



Presenters: DG Mike Schaeffer & Justin Rule

SOCIAL MEDIA 101

Topics We Will Cover

Social Media for Nonprofits: Benefits, Strategy, and Best Practices

01.

BENEFITS OF SOCIAL

02.

TARGET & TALENT

03.

BEST PRACTICES

04.

DO'S & DON'TS

05.

WEBSITE 101

06.

LIVE Q&A SEGMENT



2024 PA State Council of Lions Clubs
STATE CONVENTION

BENEFITS

Of Social Media



01

Increased visibility

02

More donations

03

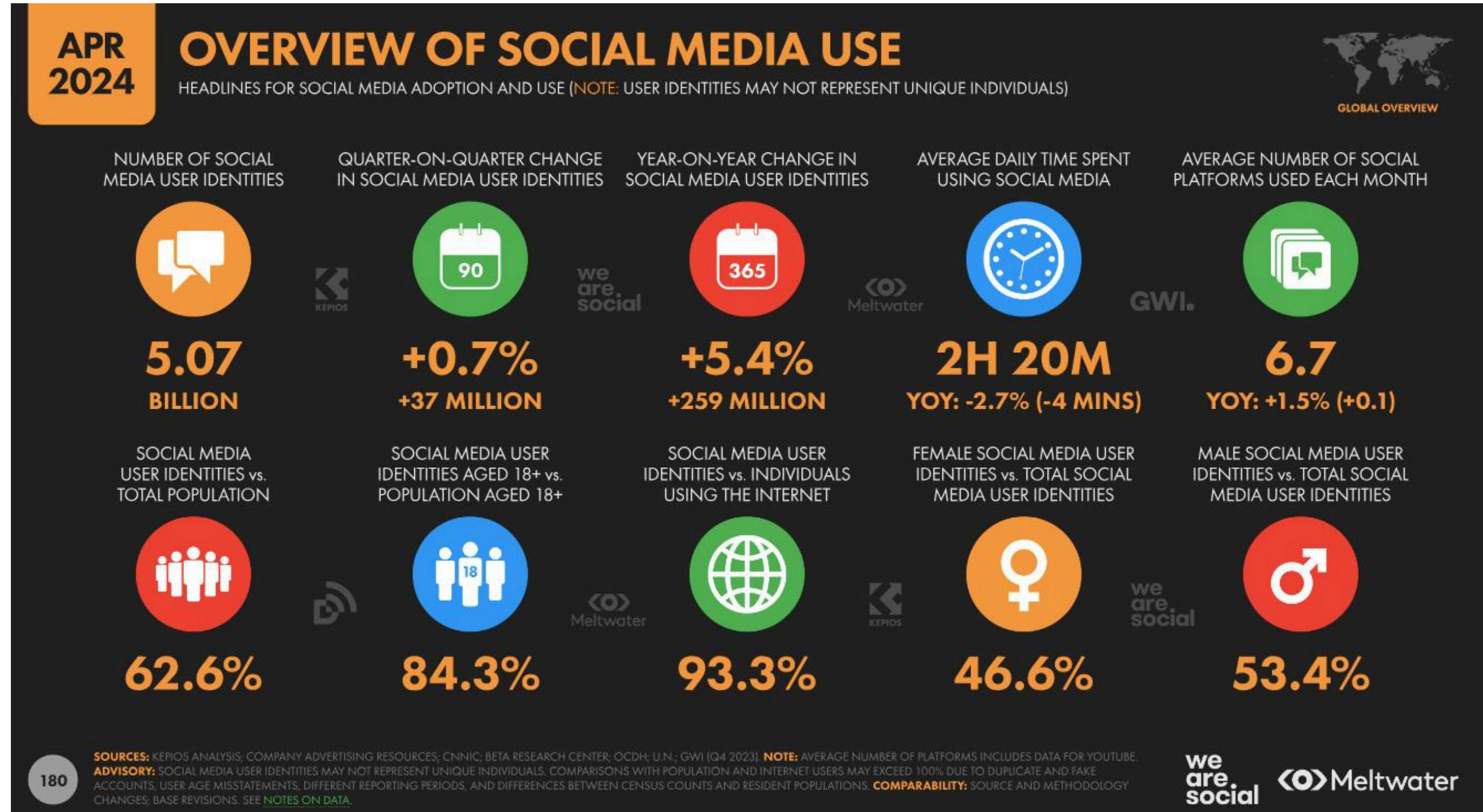
Improved engagement

04

Greater volunteerism



Increased
Visibility



BENEFITS

Of Social Media





**Increased
Visibility**



BENEFITS

Of Social Media



GEN X
35+

Facebook

93%

Twitter

50%

Instagram

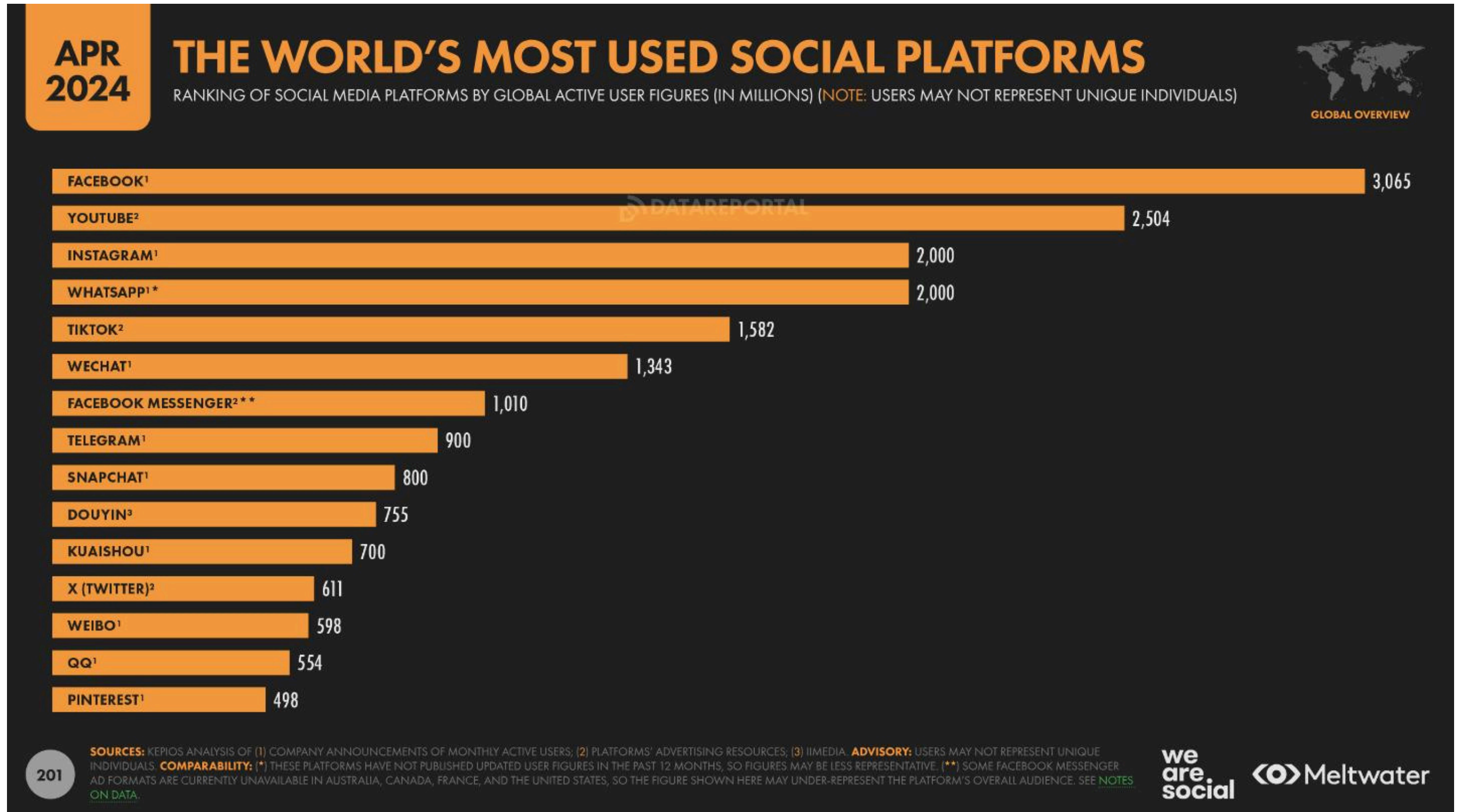
49%





Increased
Visibility

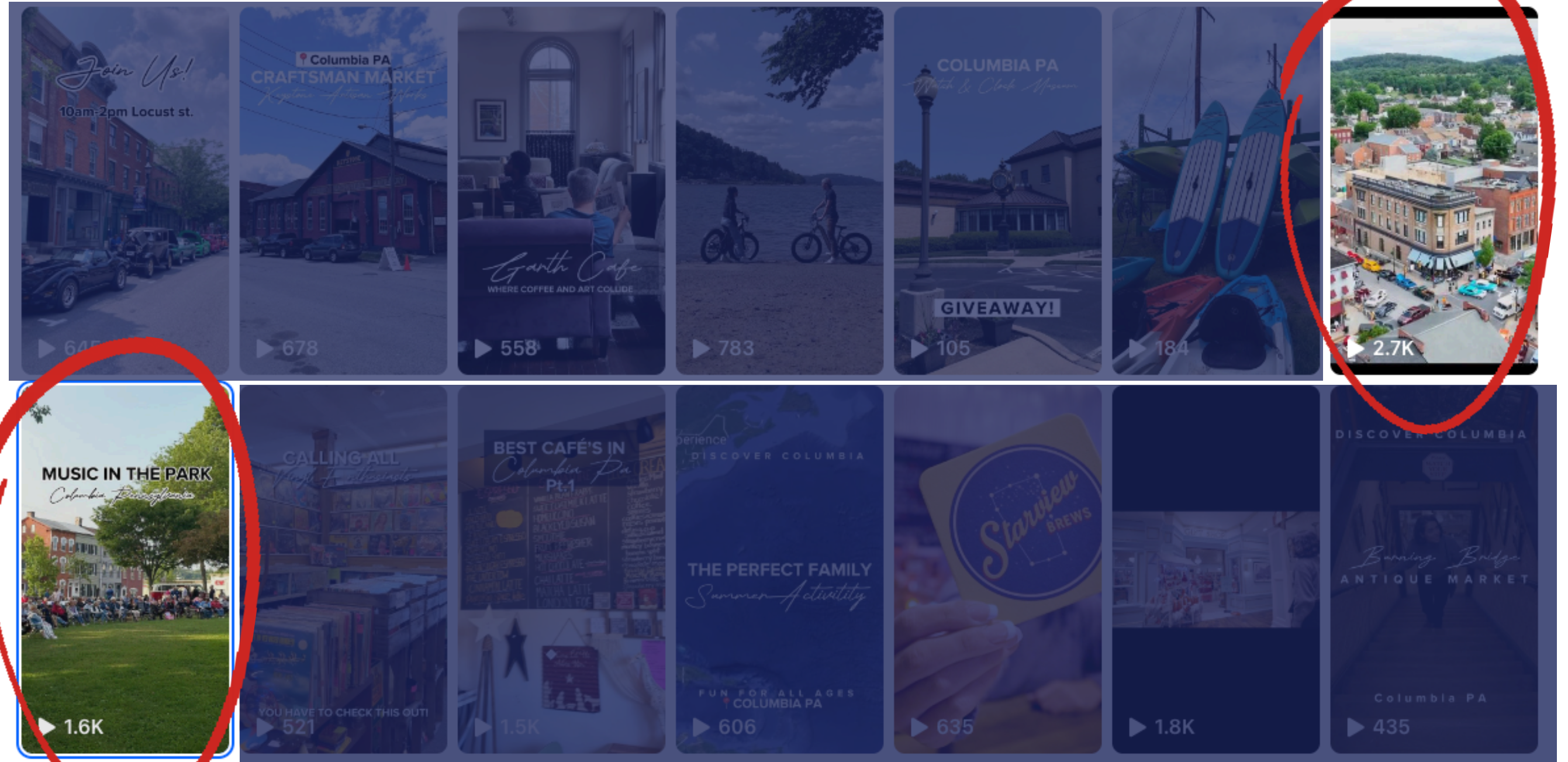
BENEFITS Of Social Media





Increased
Visibility

BENEFITS Of Social Media





**Increased
Visibility**

BENEFITS

Of Social Media



Columbia Pa Lions Club

22h · 🌐

Don't forget Music in the Park returns Friday, May 17th. The Maxwell Project will provide the entertainment that night. So come out and enjoy a great evening of entertainment. Joe's Fish Sandwich's and Annie B's Italian ice will be there if you'd like to purchase food or refreshments.



Thomas M. Heisler III and 23 others

2 comments 9 shares





**Increased
Visibility**

BENEFITS

Of Social Media

Columbia Pa Lions Club is at Andy's Market.
December 23, 2023 · Columbia · 🌐

B I N G O

Sunday, January 14
1:00 p.m. - Doors open 12:00
Wenger Center, 221 Walnut St.

Meat from:  

Sponsored by: 
WE SERVE

Tickets are \$10 and are available from any Lion or by contacting
info@columbialions.org or message us on Facebook.

👍 Eshleman LoriandRick, Ken Eckert and 14 others 9 comments 14 shares

👍 Like 💬 Comment ➦ Share





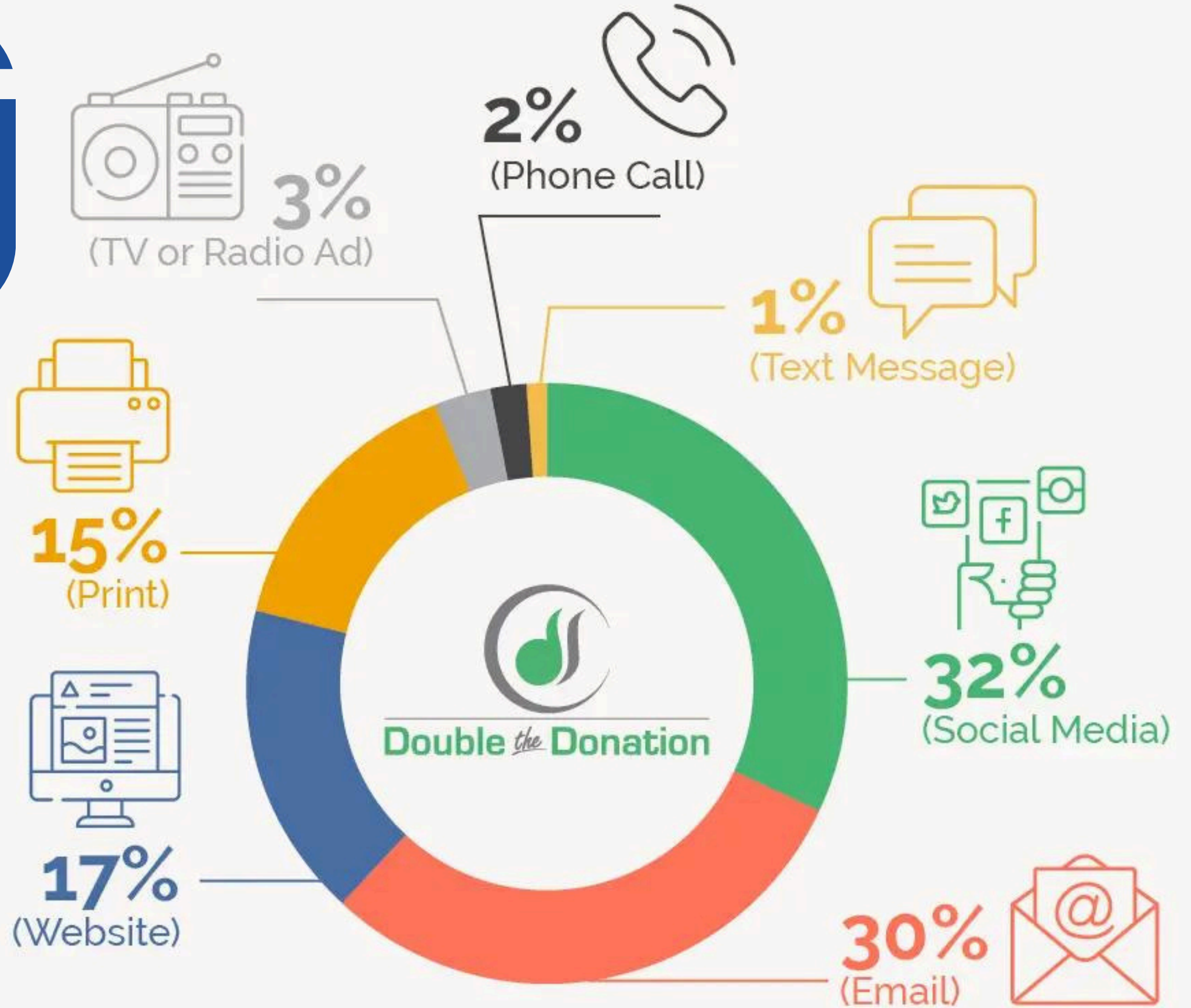
**More
Donations**



BENEFITS

Of Social Media

Donors are most inspired to give via:





**More
Donations**

BENEFITS

Of Social Media



Leader Dogs for the Blind

75K followers • 89 following

[Donate](#) [Message](#) [Follow](#)

[Posts](#) [About](#) [Mentions](#) [Fundraisers](#) [Reviews](#) [Follow](#)

Donate

Amount (USD)
\$90

Cover the donation processing fees
A payment processing fee will be deducted from your donation. Add \$2.33 to your donation to cover the fee. Meta no longer covers this fee. [Learn more](#)

Who can see that you donated?
Only Pa Lions Beacon Lodge Camp can see your donation.

[Continue](#)

[Fundraisers](#) [Reviews](#) [Reels](#) [More](#)



Improved
Engagement

BENEFITS

Of Social Media

Columbia Pa Lions Club
March 20 · 🌐

🎵 Get ready to groove all spring/summer long with the hottest bands around. 🔥

Columbia Lions Club

Music in the Park

FREE Concerts in Locust St. Park at the Gazebo 6:30 to 8:15pm
Food and Ice Cream available - All concerts are "weather permitting"

May 17
The Maxwell Project
Best known for their interpretations of classic R & B, Funk, and Soul music, and their Earth, Wind & Fire tribute set, you don't want to miss The Maxwell Project!



June 21
Central City Orchestra
We got them back again, Central City Orchestra is non-stop energy and non-stop fun! This 10-piece super group specializes in high energy dance songs from the past and the hits of today.



July 19
Bump City
Bump City is a group of eight talented musicians from diverse age groups, known for their ability to perform the most danceable tunes from the past eight decades. This band has a unique flair for Funk, Soul, and R&B music and is sure to deliver an unforgettable performance!



Aug. 16 Woodstock Concert
The Lancaster area Woodstock Tribute Band is back together and coming to Columbia for a 55th Anniversary Woodstock Tribute concert, featuring the best singers and musicians around, including Columbia's Nippy Hawkins and Kevin Newcomer!



 [Columbia PA Lions Club](#) www.ColumbiaLions.org

  Margaret Kauffman Donnan, Brandon Weese and 7 others 16 comments 60 shares





Improved
Engagement

BENEFITS

Of Social Media

Columbia Pa Lions Club
August 23, 2022 · 🌐

Congratulations and thank you to Jack Gamby for serving as Lions Club President for the past 8 years. During his term, Jack presided over 200 consecutive meetings, led the effort to expand our membership to 50+ members and rolled up his sleeves every day to make a difference in our community. Jack isn't going far from a leadership role. In addition to his many community service activities, he is currently VP of the Lions Club and presided over our August 9 meeting. Just anothe... See more



Brandon Weese, Jane Moore and 175 others

74 comments 17 shares

Like

Comment

Share

View more comments



Author

Columbia Pa Lions Club

Jack is a great leader who is committed to helping this community.

1y Like Reply



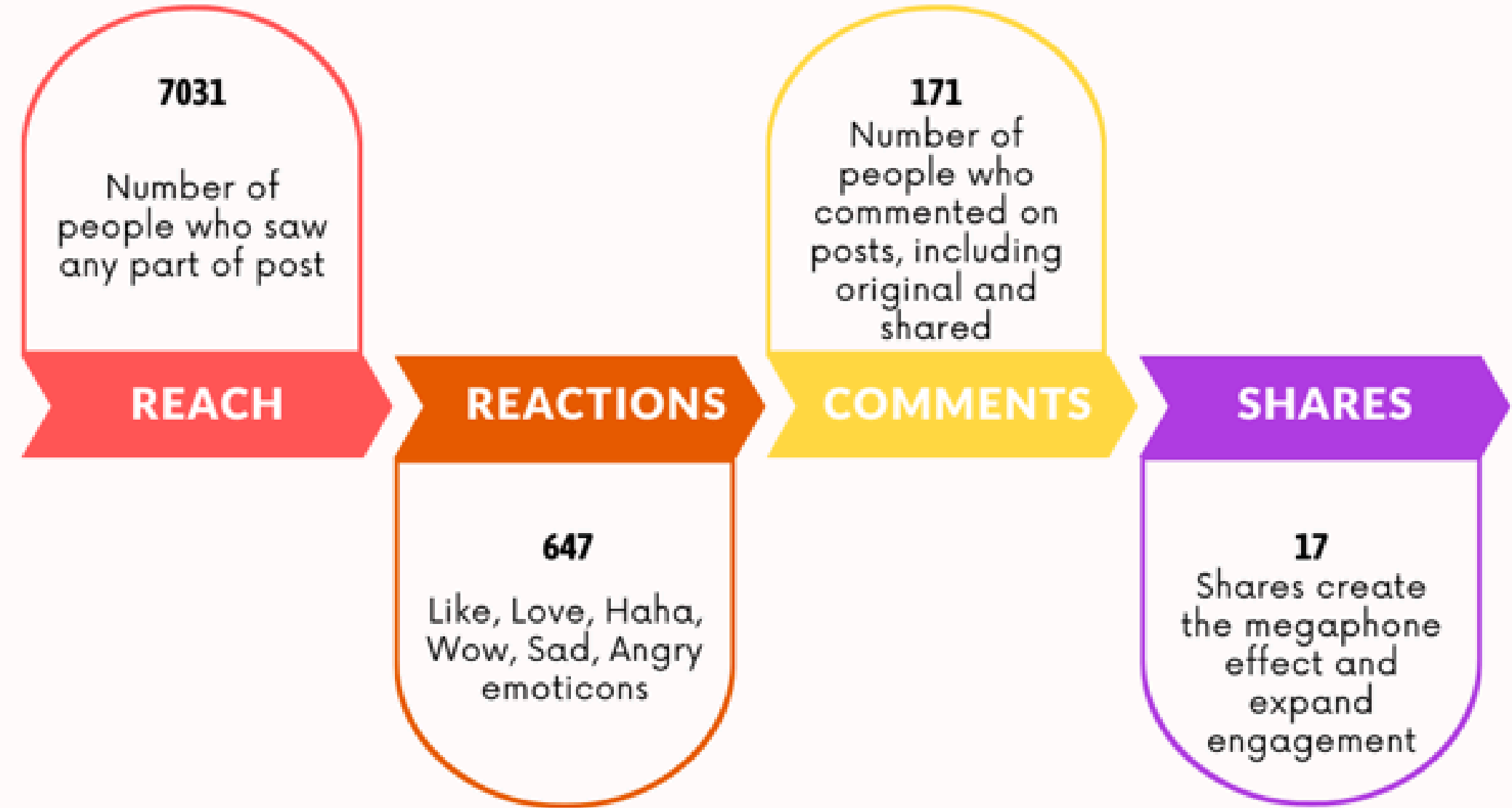


**Improved
Engagement**

BENEFITS

Of Social Media

Lion Jack Gamby AWARD PRESENTATION POST





Greater Volunteerism



BENEFITS

Of Social Media



STRATEGY

Target Audience & Talent Audit



01

Focus On Your Target Platforms

02

Use Your Existing Talent for Management

03

Events, Board Openings, Stories

Keep It Simple

Strategy Tips



Platform: Facebook Do One Well

For the typical LIONS member, Facebook will be the key engagement platform.



Who Does What? Photos, Writing, Posting

Discover who already loves to take photos, send emails, write updates.



Keep It Current Upcoming Events, Board Openings etc.

Use your social to highlight events, opportunities to serve, and celebrate the community.

METHODS

BEST PRACTICES FOR SOCIAL



01

Customize Content
(Keep it personal)

02

Use Different Content
Types (Reels, Photos,
Video etc)

03

Consistent & Quality is
better than Quantity

04

Engage and Respond

DO'S & DON'TS

PITFALLS AND OPPORTUNITIES



01

DO:
positive & supportive

02

DON'T:
negative & defensive

03

DO:
celebrate your people

04

DON'T:
compare

DO'S & DON'TS

PITFALLS AND OPPORTUNITIES



10 DOS AND DON'TS OF SOCIAL MEDIA

- 1 Use compelling imagery
- 2 Mix up caption length
- 3 Keep the social in social media
- 4 Jump in relevant conversations
- 5 Post regularly, but don't over post
- 6 Don't go hashtag crazy
- 7 Don't veer off brand
- 8 Don't post copy with grammar/spelling mistakes
- 9 Don't drink and post
- 10 Don't do all the talking (listen)

WEBSITE 101

GROW YOUR DIGITAL FOOTPRINT



01

Be Found Locally

02

Promote & Fundraise

03

Streamline Events

A Website Helps

272 keywords

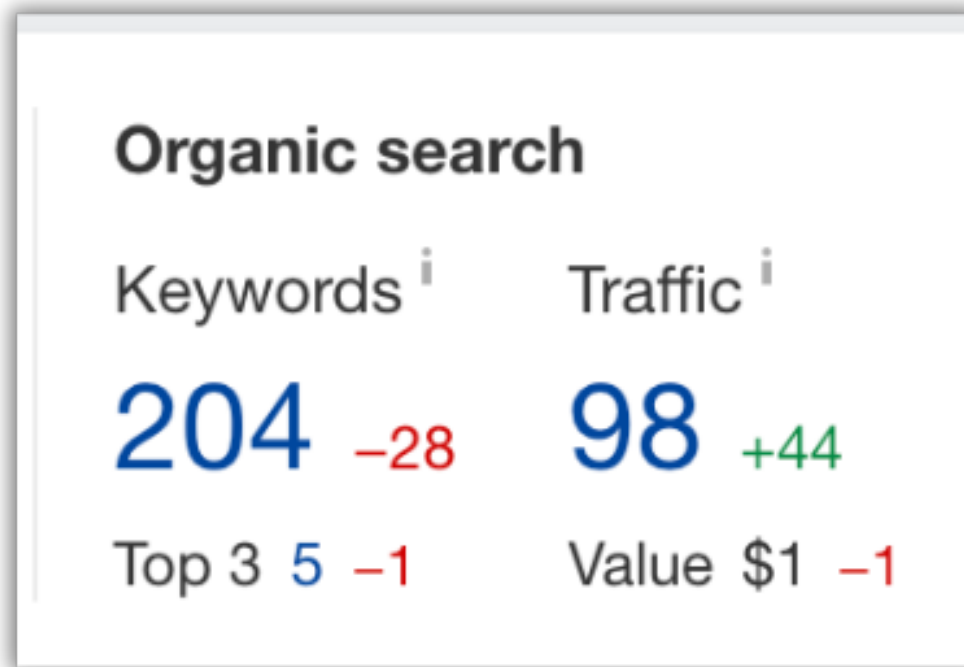
 17 Apr 2024 ▾

Compare with: 17 Mar 2024 ▾

 Filters ▾

<input type="checkbox"/> Keyword	Traffic	Change	Position
<input type="checkbox"/> + columbia halloween parade 2023	16	+16	× → 1
<input type="checkbox"/> + columbia parade	16		1
<input type="checkbox"/> + columbia car show	11		1
<input type="checkbox"/> + columbia parade 2023	9	+9	× → 1
<input type="checkbox"/> + thunder on the river 2023	8	+8	× → 1
<input type="checkbox"/> + columbia concerts	8	+5	9 → 4
<input type="checkbox"/> + columbia concerts 2023	8	+3	6 → 4
<input type="checkbox"/> + when is the halloween parade	5		7
<input type="checkbox"/> + christmas food box	3	+3	46 → 10
<input type="checkbox"/> + christmas food boxes near me	2		6
<input type="checkbox"/> + columbia concert	2	+2	× → 9
<input type="checkbox"/> + columbia parade today	2		3 → 4
<input type="checkbox"/> + columbia mardi gras parade	2		5
<input type="checkbox"/> + thunder by the river	1	+1	17 → 8
<input type="checkbox"/> + columbia pa events	1		8 → 11

A Website Helps



Grow Local Awareness
Invite Others To Serve

EVENTS

SUMMER CONCERT SERIES
May 17 - The Maxwell Project
June 21 - The Central City Orchestra
July 19 - Bump City
August 16 - 55th Anniversary Woodstock Tribute Band
Concerts begin at 6:30PM in Locust Street Park, 550 Locust Street

THUNDER ON THE RIVER CAR SHOW
June 15, 2024

NATIONAL NIGHT OUT
August 6, 2024
At Glatfelter Memorial Field

BLOOD DRIVE
September 9, 2024 1PM to 6PM
At the Columbia Borough Fire Dept.
Click the icon to register at redcrossblood.org

HALLOWEEN PARADE
October 24, 2024

CHRISTMAS FOOD BOXES
December 22, 2024

Share The News
Promote Your Events

HOME ABOUT CAR SHOW PARADE CHRISTMAS CONCERTS

Register My Car

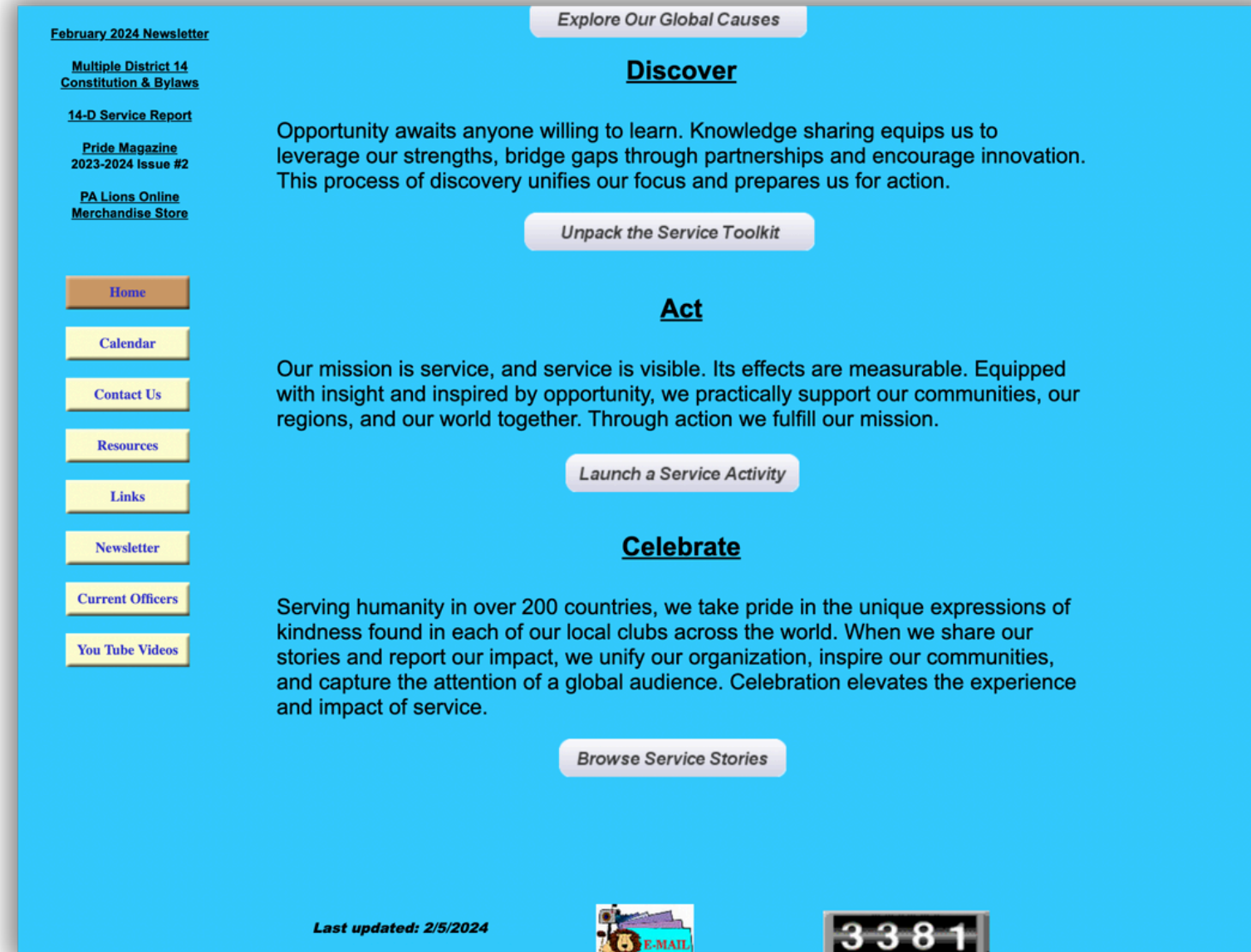
Registration is **CLOSED**. Show is **SOLD OUT**

THUNDER ON THE RIVER

COLUMBIA, PA CAR, TRUCK & MOTORCYCLE SHOW
JUNE 15, 2024 | 10:00 A.M. TO 2:00 P.M. | LOCUST STREET COLUMBIA, PA
Come take a walk down memory lane with vintage cars, great music, good friends and great food.

Make It Easy
Digital Forms & Receipts

Before / After



Before

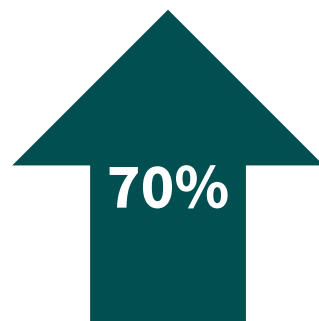


After

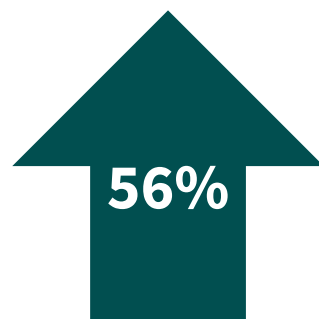


Columbia Lions: Top 10 Benefits

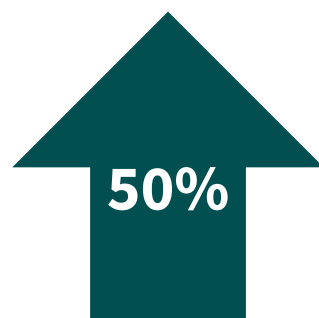
1. **Efficient Data Management:** Online registration and data entry
2. **Increased Accessibility:** A website provides 24/7 access
3. **Expanded Reach:** Attract participants and donors beyond local boundaries
4. **Enhanced Communication:** Websites offer a centralized platform for announcements,
5. **Improved Donation Management:** Online payment options
6. **Community Engagement:** A calendar of events and projects
7. **Data Analysis for Improvement:** Tracking and analysis
8. **Cost Savings:** Save on printing, mailing, and administrative expenses
9. **Member Recruitment and Retention:** Attracting new volunteers & centralizes resources,
10. **Sustainability and Scalability:** Lays the foundation for future growth and sustainability,



380+ people registered online for Car Show



330+ people registered online for Christmas Boxes



+50 more BINGO participants

LIVE Q&A

WHAT QUESTIONS DO YOU HAVE?



DG Mike Schaeffer

Lions International



Justin Rule

Launch Kits



Ask More Questions :)

**DG Mike
Schaeffer**

 lionsdistrict14d.org

 717-824-1020

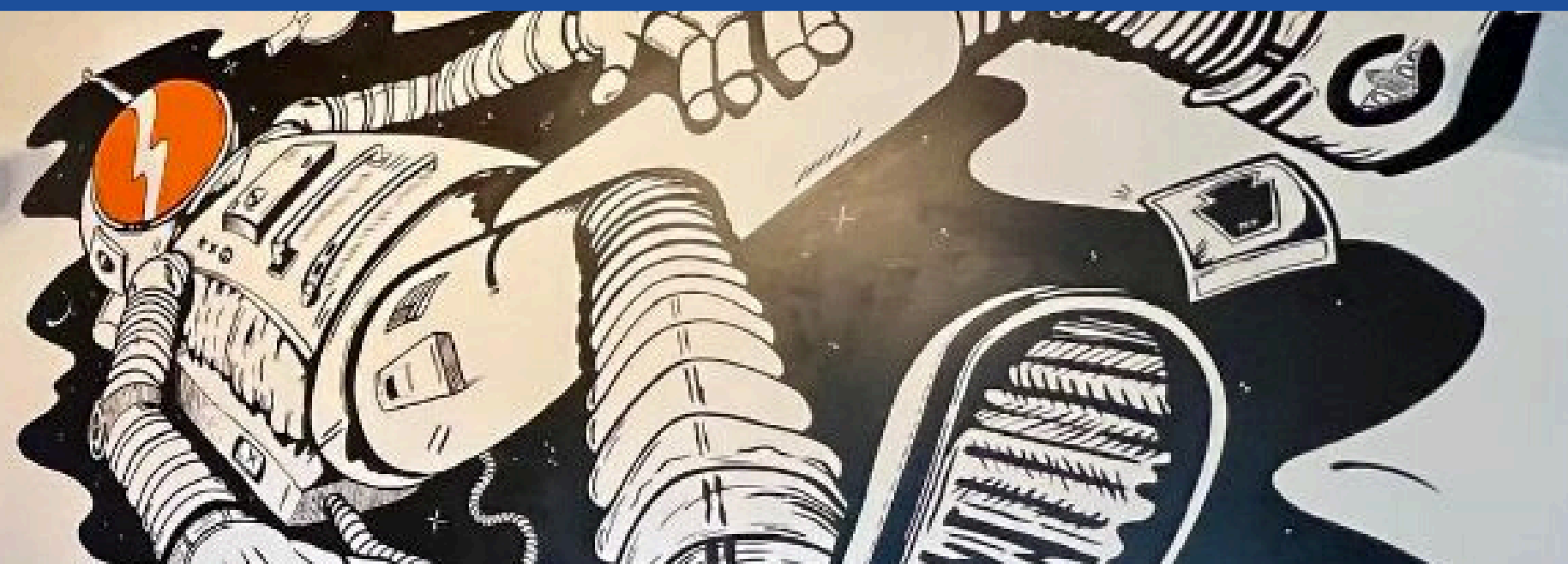
 mschaef2813@gmail.com

**Justin
Rule**

 LaunchKits.com

 717-537-1311

 justin@launchkits.com





THANKS

FOR SERVING