOOK EXAMPLE

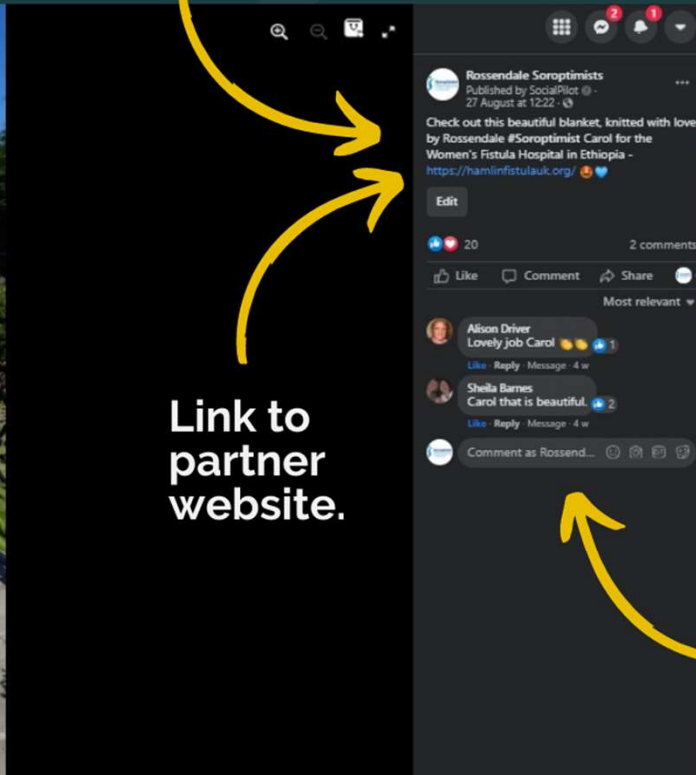


Bright photo of a Soroptimist doing programme action.



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.

**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

No tags and no emotion, text only post.

Insensitive when posted next to other contributors.

# GOOD TWITTER EXAMPLES

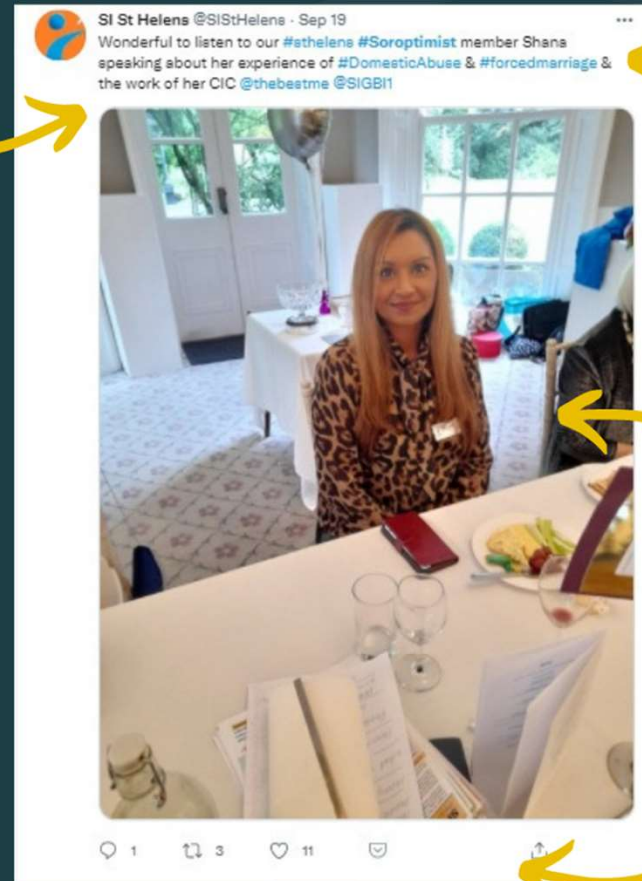
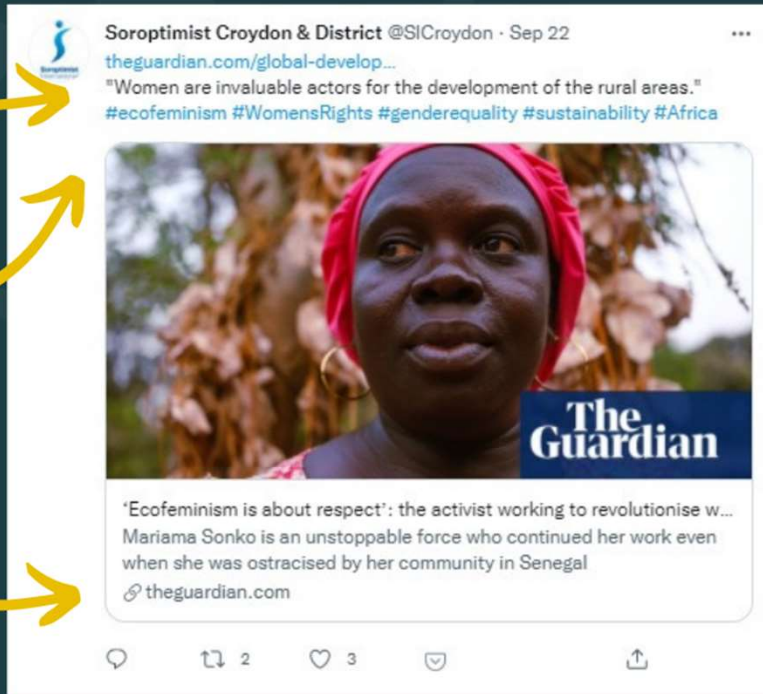
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Important causes highlighted.

Good hashtags.

Relevant, shareable content.

Partners tagged.



Varied hashtags.

Bright photo.

Likes and retweets.

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# **3. LINKEDIN**

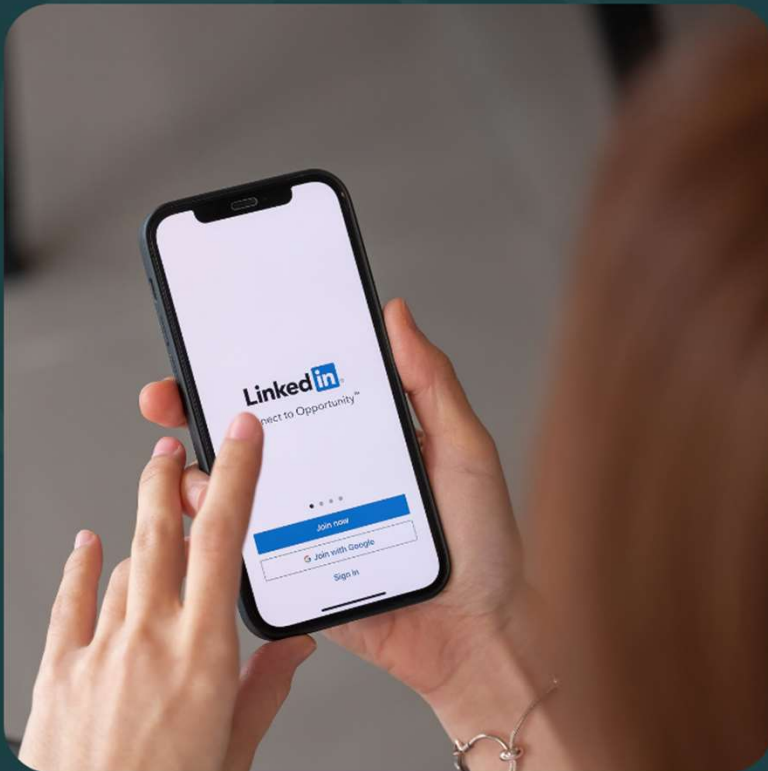
(The network for credibility)



- 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

1:00 PM · Jun 16, 2019



80

boredpanda.com

Short,  
pointless  
message.

Cringeworthy!

Odd spacing.

# GOOD LINKEDIN EXAMPLE

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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 International of 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  
#femalerialy  
#behindfrenemylines  
#collaborationovercompetition

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

#womens empowerment  
#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.

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# 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.



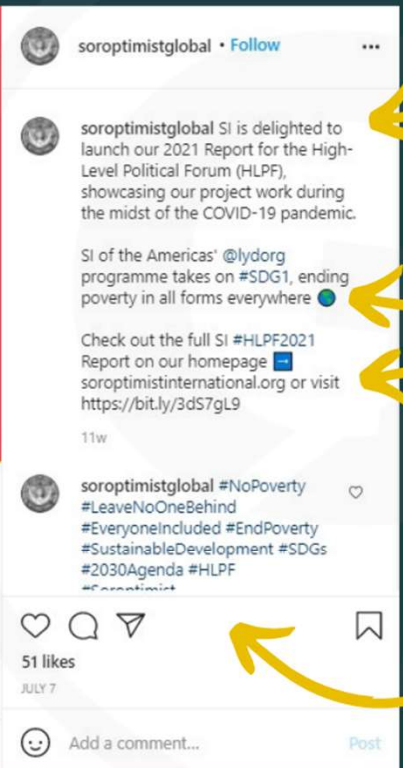
# GOOD INSTAGRAM EXAMPLE



Custom graphic that includes a photo.



Relevant message.



Partners tagged.

Links to websites.

Hashtag variations.

Hashtags.







# 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.



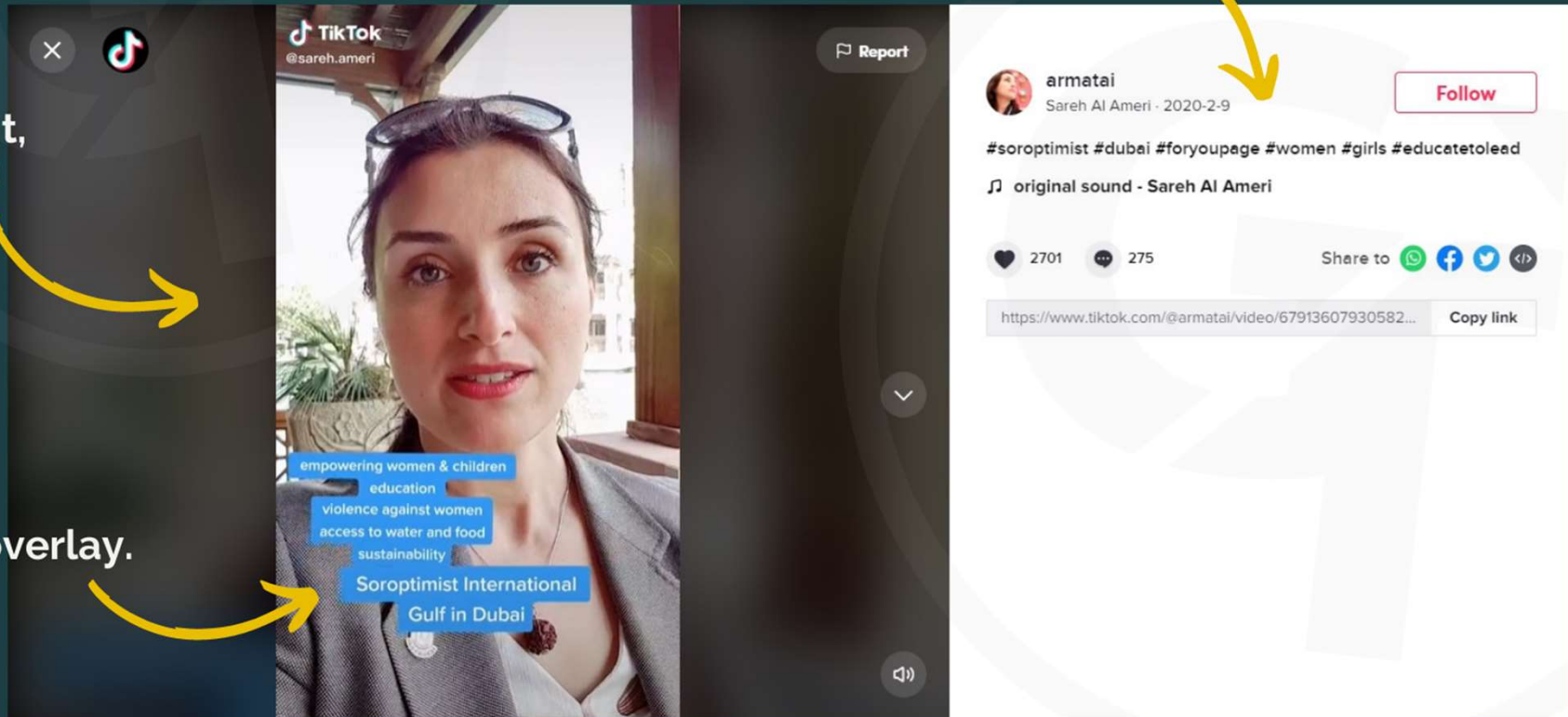
# GOOD TIKTOK EXAMPLE



Varied hashtags.

Short, relevant, custom video.

Text overlay.





# 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?

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