



Using Social Media to Advertise Your Club: A Guide

A majority of college students own some form of social media accounts. When you're looking to advertise your club, creating active Facebook, Instagram, and Twitter accounts may be a good starting point.

Getting Started

You may decide to make only one of these accounts, you may decide to make all three - either is completely fine. However, it is important that all accounts are synced with proper and updated information, so that there will not be any confusion on meeting times and events. For example, if your Facebook page says that you meet at 8pm on Wednesdays in Randolph Hall and your Twitter says that you meet at 8pm on Tuesdays in the New Classroom Building, one of those accounts needs to be updated.

It is a good idea to refer back to the branding guide when you are making your new club social media accounts. That way, you can ensure your accounts are closely aligned with the mission of CKI and are being respectful to its brand.

If you are looking to add cover pages or logos to your account, you can go to cki.org, click on resources > public relations and marketing, and from there you will see multiple pre-made covers and logos for you to choose from.

Facebook

Should I start a group or a page?

To limit confusion and the number of accounts that need to be updated, it is a good idea to stick to just one specific club platform on each social media site.

A Facebook page may be a good option if you are looking to advertise, but don't need extended interaction. For example, if a club member was interested in sharing a post to the page, the post wouldn't be broadcasted publicly to those who liked the page. It would instead be located (and hidden) under the "Visitor Posts" tab. This means that it is likely the owner of the page and its editors would be the main one answering any queries or questions - club members who did not see the post won't know to help answer. A Facebook page also requires an attached Facebook profile who must be the one to create the page. All Facebook pages are public.

A Facebook Group may be a good option if you wish for extended collaboration between members. You can set the group to be private, viewable to the public but must request access, or public entirely. Facebook groups make it possible for everyone to post, answer questions, and jump into discussions, but they also have the ability to toggle settings to limit

spam and by getting approval from moderators before any posts go live.

When to Post

Post to advertise your events, give reminders before meetings, socials, and projects, and to keep your club updated on any new information in the club. Share highlights from the meetings or fun facts about members - post whenever you need, just make sure to keep members informed of club happenings.

Using Facebook Events to Advertise

Facebook Events allow for anyone to make an event and share it with the public. Everytime someone "rsvp"s to an event or indicates that they are interested in going, this response gets broadcasted to that member's friends. If you are hosting a cool fundraiser or looking to gain more members for your club meeting or service projects, creating an event may be a good way to get the attention of those who would not have been aware otherwise.

University Class Facebook Groups

Does your school have Facebook groups for each year? (Ex. Virginia Tech Class of 2021, 2020, 2019, etc.) If so, share your events and group with each of these groups. This is a great way to get the attention of freshman and even gain some new upperclassmen members who might not have known about the club.

Instagram

Instagram is a great way to share photos of club festivities. Assign someone to take pictures of any service projects and club activities - even if you do not plan on making an instagram account, it is a good way to keep records of club happenings.

Types of Posts

There are many ways to share your photos on instagram, but here are a few themed ideas:

- #ThrowbackThursday - post old pictures of service projects, socials, and meetings from any year you have. Look through club archives to see if you can find any old newsletters or posters from the beginning of your club's history.
- Service Projects - your club is doing great work in your community, so showcase it! This is also a good reference for potential members who want to see what impact they will be making when they join.
- Socials/Events - share fun events and fellowship memories with your club
- Member Spotlights - who in your club has been going above and beyond? Ask them a few questions or highlight their accomplishments and then share
- Introduction to the Board - this is a great way for potential members to get to know some faces before they go to the meeting, and can help make that first meeting less intimidating. Posts introducing the board are especially great to post at the beginning of a new year.

Twitter

Twitter can be used to share small blurbs and moments from your events, as well as provide short updates and reminders.

Using Appropriate Hashtags

Good hashtags get the attention of those you want to discover your club. Try using some specific to your school and service.

#ChooseCKI may get your pictures featured on the official website of Circle K International!

Key Takeaways

No matter how you use your social media accounts, here are important things to remember:

- Keep all accounts active and updated. If an account is not regularly updated, it is better to just delete and limit any confusion from old information like meeting times.
- Follow the brand guide to ensure you are sticking closely with brand identity
- Have fun! If prospective members see you enjoying your time with CKI, that will make them eager to join in!