

# Digital Presence

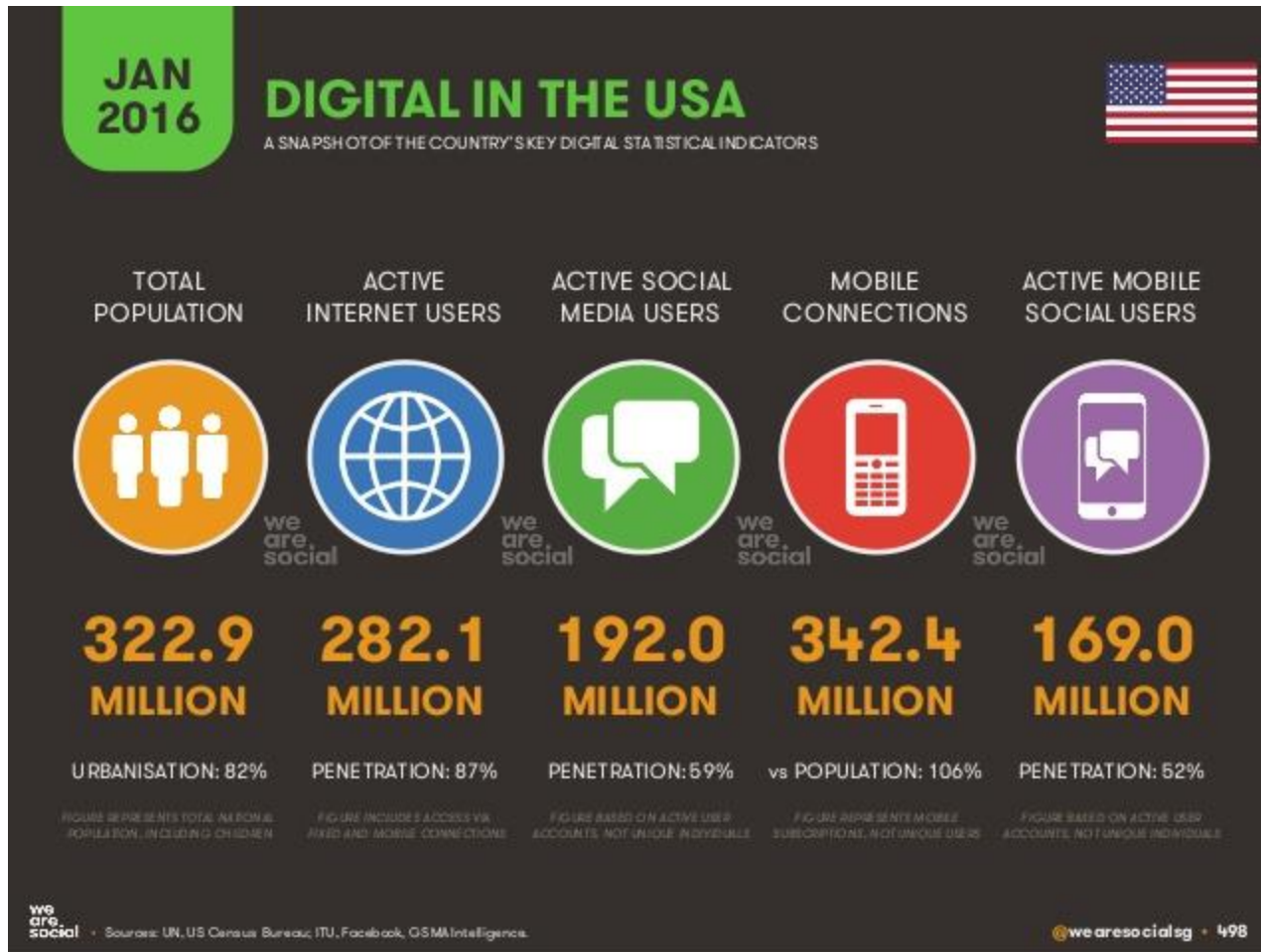
Advanced Club Officer Training



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# Why should I go digital? - USA



# Why should I go digital? - Summary

- ▶ 87.4% of the US population has access to the internet
- ▶ Roughly 3 out of 5 people in the world, have a social media account
- ▶ 52.3% of the world's population are active on social media via their phones!!!
- ▶ Note that US mobile connections exceeds the US population?!?!?

# Social Media - Facebook

- ▶ An individual club page can be created and used similar to a personal page
  - ▶ Create general posts
  - ▶ Share pictures/videos
  - ▶ Hard post events
  - ▶ Go Live! (must install Pages Manager app)

# Social Media - Instagram

- ▶ Share photos and short videos of your club
  - ▶ Can be synchronized to multiple social media domains at once
  - ▶ Great for mini introductions and sharing club details globally

\*\*Note: Club should make a generic email address as an Instagram account is a single user accessed account\*\*

# Social Media - Twitter

- ▶ Can share short quotes, thoughts, ideas and news globally
  - ▶ Can be synchronized to multiple social media domains at once
  - ▶ Good for quick live coverage of an event so that you stay engaged in meetings

\*\*Note: Club should make a generic email address as an Twitter account is a single user accessed account\*\*

# Social Media - YouTube

- ▶ Can share videos globally or privately
  - ▶ Can be synchronized to multiple social media domains at once
  - ▶ Good for sharing videos speeches, events and more about the club
  - ▶ Solid replacement for a club newsletter
  - ▶ Can help members complete the Advance Communicator Manual “Communicating on Video”?

\*\*Note: Club should make a generic email address as an YouTube account is a single user accessed account. YouTube accounts are linked directly to Google accounts\*\*



# Community vs Corporate

- ▶ **Community clubs**
  - ▶ Pro: Have the freedom to choose whatever domain they want!
  - ▶ Con: Transfer of administrators/owners can be difficult
  - ▶ Con: Much more exposed to public eye (use discretion)
  
- ▶ **Corporate clubs have the professional presence to attract an in demand market**
  - ▶ Pro: Have the professional presence to attract an in demand market
  - ▶ Con: May have to strongly consider company policy behind use of company name
  - ▶ Con: Do not have as much freedom to use all platforms

# Summary/Open Discussion

- ▶ Social Media and Online presence are much more important to attract new members
- ▶ Social Media can help retain members by showcasing accomplishments and programs
- ▶ Hashtags (#) are a great way to not only grab attention but track posts/photos/videos/people who have participated in your club
  
- ▶ Open Discussion

**This concludes the session.**

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