

It's a S.P.I.C.E.-y Social Media Guide!

Social media is a great way to interact with members. Sharing pictures of a recent service project, asking whether the club t-shirts should be brown or blue, and even managing rides to District Convention can be done all easily over social media. However, to be effective you must learn the basics. What works on Facebook might not work on Twitter.

Warning: This guide is to help you foster a connection with your members through social media. However, this should not be the only way of communication to them, just one of the many possible ways to reach your club.

Twitter: *“Lets me hear from a lot of people in a very short period of time.”* - Robert Scoble, blogger

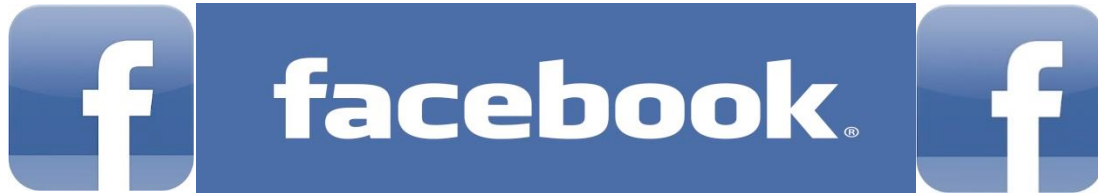
Limited to only 140 characters (letters), Twitter statuses are short bursts of what is going on. In Twitter, you only see plain text posts - there is no extra clutter from pictures and links.



Facebook: *“It's like a full-course meal with twitter”* – Mak Hozo, CKI member

It's an all-in-one platform. You can share pictures, large status and create groups. This social network is very informative and the most popular one among all networks.





Facebook has several avenues to take advantage of when establishing a community with your club.



Page: It's a profile that is specifically tailored for an organization.

Advantage: Reveals stats on how interactive your page is. This allows changing your marketing strategy. Posts by a Page can be brought to the top of the newsfeed compared to a profile. Can receive messages.

Disadvantage: The page must be "Liked" to receive the updates.



Profile: Exactly how profiles are for an individual person, you can create one for your club.

Advantage: Can use the messenger system and allows very personal interaction with members.

Disadvantage: Must be added to receive updates, status updates might be lost in the newsfeed depending on the type of newsfeed people have. Someone might lose the password to the file.

This option is not recommended for organizations. Facebook® advises organizations & businesses to use pages and groups. Profiles should be for personal use.



Group: This feature allows more privatized information. Builds the best community structure.

Advantage: Deeper discussion can be held. More administrative feature on who/what can post.

Disadvantage: Requires more management from the administrator, information is not public and cannot help with advertisement of your organization. *If the group is not private, your network can see the message that you posted on the page in their newsfeed .

Advantages of Facebook Overall:

More than likely a member has Facebook compared to twitter
Can create events and has more promotional factors integrated into it

Hint: Posting pictures places you on the top of people's newsfeed but putting a picture with a link places on the bottom the newsfeed. To work around it, place the picture and then comment with the link.

[Check out the official Circle K International Facebook: <https://www.facebook.com/circlekintl>]



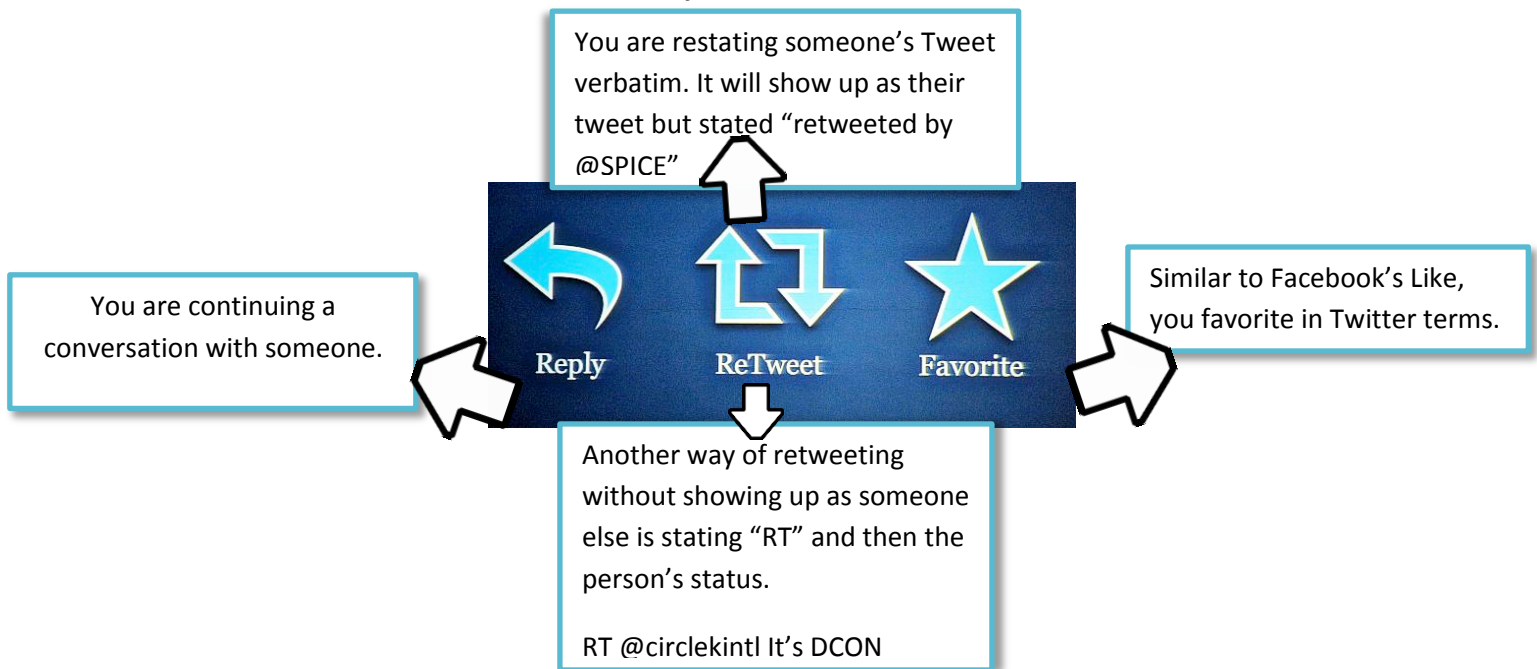
- Hashtags (#) are used in twitter to express key words of your status. The scenario example: Just got done with a service project at the Boys & Girls Club.
🐦 This project was fun! #CKI #Service #B&GC 🐦
- An advantage of using Hashtags is you can look them up and find out whenever someone used it before. Having District Convention in a couple weeks? Make everyone tweet before and during about the event. It brings excitement and you can always pull back the tweets and compile them for later use.
🐦 Can't wait to meet the New York District! #DCON2013 #cantwait 🐦
- Tags don't have to be short #theycanbereallylonglikethis simply for no reason but the number of them typically runs from 1-4 a status (Remember that you have a 140 character limit).

Advantages Twitter Has:

- Structural newsfeed
- Small status

People follow others to see club, celebrity, and company information so members are more than likely to read tweets rather than Facebook posts.

Symbols in Twitter



[Check out the official Twitter of Circle K International: @circlekintl]

Member Interaction



The name of the game is to make yourself known to your members. If they see you, they will learn what is going on and interact with you. It's important to know the information is getting to them in the most effective manner and that they are participating in the discussion. SOCIAL media means that there is a back and forth connection

Facebook interaction

We discussed before that Facebook does have numerous ways on communicating to the members. It's important to note that a "Page" might not work for all clubs but it might work for you.



Page

There is not much interaction with a page besides just putting the information out there. Make sure to use the page itself to post information and not your personal profile. If you use your profile, it will be swept away in everyone's newsfeed.

- You can use the page as a central album for your organization.
- **PR Point:** Doing a tabling event or handing out items? Make them "like" the page before they get the item!



Profile

- Treat this like it was your own profile.
- Have the profile be the sole maker of club events for consistency.
- **Event Tip:** Tag the maximum people in the status to make them aware of an upcoming event.

5pm at the student union for March of Dimes with [Josephine Lukito](#) and [6 others](#) at [Student Union](#)
Profiles are typically used for District/Division/Club mascots.

****Be careful of which account you are logging into.**

****This option is not recommended for organizations. Facebook® advises organizations & businesses to use pages and groups. Profiles should be for personal use.**



Group

Post! Find the balance of posting not too often or not enough. If each post on the group is just about reminders about events and meetings then you are going down the wrong hill. Establish a recognition post every now and then. This shows the members that the group is not just the executive board posting, but instead a community.

- Post a poll to allow the members a choice in the next themed-meetings.
- Empower the members to post pictures
- Give out friendly challenges. "Take a picture with the mascot"

Member Interaction



Twitter Interaction

Twitter is an extremely effective, but more limited means to communicate, being restricted to only 140 characters per tweet.

Every twitter handle (account) has the same abilities but can represent a wide variety of people, places, and things. This allows Twitter to have simpler interactivity with only two methods: tagging ("tweeting at") and hash-tagging.

Similar to Facebook, you can "tag" a member in a status by putting their twitter handle in the status with an '@' character in front. Be mindful that this counts towards the 140 character limit.

Thanks to members @Cody_schara & @David_CNH for helping out at the soup kitchen! #Service #CKI (95/140 chars.)



Hashtags link your tweet to a topic or idea. Sharing a hashtag can provide members a focus on their tweets, sometimes encouraging them to tweet just to use it. If the hashtag is used enough, it can become a trending topic, one of the top ten hashtags being used at the moment in the area.

Need more information? Head towards the Twitter Help Center!

<https://support.twitter.com/>

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