Love it!

Share it!

Live it!
How to introduce your club to the community

“Notoriety”
Social media: CHAOS
Social media sites, 2012-2014

% of online adults who use the following social media websites, by year

- Facebook: 67% (2012), 71% (2013), 71% (2014)
- LinkedIn: 20% (2012), 22% (2013), 28% (2014)
- Pinterest: 15% (2012), 21% (2013), 28% (2014)
- Instagram: 13% (2012), 17% (2013), 26% (2014)
- Twitter: 16% (2012), 18% (2013), 23% (2014)


PEW RESEARCH CENTER
Frequency of Social Media Site Use

Facebook:
- Daily: 70
- Weekly: 17
- Less Often: 12

Twitter:
- Daily: 36
- Weekly: 24
- Less Often: 40

Instagram:
- Daily: 49
- Weekly: 24
- Less Often: 26

Source: Duggan et al., 2014
One-minute speech

• Build relationships in your community
• Member retention
• Search online: “elevator speech” or “one-minute speech”

kiwanis.org/theformula
Play the formula for giving a one minute speech video
One-minute speech

Who’s your audience?
• Civic leaders
• Schools and churches
• First responders
• Chamber of Commerce
• Nonprofits
Social Media Sketchboard

My Club is Known for:

1. 
2. 
3. 

Known Audience: 
Future Audience: 

Mission: 
Vision: 

- Communicate
- Market
- Make Local Connections
- Make Global Connections

For information about the Kiwanis Club Social Media Sketchboard contact:
Tabia Lee, drllee1@gmail.com, +1 916-588-7776
Club Counselor: Kiwanis International, Division 27
Vice President: Kiwanis Club of Stockton

Love It. Share It. Live It.
Social media: Photos

• Posts with photos are most successful
• Photo release form
• Meetings, projects...anything Kiwanis
• Create recognition
• Play
  L. A. Mayor’s video
Thank you!

Kiwanis
Serving the children of the world