

# Social Media Strategy for Your Club

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# Agenda

State of Social Media

VP PR Strategies

Using Video

**Where do  
guests find  
us?**



**Where do  
guests learn  
about  
Toastmasters?**



# State of Social Media



**7.7B people were alive May, 2019.**

**3.5B are active social media users.**

**78% of people watch online videos every week, and 55% watch every day.**

# The most popular social networks

1. Facebook 2.4B users
2. YouTube 1.9B
3. WhatsApp 1.6B
4. Instagram (tie) 1B
5. WeChat (tie) 1 B
6. TikTok 800M
7. LinkedIn 610M
8. Reddit 542M
9. Twitter 330M
10. Pinterest 265M





## Facebook

- 81% of 18-29 year olds use Facebook
- 78% of 30-49 year olds use Facebook
- 65% of 50-64 year olds use Facebook
- 41% of 65+ year olds use Facebook



## LinkedIn

- 29% of 18-29 year olds use LinkedIn
- **33% of 30-49 year olds use LinkedIn**
- 24% of 50-64 year olds use LinkedIn
- 9% of 65+ year olds use LinkedIn



## LinkedIn

- **50% of adults who graduated college use LinkedIn**
- **45% of adults who make over \$75,000 use LinkedIn**

And, just for fun,

- **41% of millionaires use LinkedIn**



# Instagram

- **500 million daily active users**
  - **400 million Instagram Stories alone**
- **64% of 18-29 year olds use Instagram**
- **40% of 30-49 year olds use Instagram**
- **21% of 50-64 year olds use Instagram**
- **10% of 65+ year olds use Instagram**



## **Twitter demographic statistics**

- **40% of 18-29 year olds use Twitter**
- **27% of 30-49 year olds use Twitter**
- **19% of 50-64 year olds use Twitter**
- **8% of 65+ year olds use Twitter**

# Activity

# VP PR Strategies



## **VP PRs are:**

1. Capturing the content
2. Planning
3. Implementing



**Primary Goal: Promote Your Club**

**Why: To support membership.**

# **How do you support membership?**

Finding people, getting them to the meeting, converting guests to members.

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**Each Club is different.** Use your Moments of Truth to identify what matters to your members and what your club excels at.

**When you know *WHY* your members come back, you know what to put into your social media.**

**In Social Media, your unique qualities matter. They tell guests what to expect, it informs their decisions.**

**Activity**

# Who's your audience?

## Characteristics

- Name
- Description
- Defining Characteristics

## Customer Journey

What was the path that they took. Describe it using their vocabulary to capture their voice.

## Behaviors

- How/Activities
- When/Time
- Preferred contact style



# Example: Characteristics

**Name:** Tourist Kate **Segment:** Weekender

**Personal statement:** I want to feel special, like this is an amazing trip.

## **Defining Characteristics:**

- Kids, here to relax
- Want to see something different

# Example: Journey

I'm here for the weekend. I choose Pacific Beach randomly — I wanted a beach that I could take my kids to. I tried Yelp and Google but don't know what to look for. I've been relying on the hotel to direct me, they have good pamphlets and the concierge is pretty helpful.

# Example: Behaviors

**I need it...**

**Time:** Today

**Information:** Short, to  
the point

**Frequency:** Single Use

**On the Go:** Mobile

**Activities:**

- Directions to a location
- Event details, such as location, time, date

# 5 Marketing Lessons

**Content:** Focus on needs and to solve potential members' problems

**Location:** Use Meetup + Medium as a discovery engine

**Proof:** Tell an engaging story

**Social:** Build trust with new audiences through partnerships

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# Catching Toastmasters in the Act: Meeting Strategies

## Round ups

- News or event summaries

## Opinion Pieces

- Breakdown or deep dive, new angle

# Before, During and After: Event Strategy

## List posts

- Checklists, series

## Infographics

- How to's, statistics, did you know, flowcharts, trends, overviews

## Live tweeting

- Event coverage, interviews, live Q&A

# Show Evolution: Celebrate Your Members

## Interviews

- Club leaders, hosts, experts

## Q&As

- Interviews, FAQs

## SENIORS

Dorothy Hood  
Betty Jo Houghton  
Betty Howard  
Carolyn Hudspeth



Martha Hudspeth  
James Hunter  
Marilon Hutton  
Bonnie Jean Janney



Florence Jennings  
Kenneth Johnson  
Ruby Johnson  
Faye Kahl



Ellen Keepper  
Laura Lee Kollenburn  
Lou Kossuth  
Doris Law



Rachael Logsdon  
Iva Le Masters  
Billie Jean Loyd  
Max MacCann



Peggy McFadden  
Martha McKinney  
Charlotte McNabb  
Ramona Matthews

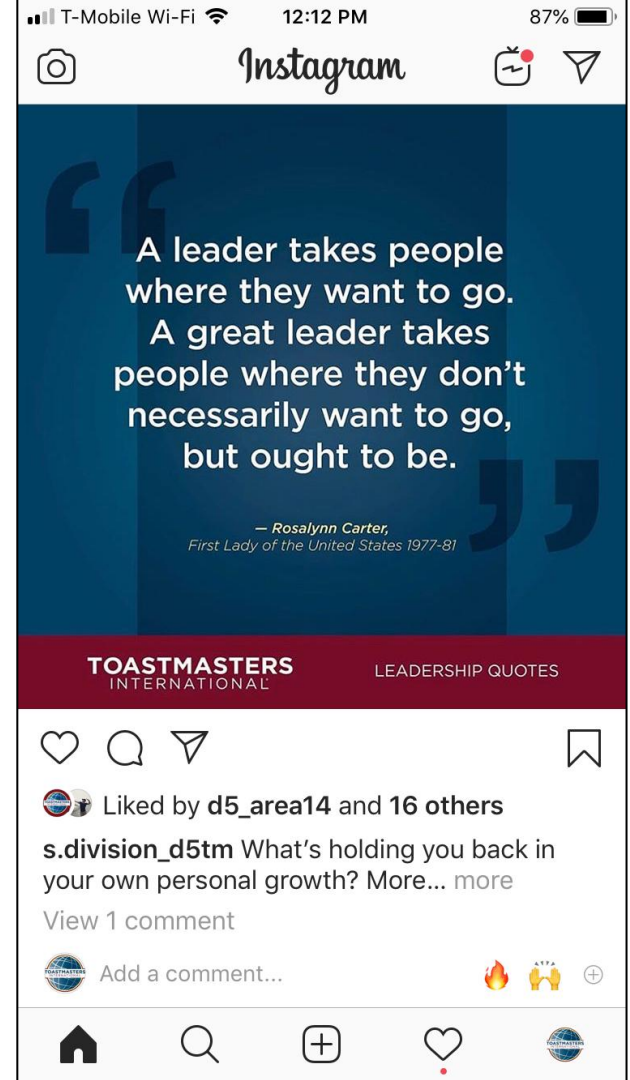


Willine Mauldin  
Barbara Mealey  
Dorothy Mevey  
Merle Moore



# Copy Paste: Introducing Toastmasters

- Toastmasters social media
- Toastmasters magazine





# Writing Tips:

- 40 to 80 characters
- 5 Word Headlines
- 125 Characters Captions
- 4-9 Hashtags





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# Best Practices

## Content

Choose 1-2 types of content you're going to post on.

## Calendar

When do you do this work, and post it online?  
In the meeting, after the meeting?

## Help

Get members of your club to help with scheduling or doing interviews, and taking photos to post on Meetup/Facebook.

# When to post

Platform	Best time	Worst time
Facebook	1-4pm	8pm-8am
Twitter	1-3pm	8pm-9am
LinkedIn	7am-9am 5pm-6pm	10pm-6am

# What's the frequency?

**Platform**      **Frequency  
of Posts**

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**Newsletter**      Monthly

**Twitter**      1-5 per week

**Instagram**      1 per day

**Platform**      **Frequency  
of Posts**

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**Facebook**      5 per week

**Linkedin**      3-5 per month

# Using Video



# Tips for Video Content

- Tell a compelling story.
- Use the first few seconds wisely.
- Keep your video content short.
- Use subtitles.
- Use animations.
- Consider your platform.



# Tips for Facebook video

- 85% of videos are watched without sound.
- Keep it short
  - 6 seconds - 3 minutes
- Go Vertical or Square
  - Square videos have 30-35% higher video views and an 80-100% increase in engagement.



“Has anyone had a bad experience with social media they’d like to share?”



# Thank You






Slides + Handouts are available on [D5tm.org](https://www.d5tm.org) homepage, in the news section (bottom).

# Social Media Use by % of U.S. adults

Note: Race/ethnicity breaks not shown due to sample size.

Source: Survey conducted Jan 8-Feb 7, 2019.

Pew Research Center

	 YouTube	 Facebook	 Instagram	 LinkedIn	 Twitter
Total	73%	69%	37%	27%	22%
Men	78%	63%	31%	<b>29%</b>	24%
Women	68%	75%	43%	24%	21%
Ages 18-29	<b>91%</b>	<b>79%</b>	<b>67%</b>	<b>28%</b>	<b>38%</b>
30-49	<b>87%</b>	<b>79%</b>	47%	<b>37%</b>	26%
50-64	<b>70%</b>	<b>68%</b>	23%	24%	17%
65+	<b>38%</b>	<b>46%</b>	8%	11%	7%

# Social Media Use by % of U.S. adults

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Source: Survey conducted Jan 8-Feb 7, 2019.

Pew Research Center



YouTube



Facebook



Instagram



LinkedIn



Twitter

High school or less	<b>64%</b>	61%	<b>33%</b>	<b>9%</b>	13%
Some college	<b>79%</b>	75%	<b>37%</b>	<b>26%</b>	24%
College graduate	<b>80%</b>	74%	<b>43%</b>	<b>51%</b>	32%
Less than \$30,000	<b>68%</b>	69%	<b>35%</b>	<b>10%</b>	20%
\$30,000 - \$79,999	<b>75%</b>	72%	<b>39%</b>	<b>26%</b>	20%
\$75,000+	<b>83%</b>	74%	<b>42%</b>	<b>49%</b>	31%

# Social Media Use by % of U.S. adults

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Pew Research Center



Facebook



Facebook



Instagram



LinkedIn



Twitter

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Urban	<b>77%</b>	<b>73%</b>	46%	33%	26%
Suburban	<b>74%</b>	<b>69%</b>	35%	30%	22%
Rural	<b>64%</b>	<b>66%</b>	21%	10%	13%

# Resources

## **Best Instagram Apps for Marketers**

<https://buffer.com/resources/best-instagram-apps-for-marketers>

## **The 10 Top Social Media Tools Brands are Using to Succeed in 2019**

<https://buffer.com/resources/social-media-tools-2019>

# Southern Division Competition Club Marketing Plan 2016



**How to use this document:** Below are several tools to use when marketing the upcoming competition. Feel free to make them yours by adding your own voice or the voice of your club. This competition is, at its core, a fun way to get our members to explore the possibilities of their own speaking capabilities, and mingle with others who are also expanding their own capabilities.

## **Competition Theme:**

**Toastmasters: The Force is with you.**

We are using Star Wars as a metaphor for Toastmasters and how it awakens our inner confidence and capabilities. All of its themes, memes, characters and quotes are free game. It's all in good fun: highlight your club's dark side, or help harness your club's inner Yoda.

## **Goals:**

1. Get your club members to RSVP and attend the competition. (Location Requirement)
2. Get clubs to donate theme related items to the Opportunity Drawing.
3. Generally: Spark interest in Toastmasters and the activities possible through Toastmasters.

## **URLs:**

**Meetup:** <http://www.meetup.com/San-Diego-District-5-Toastmasters-Meetup-Group/events/226917442/>

**RSVP:** <http://bitly.com/CompetitionRSVP>

**Timing: Competition is Saturday, Feb 27**

# Try proven copywriting formulas

**If then:** If you have x need then try Toastmasters.

**What Most People Do...** People are often doing the wrong thing. That's okay! Here's why you should think about Toastmasters...



# Try proven copywriting formulas

**Future Mindset:** Imagine if ... Toastmasters can help. You're standing at a crossroads... This is what happens when you choose Toastmasters

**Before After Bridge:** This is what life is like right now, this is how things could be better after Toastmasters. This is how...