

SOCIAL MEDIA FOR CHWANS

tips for creating posts, moderating your
accounts and more!

**THANK YOU TO
OUR SPONSOR**

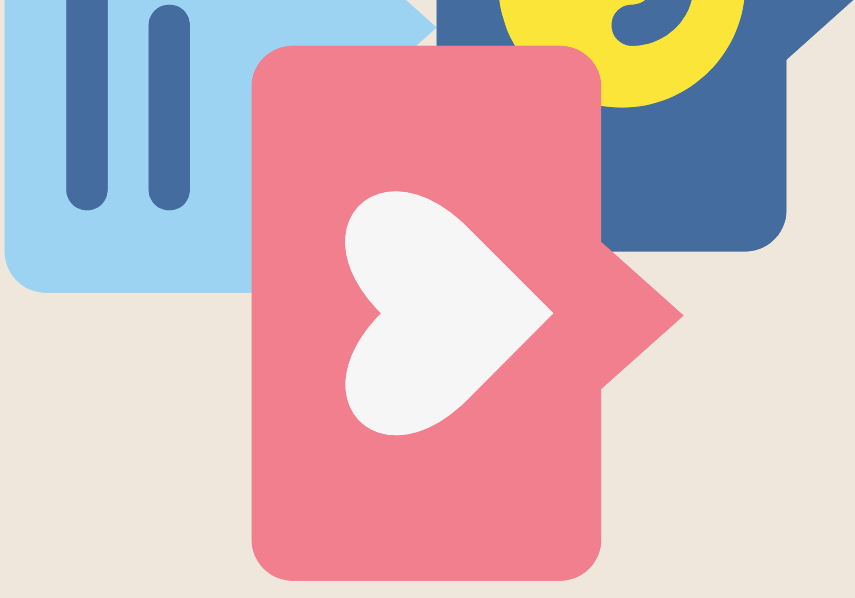
**Atlantic
Union**

AGENDA

Strategies for moderating social media

Create visually effective graphics

Increase visibility in your posts



WHAT IS BEST FOR YOU?

social media platforms out
need to decide what your
then which format will serve

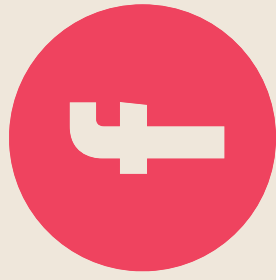
Recommendations:

- Instagram - for announcing upcoming meetings for showing off your accomplishments with other groups
- Facebook - for creating events with a guest RSVP, sharing with community

Additional Platforms:

- Twitter, Tiktok, YouTube

MODERATING SOCIAL MEDIA



**posting content and
maintain the password
ie. Historian, Social
media Chair**

Moderating

**Provide
continuity (make
sure more than
one person has
access to the
account)**

**All posts should be
reviewed for content
before posting ie. confirm
dates of events**

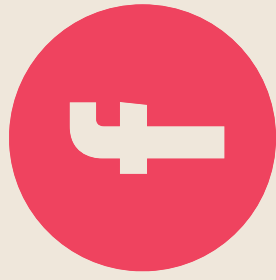
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TYPES OF POSTS



WHAT ARE WE DOING



Event

Information Sharing

Recruitment

Kiwanis Club of... created an event

Feb 19 •



Mon, Mar 16 at 7:30 PM

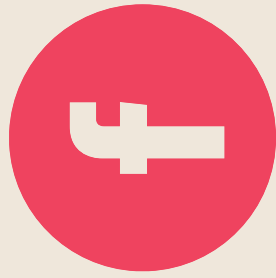
Women's History Month Panel 2026 - Give to Gain



Carrie and Jeannette are going



CREATIONS GRAPHICS



For the job

is a great, free tool!

There are lots of free templates for all kinds of media (including this presentation theme!) you can add collaborators to a project to work together

Look to your fellow Kiwanis Clubs for Social media inspiration! ie. Kiwanis Clubs of Langdon, Richmond



AUGUST 5, 2024

Shelly Barr Parsons, P

Executive Director, Capital



Kiwanis



Home



Magic Studio

New



Projects



Templates



Brand



Apps



Ask Canva



Invite members



Trash



Settings

Prints



Facebook Post
(Landscape)

See all



Colorful Mini

See all

MEET THE SPEAKER

KIWANIS CLUB OF
ABINGDON

Glenrochie Country Club
from 12 pm to 1 pm
Tuesday, August 13th

RENEE BLEVINS

Co-Owner



Keep it simple



Cover the 5 W's



Make your group

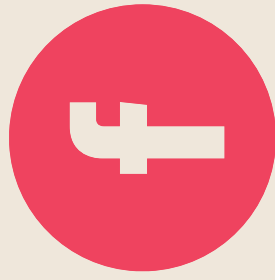


Follow the bran



Make post skim

WRITINGS CONTENT



the **Roanoke City Market Building**. Our guest
ent of Philanthropy at The Life Ring
She will talk about an agreement that is in
gram partnership" between Carilion Clinic

ca and Kelly Woolwine out of genuine
rginia a happier and healthier place even if it
. Through journey and experience, the
on today is the awareness, care, cure, and

in fundraising at the ALS Association and the

Charter Hall, located inside the Roanoke
Rita Joyce, President FEDUP (Families
Rita will talk about their efforts to bring
the impact and rise in gun violence e
Joyce is a Community Development
where she works closely with the com
Goodwill. As a grass roots communit
Board for VA Cares and is a long-time
Road Area Business Association. Prior
include Total Action for Progress whe
years. Joyce started her community o
where she served in various roles incl
(Northwest Jaycees).

Joyce's motto is to always "Reach On
to help someone in need. It is all abo
Love, Give Peace, Give Hope and mos



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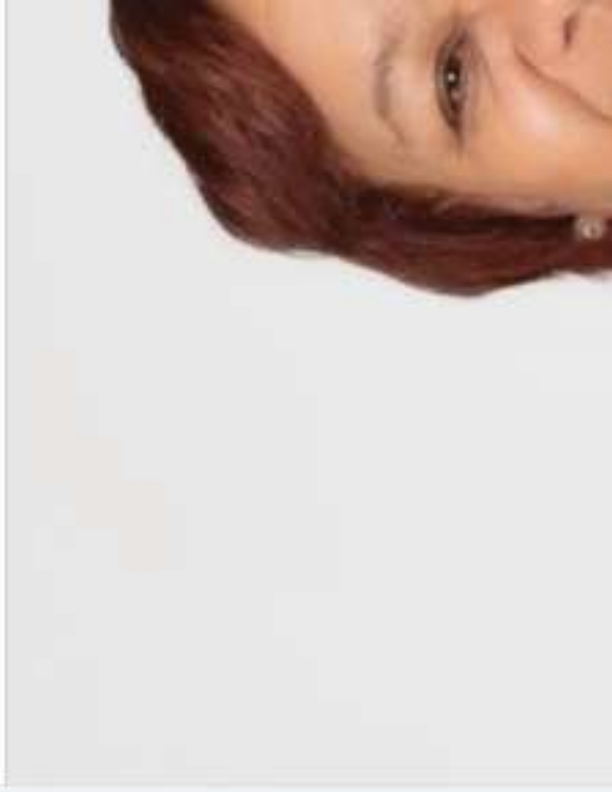
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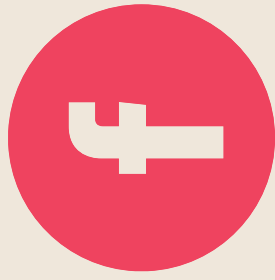
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HOW TO POST





Capital District Kiwanis

Edit Facebook Page | Edit Instagram Profile

Facebook followers

1.1K

Instagram followers

166

Create post

Create ad

Create reel

Create story

More

To-do list

Check unread messages, comments and other things that may require your attention.

You're up to date on your to-do list.

Manage your marketing content

See your recent and upcoming posts, stories and ads, and schedule content to plan ahead.

Reach a wider audience by boosting

See your potential advertising results by adjusting the total budget and duration sliders.

Total budget

\$14.00

\$1.00 \$1,000.00

Duration

7 days

Study after study shows that volunteering with an organi...

Aug 14, 2024, 10:00 AM

ID: 902388168598026

15

0 comments

Estimated daily results

From boosting this post

Account Center accounts reached

272 - 787

Post Engagement

Current performance

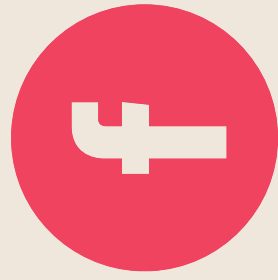
From your existing post

Account Center accounts reached

205



MAXIMIZING YOUR EFFORTS



**et with the organizations your club serv
ch other out by liking and sharing even
sers, especially in your Division
our social media up to date so that follo
orget about you
ure your account amplifies content tha
nt to your club, school, community - not
et with content from your Division, the C
e, Kiwanis International, and our Service**



Join us for
 plunderful
 educational
 workshops at
 DCON!



Capital District Kiwanis

Published by Michelle Yuth

July 29 at 10:00 AM · 🌐

the captain, there will be a bounty of plunderful educational

needy children in our District. You can p
 DCON. Do not have to be present to wi

The Ducky Derby Raffle,
 sponsored by the
 Capital District Kiwanis Foundation
 supports 11 pediatric trauma
 centers across the District.

Scan the code to buy r
 or go to: go.rallyup.com

HAVE YOU
 BOUGHT YOUR
 TICKETS YET?



Capital District Kiwanis Founda

Tag Division,
District, and/or
International
accounts in your
photos.

If you are
collaborating
with or benefiting
another
organization, tag

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DISCUSSION TIME

What questions do you have?
What has worked for your club?

ADDITIONAL RESOURCES

[District Facebook Marketing Request](#)

[Canva Tutorials](#)

[Facebook 101: How to Create a Page for Your](#)

[Kiwanis Branding & Marketing](#)

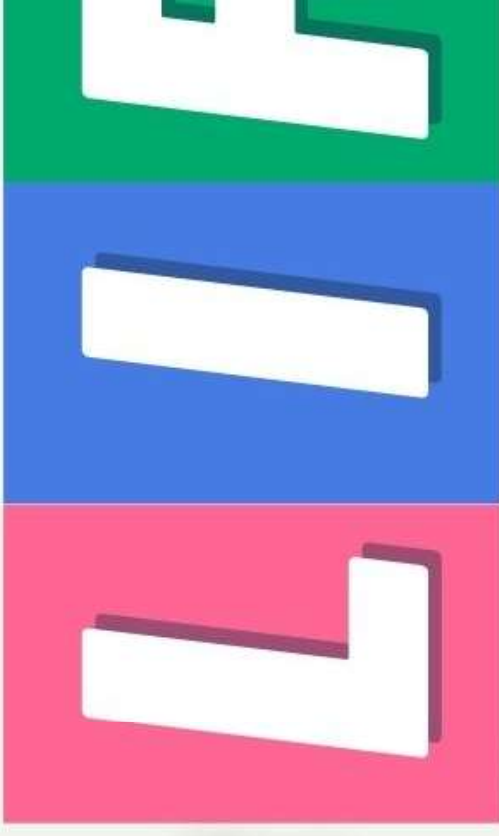
THANK YOU
FOR JOINING
US!

nis[®]

PRESENTS

**XT
IE-CLUB**

THE GAME OF



WAN TO REGISTER



Join us for a free virtual webinar tailored for individuals aged 14-22 focused on career preparation. There will be speakers from the educational system, community career services, and more!