

Promote Your Lodge with Social Media!

(A how to guide to actually making it work)

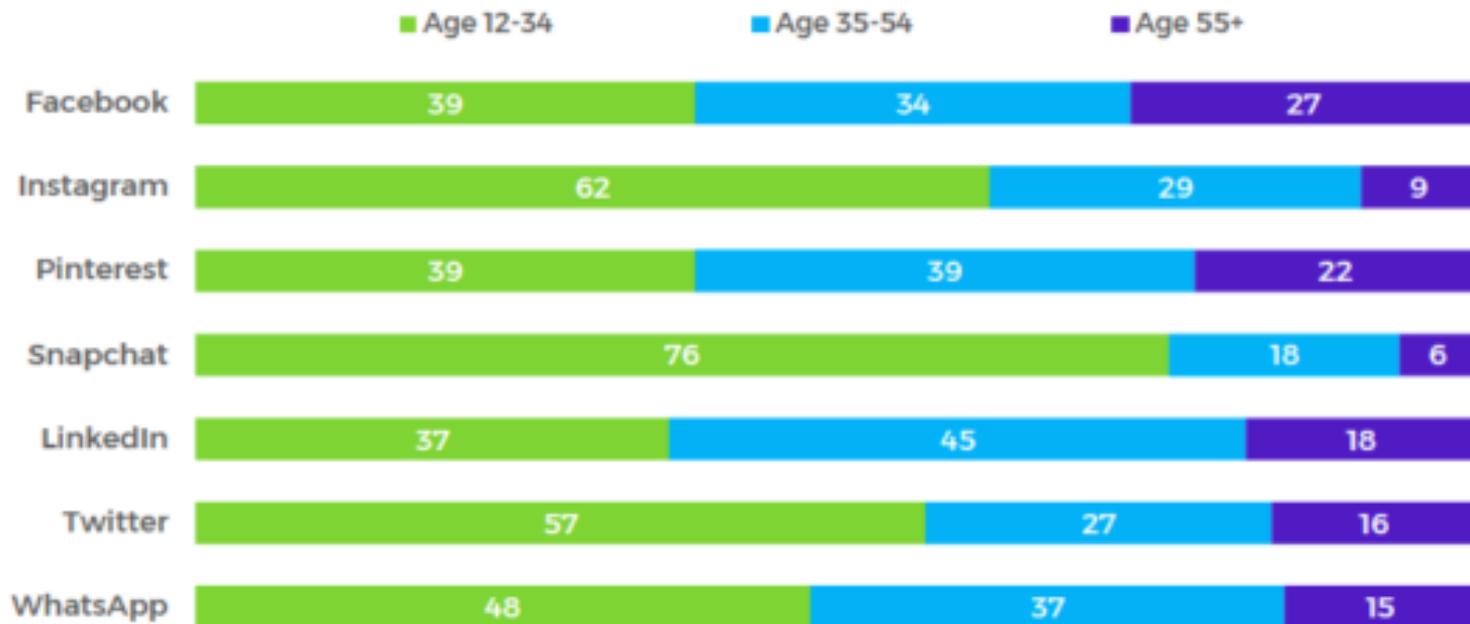
A Committee that you may actually have people standing in line to be a part off!

1. Who is using Social Media?

THE INFINITE DIAL 2019

Composition of Social Media Brand Users

BASE: PERSONS SAYING THEY USE THAT BRAND



#SocialHabit

THE INFINITE DIAL © 2019 EDISON RESEARCH AND TRITON DIGITAL

This does not include:



Facebook

- More than likely the one used by most members of the Elks
- 61% of users are aged 35+
- Easy to set up a page for your Lodge
- Easy to invite your Members to come to events/gatherings
- Easy for your followers to have events/gatherings added to their calendar
- Easy for people to discuss items of interest or give compliments about your Lodge
- Also easy for people to negatively discuss items of interest or give complaints about your Lodge
- A few dollars can market your Lodge to exactly who you want



Instagram

- The “next Facebook” for the 35+ generation
- 38% of users are 35+
- Cannot just place a comment. A photo or video must be attached in order to post
- Much like Twitter, you have followers and not friends
- Good for promotion and letting people know about events/gatherings



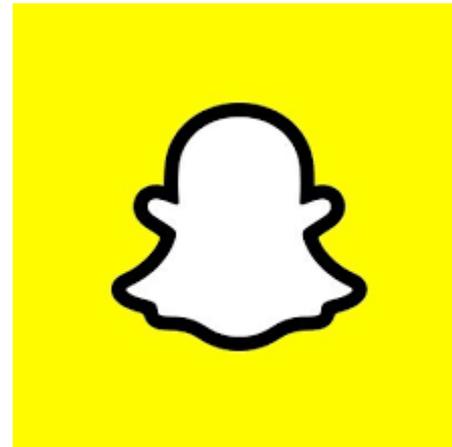
Pinterest

- 61% of users are 35+
- Based on photographs that are shown after a search is conducted.
- By clicking the photo, the user will be taken to a webpage
- Positive site where you really aren't allowed to comment on things
- Good for getting people to your webpage/social media page



Snapchat

- Items added to your “story” last for 24 hours
- Photos taken and sent to your followers last for the duration that your photo is on the screen
- Good for promotion



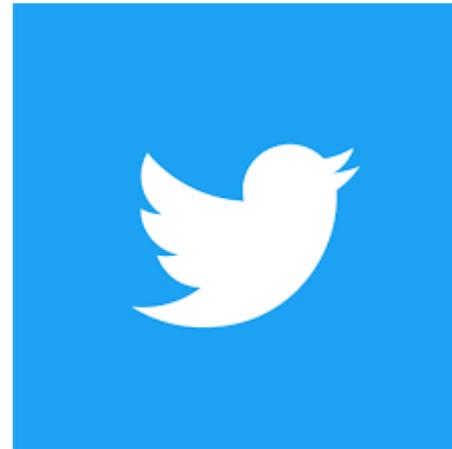
LinkedIn

- The “business version” of Facebook.
- Individuals are on there and mostly making connections with other business individuals to talk business
- Good for promotion and event/gathering invites
- Connections, not friends



Twitter

- 43% of users are 35+
- Smaller version of Facebook where your comment can only be 280 characters
- You can include photos and videos with your post
- You can send direct messages to your followers
- Powerful “Hashtags” can make posts go viral very quick



YouTube

- Used by people of all ages
- Overwhelming powerhouse platform
- Video based
- Free to post
- Should your video do well, you actually get paid by YouTube
- Great for promotion, events/gatherings, newsletters, and more.
- Very easy to use once you learn it the first time



Reddit

- Possibly the most powerful social media presence in the world
- There is a subreddit for almost everything and every topic
- People can comment on your posts, there are no “friends” or “followers”
- Posts are open to all people who are on the site
- In the case of The Elks, Reddit could be used for awareness nationally.



Great! Now what?

If you're planning on being relative in business
for the

long term....

You need to consider putting out no less than 15
pieces of content

Per day!

(Yes, you read that right)

You'll eventually want to work toward
50 pieces per day

First, only work with the platforms that matter to The Elks at this time:

Facebook

Instagram

Twitter

YouTube

Pinterest

(We are only talking about 3 pieces per platform to start with)

You could get a huge amount of awareness, impact and learnings from a single **SIMPLE** piece of content.

Don't worry, it's easier than you think.



First, Wipe your mind of everything that comes to your mind when you think of a “good” Social Media post

Over production and over thinking are why people don't succeed with their Social Media.

Ready?

First...Twitter

Pro Tip: If you don't have a lot of (or any) followers, you need to interact with your Members that are on Twitter, other Elk Lodges, or people in your cities who are not Members but are prospects. Follow people and ask for a follow back.

Create the **Tweet** Hit **Enter**

Pat yourself on the back for posting something positive on social media!



Elks Lodge @ElksLodge855 · 10 Feb 15

Congratulations Evan Hoffman from Sumter and all the Southeast District 1st Place winners of the Hoop Shoot.



**Dont forget to get everyones
permission before posting!!**

Congrats! That's **one unique piece**
of content!

Don't forget: Get **permission** from people before you use their images on social media **ESPECIALLY** minors parents/guardians

(Time elapsed? Approx. 1 minute)

But wait! That's not the only place that Tweet can live! Screenshot and edit the Tweet!

Tip: Learn how to screenshot and edit photos on your phone!

Put it on Instagram



Put it on Facebook



designed by freepik.com

That's 3 Pieces of Content!!!

TIME ELAPSED? APPROX 4 MINUTES

This photo could also go on:



Next: **MEMES**

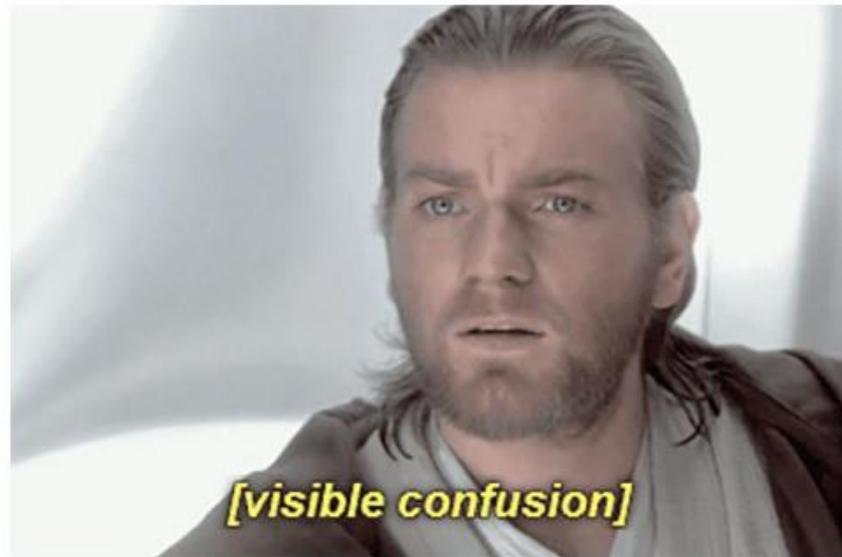
What is a meme?



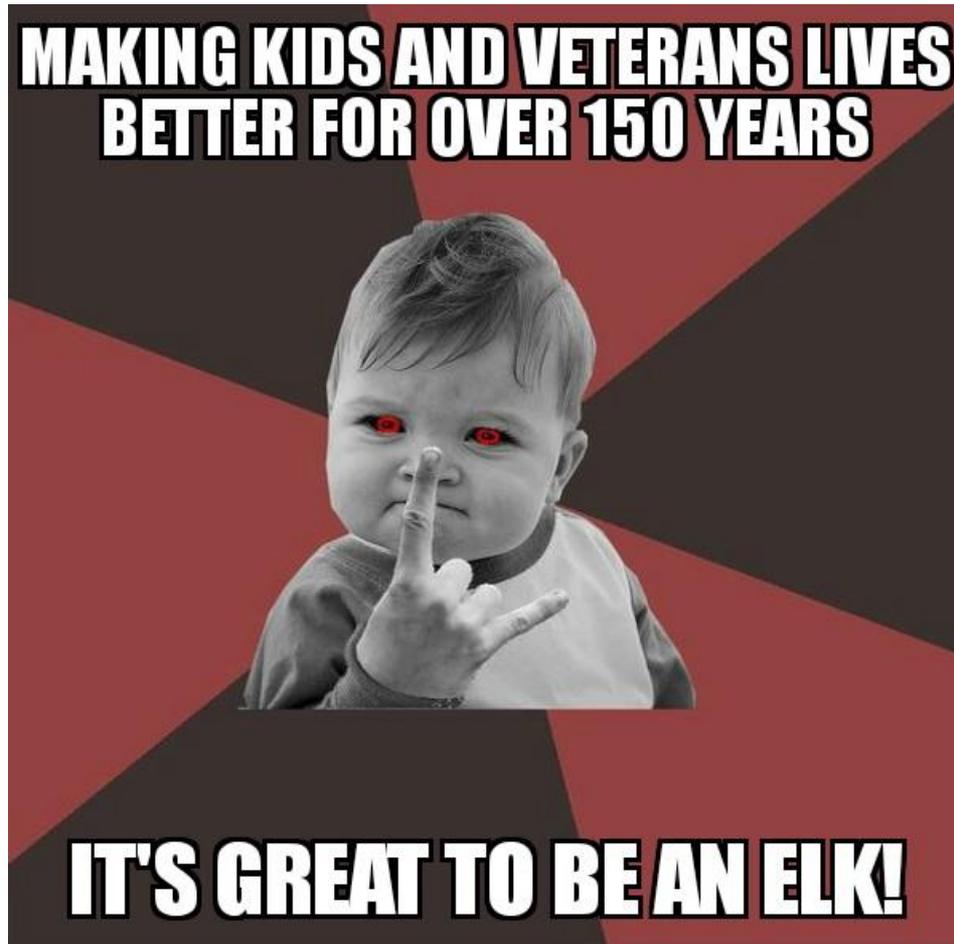
**How can we use them to
promote The Elks and our
Lodges?**

One to use when we are just talking with our Members:

When people tell me "I don't
have time to be an Elk"



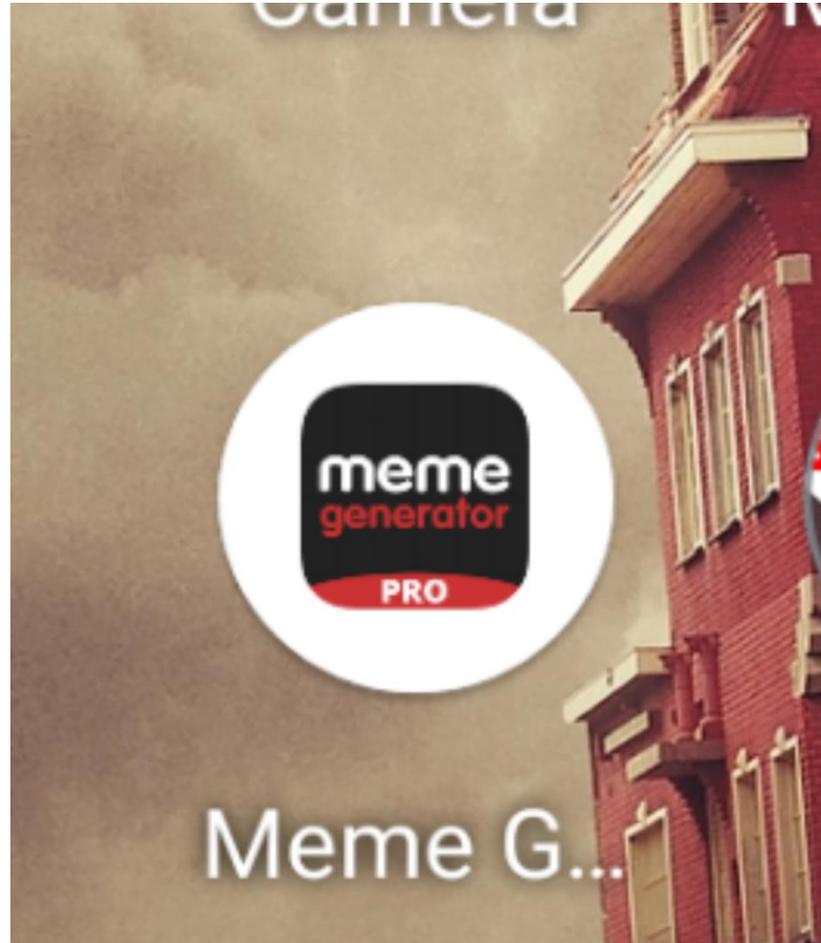
One to use when promoting our Order
to the general public:



Neato!

Uh...how do I make those?

Yep...it's a free app!



Meme Generator Free/Pro (\$1.99) for Android Devices

Easy app to use. They give you all the pictures and you just add the words

You can even upload your own pictures to their app and create custom memes.

Next: Sketches

Quit thinking so hard!



This Sketch was created in about 5 seconds.

People tend to over think their posts on social media.

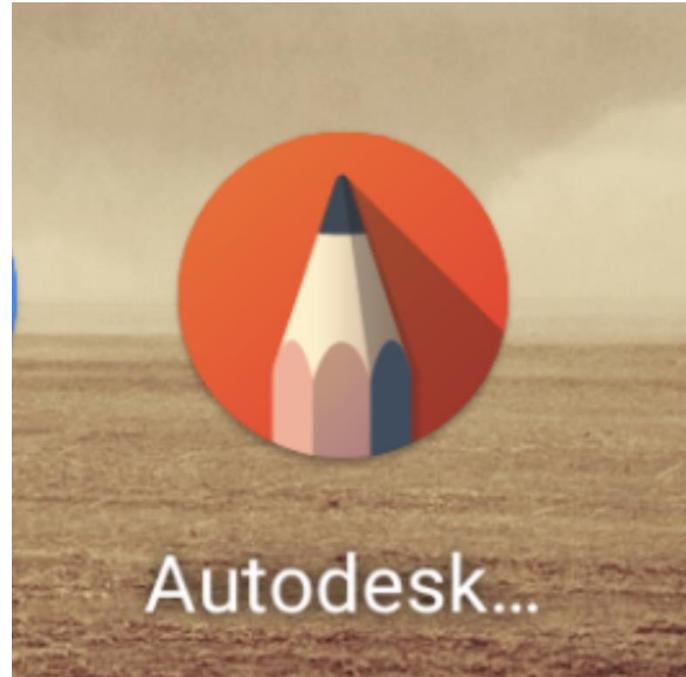
There is no need to try to promote your Lodge or The Order with a **500 word book** about why the recent fundraiser you did touched your heart.

That's great that you feel that way and it is nice to let the general public know that, but go to a meeting and talk about that. Tell the people that helped you at that function that news. **Put that information on your personal page**, Or have that put in your Newsletter.

If you are truly trying to obtain new Members, you need to mix up what you put on your pages.

Remember, most people are scrolling quick. You need to hit them **fast** with the info you want them to know.

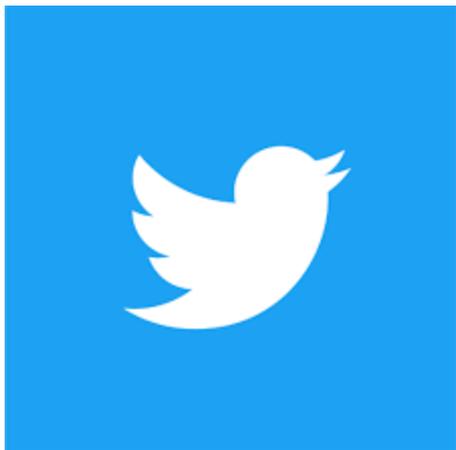
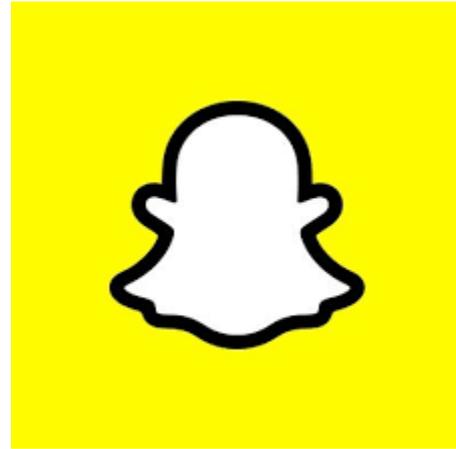
Fine! Just shut up and tell me how you made that!



The app is called **Autodesk Sketchbook** (for Android phones)

Yep...it's Free. iPhone users have a notes app already on their phone

Platforms that memes and sketches
work great on:



*Put the same meme and sketch
on all of those platforms!!*

Hey! That's 12 more pieces of
content!

Do a mix of a photo, sketch,
meme, and rip and read

And also then the most important
one...

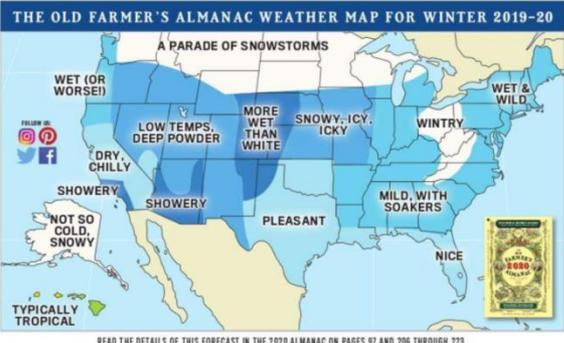
A question!



A question we posed from our business to our followers

94.1 The Loon
Published by Nathan Wilkinson
August 26 at 8:14 AM · 🌐

Get ready for a "parade of snowstorms", according to the Old Farmer's Almanac. "This winter will be remembered for big chills and strong storms bringing a steady roofbeat of heavy rain and sleet, not to mention... [More](#)



READ THE DETAILS OF THIS FORECAST IN THE 2020 ALMANAC ON PAGES 97 AND 206 THROUGH 223.

👍🙄 Lisa Marie and 583 others
468 Comments 2.7K Shares

👍 Like 💬 Comment ➦ Share

329,981 People Reached [Boost Post](#)

???

???

We didn't even ask them to like and share, they did it because we all know how much Minnesotans love to talk about weather!

You need to engage your audience.
If you ask a question, it gets people
talking. Then you talk with them.
Then more people may start
talking. Then a conversation
happens and a lot of people see it.

EXAMPLES:

“Anyone know who is second behind the Federal Government in Scholarship dollars given out to kids?”

“Anyone out there looking for opportunities to help make (city name) a better place?”

“What organization started
Flag day?”

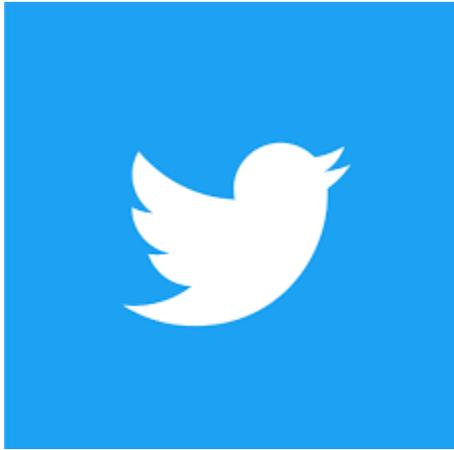
“Why is it important for cities to have service organizations?”

“Who knows how Elks help
communities?”

“When did The Hutchinson Elks
start up in town?”

*Maybe have a burger basket given out to the first
correct response*

Great platforms for questions:



Now that you have put all your posts up for the day, get to know your different audiences

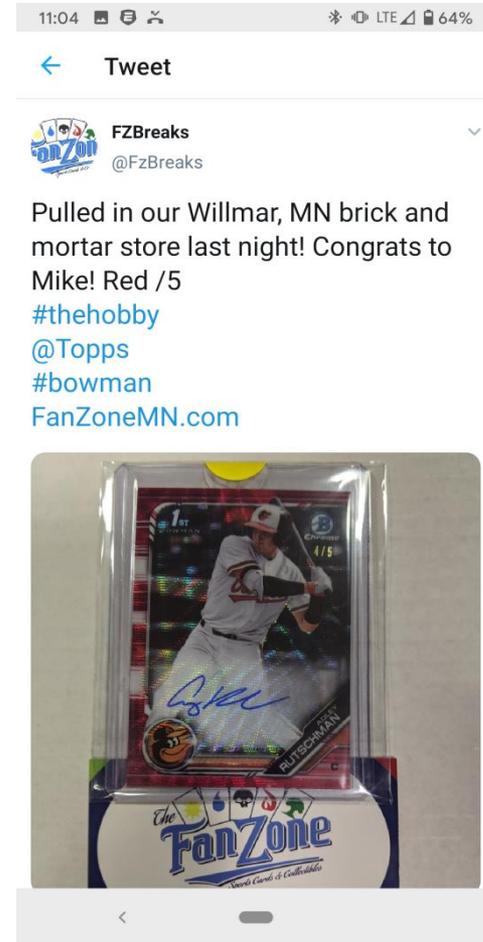
It's important to talk to all of them in the language that fits the site you're posting on

For Example here is the original photo from a side hustle of mine:



2019 Bowman Adley Rutschman card. Numbered to 5 and autographed on the card.
#1 overall pick. Estimated value of \$5-8 Thousand

First to Instagram and Twitter



Had to let them know that it was pulled from brick and mortar. This audience is not in Willmar. I used the first name of the person who got it for added effect. Also notice that I hashtagged sportscard posts and included Topps (who made the card) and our website address

Next to Facebook

We said The Fan Zone to let our breakers know we are really brick and mortar and took the photo in the shop



This page is people from all over the US



This page is people who know the store

Notice we said "great customer pull" to let people know we want them to bring their business to us!

Last: Reddit

This is a Baseball Card Subreddit, so these people already know what the card is when they see it. I had to get creative with the title so they would want to look at the post.

Also of note: I placed a business card under the baseball card so that they knew I didn't steal the photo from somewhere else in order to try to get attention from something that wasn't mine.



**Those 5 posts took less than 5
minutes!**

The reach was to over 6,000 people after 5 hours.

Afraid to tackle this all yourself?

Delegate! You know the people in
your Lodge who are on Social Media
all the time.

Have one person handle Facebook,
one handle Twitter, one handle
Instagram, etc...

Get people that you can **trust** for each platform. You don't want them posting too much, or information/comments/opinions that don't reflect the Lodge in a positive way. **NO LIQUOR or BAD BEHAVIOR POSTS!**

Make sure to tell your friends/contacts/followers to **like and share** your posts. That gets you extra exposure and gets you more traffic.

You have to tell people to do things or they wont do them.

Giveaways are a great way to get more followers

Attach a value to likes and followers. If 25 new followers/friends is worth a Burger Basket or 3 drink chips, it's an easy choice.

People will do damn near anything on Social Media for a \$10 value.

One of our giveaways:



There are just over 9,000 people in Swift County. We reached almost 121,000 people!!

Yes, you do have to spend some
money to make money

But are a couple burger baskets a lot
of money?

Lastly...



In my opinion, it's the most powerful platform.

EVERYONE uses it and is familiar with it. All age groups from 5 to 85 have been on it. Most being very comfortable using it.

Did I mention...it's free?

- Free to use
- Free to upload to
- Free to share
- Even the software to create Videos is free!

Open Broadcaster Software



Powerful, functional, easy to use. And free.

My costs to create videos:

- Laptop: (I already had it) - \$0
- Camera: (I already had one on my laptop, but bought one for \$35
- Tripod: GoodWill \$4.99
- Microphone: (already on camera and laptop)
- Software: OBS (Free)
- Platform to upload video to: YouTube (Free)

I chose to invest \$39.99 for this project

The Lodge Secretary can then send the link to the YouTube video to the entire Membership!

Don't worry. You can create a private channel (again, for free) so that no one else can see the video unless there is a link provided

Closing:

- Take advantage of social media
- Start by using the big platforms: Facebook, Twitter, Instagram, and YouTube
- Start small by liking and talking with others and getting them to like/follow your page in return. Don't worry if you don't have many people in the first year!
- Consider giving something away to get more followers
- Delegate who will post to each one
- Find at least 15 things to post about every day between all of the platforms
- Know your audience and post accordingly
- Make your goal 30 fresh items per day
- Have fun with memes and sketches, educate your audience with facts, engage your audience with questions/talkers
- **GET PEOPLES PERMISSION BEFORE PUTTING THEM ON SOCIAL MEDIA! ESPECIALLY MINORS!**