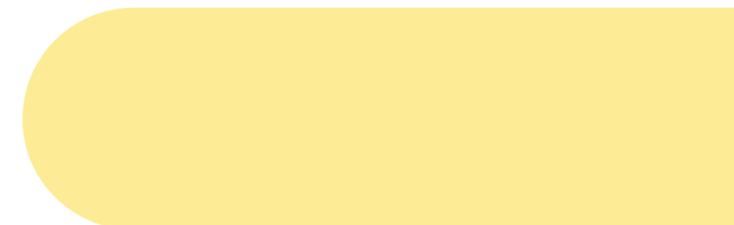




*Welcome!*

IWNZ DIGITAL EDUCATION

Social Media Tips and Tricks



# What you will learn today



- Why do we need Social Media?
- How does IWNZ use Social Media?
- IWNZ Social Media Channels
  - LinkedIn
  - YouTube
  - Instagram
  - Facebook
- Effective use of Facebook for a Club
- Q & A



# Why do we need

# Social Media?

Social media is important because it allows Inner Wheel to **reach, nurture, and engage** with a *target audience and community* wherever they are.

It also allows us to

- build brand awareness
- Encourage membership growth



# How does IWNZ use

# Social Media?

- showcasing our actions
- sharing ideas
- empowering our followers
- inspiring women to join.
- linking people to our website
- targeting audiences through boosted posts
- communicating key initiatives
- encouraging conversations through comments
- encouraging members to share posts on their own pages
- promoting Club activities .



# What Are IWNZ Social Media Channels?



## LinkedIn

[www.linkedin.com/company/inner-wheel-new-zealand](http://www.linkedin.com/company/inner-wheel-new-zealand)

- brand building
- networking
- recruiting
- improve search engine rankings
- needs followers
- current 18 followers



## YouTube

[www.youtube.com](http://www.youtube.com)

- Links from Website videos
- Playlists
- needs 100 followers for custom naming.
- current 14 followers



## Instagram

[www.instagram.com/InnerWheelNZ](http://www.instagram.com/InnerWheelNZ)

- A visual platform
- For sharing photos and video from phone
- to attract younger members
- Use of Stories – used across IG and FB
- current 391 followers



## Facebook

[www.facebook.com/InnerWheelNZ](http://www.facebook.com/InnerWheelNZ)

- A platform to help people connect
- Most popular Social Media network
- Affordable advertising
- current 1017 likes, 1196 followers



# Facebook Tips

Why a Facebook PAGE is the best option for your Club

## Individuals

- A very dangerous option:
- Easily hacked
- If the person leaves the Club you lose everything.
- No ability to be shared onto the IWNZ page

## Groups

- No ability to be shared onto the IWNZ page.
- Good use for just your Club members to get information and share ideas.
- Can be made public or private.

## Pages

- No individual is left with the page attached to them.
- Can be multiple editors on the page.
- Ensures page security and it will not be lost if an editor leaves.
- Can share posts from other pages onto your page.
- Posts from your page can be shared on the IWNZ page.

*BUT - You do not need a Club page... there is no necessity to have one!!*



# Facebook Tips

How a Facebook PAGE works

Facebook tools are clear to use with great help and support

1

## Page Admins/Editors

- No individual is left with the page attached to them.
- Can be multiple editors on the page.
- Ensures page security and it will not be lost if an editor leaves.

2

## Page Insights

- As Admin you can see the effectiveness of your posts.
- How far it has reached?
- How many shared, likes, comments etc.

3

## Post Scheduling

- Ability to prepare content and let it happen, while you are getting on with life.

4

## Post Boosting - advertising

- If you want to advertise your activities, then you can set this up easily with boosted posts.
- requires a credit card attached to your account.
- Operated through individual admins accounts.

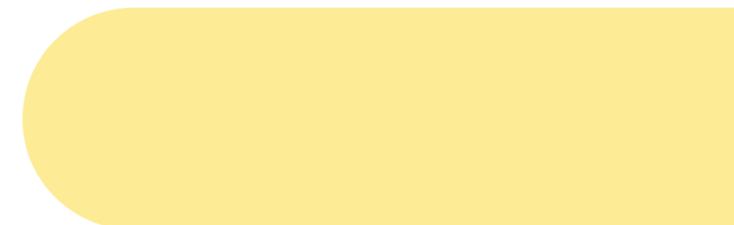


# Live Demonstration





*Any Questions?*



# What you have learnt today



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  - Instagram
  - Facebook
- Effective use of Facebook for a Club





*Thank you!*

For further help, questions or assistance please contact me, Michelle at [President@iwnz.org.nz](mailto:President@iwnz.org.nz)

**Next month:**

## **Promoting Inner Wheel**

It's Membership March and an opportunity for you to get some publicity and share Inner Wheel activity. This month we will share some ideas to help promote your Club

**Wednesday 2nd March, 4pm**

