AGENDA POINT:
Facebook Marketing Specialist

THE CHALLENGE: For generations, Kiwanis clubs have relied on traditional methods to find the people who want to help meet the needs of kids in the community. But inviting friends, family and colleagues to join Kiwanis has its limits.

THE DETAILS: Friendship groups are becoming smaller. Approximately 25% of people report having six or more close friends. Thirty years ago, that number was nearly 50%. And 15% of men — 10% of women — say they have no close friends at all.* Kiwanis clubs must expand the way they find people who have a heart for improving communities. Advertising is an additional opportunity to reach more people. Social media advertising can be a cost-effective medium.

THE SOLUTION: Like what Kiwanis International does for new clubs, Capital District Kiwanis will ask existing clubs to invest in purchasing advertising on Facebook to promote their club's recruitment events. To implement these facebook advertisements for clubs that are inexperienced with the Facebook META Business Suite, Capital District Kiwanis will hire a freelance contractor who can set up and run Facebook advertising campaigns (funded by the clubs) for clubs' recruitment events and pass leads along to those clubs that are generated as a result of the campaign.

THE FINE PRINT: Participating clubs must give at least 6 weeks notice, with an event date, time, and location. They must also provide an advertising budget of $100 to $200 per event, access to their facebook page, and a contact to communicate with the Facebook Marketing Specialist. Clubs that are engaged with the campaign will be the most successful at finding others who want to improve the community. Clubs should assemble a team to respond to inquiries, follow up with people who make comments and send Facebook Messenger chats to people who like the ads.

PROJECTIONS: It is hard to know how many clubs would participate since this is the first time we are doing it. Since we would only be paying the person for hours worked, we wouldn't be gambling money. It's also hard to say what results we will receive. Division 14 clubs got 11 to 20 leads in a two week period (I don't have the data on likes - only folks who asked for more info.)

This would be an experiment for the year. If we like the results, Eric could choose to continue it. The Assistant Membership Coordinator in charge of

Club Strengthening would be the point person between the clubs and the Facebook Specialist. Ultimately the Governor is the manager.

*Survey Center on American Life: May 2021 American Perspectives Survey

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Facebook Marketing Specialist Position Description

We are looking for a talented Facebook Marketing Specialist to support Kiwanis clubs in the Capital District. The focus of this position will be to plan and execute paid Facebook marketing campaigns on behalf of participating Kiwanis Clubs. The selected individual will be an administrator on the club's facebook account during the campaign period, which requires constant client communication and relationship management.

KEY RESPONSIBILITIES

- Writing Copy for Facebook Ads
- Generating leads using Facebook Ads
- Craft landing pages and lead generation forms for content to distribute through relevant paid programs.
- Continuous monitoring of results and improving of ads
- Reporting of results of Facebook Campaigns
- Manage the strategy and setup of all paid campaigns for participating Capital District Kiwanis Clubs.

QUALIFICATIONS

- BA/BS or equivalent working experience.
- Knowledge of Facebook META Business Suite
- Good written communication skills
- Detailed-oriented and organized

COMPENSATION

Up to 15 hours/month at $30/hour with a yearly cap of $5,000. Working hours will be recorded on a monthly time sheet.

Respectfully submitted,

Jennifer Wolff
Governor