



“Growing the Beanstalk”

How to increase your “Reach” with your Social media sites





EMPOWERED WOMEN

are Coming!

First things First

Be brand conscious

Be who we say we are. It is important that the Soroptimist brand shine through in your online presence. Every single piece of content you share should support the Soroptimist brand and our mission. Please use Soroptimist's brand identifiers, including the trademarked logo, as your profile picture.

Be responsible

Social media is “real life.” Your communication on social media is no different than communicating in a public forum—except your posts become a permanent piece of the internet universe. Anything considered inappropriate offline is likely also inappropriate online. Always think twice about posting. When in doubt, it's better to be safe than sorry!

Be non-partisan

Soroptimist does not take political stances on any issue. You may use social media to discuss public officials, candidates, laws or legislation as long as those messages do not suggest support for, or opposition, to those public officials or candidates.



How to increase your Reach on Social Media

- Please make sure all clubs create a FB Business PAGE, not a group page
- Whichever way your club chooses to use social media, it is important to keep certain ideals in mind, especially when using the Soroptimist name and brand. Anything you post or share reflects back on Soroptimist.
- Use hashtags to amplify your message - they are useful to anyone searching for information on a topic or trend
- Hashtags are a great tool to amplify your message and call attention to a certain cause or event - use Hashtags under all post! #Your club #SNR #Soroptimist #SoroptimistForward #SpotlightSoroptimist #DreamBig #InvestinginDreams #BestforWomen #Dreamitbeit #LiveyourDream etc.
- Tag (@) SIA/SNR/CLUBS....
- Post a variety of different posts, not just pics of your meeting
- Create an event page for your events and share all important information under discussion in the event page, sharing the event page is much easier - posting too many times about your event gets too much and people will not look at it or unlike



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- Consider paying for a short time to increase “Reach” of your Events
- On your District FB page share other clubs post about them their accomplishments and important event information for the District
- When posting a picture, make sure there is a caption with it (who is in the picture, when was it taken, plus hashtag with Soroptimist hashtags
- How often should you post? The key to social media engagement is consistency, so set a frequency schedule that you can stick to. One rule of thumb to keep in mind that if you post multiple times a day on the same page, try to spread the messages at least a few hours apart.
- Encourage Members of your club to share posts “with their own words attached” plus the hashtags
- Read more here: [social-media-policy-guidelines-clubs.pdf \(imgix.net\)](#)





A few Tips:

- Use a program, like www.Canva.com to create your own posts. Always add the Soroptimist logo!
- PhotoRoom - free (for basics) app
- SIA provides images you can use for social media and your websites (Soroptimist International of the Americas, Inc.)
- Remember to get a media consent form signed for non Soroptimist (soroptimistmediaconsentform.pdf (imgix.net))
- share posts from SIA, SI and SNR to your FB page
- Encourage club members to like/ maybe comment on some of the post/ have them share events with their own comment on their on social media
- If you want to post “live” videos to your page or group and don’t want visitors to be re-directed use the following steps (see image)



How to Save Live Videos as MP4 Files

- Step 1 Click & play video you wish to copy
- Step 2 Right click on video then choose 'show video URL'
- Step 3 Right click on highlighted URL & choose 'copy'
- Step 4 Open another window/tab
- Step 5 Paste URL in the search bar (do not hit enter yet)
- Step 6 Replace 'www' in search bar with 'rbbasic' & hit enter
- Step 7 Hit play on video
- Step 8 Right click and choose 'save video as'



Sierra Nevada Region Social Media Platforms

- Facebook: <https://www.facebook.com/SoroptimistSNR>
- Instagram: [SierraNevadaRegion \(@sierranevadareg\)](#)
- Twitter: [SI SierraNevadaReg \(@sierranevadareg\) / Twitter](#)
- YouTube: [Soroptimist - Sierra Nevada Region - YouTube](#)

Please share your social media platforms from your clubs. Some information is already on the SNR website: [SNR Districts SocialMediaHandles.pdf - Google Drive](#)

Please email me with any updates:
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