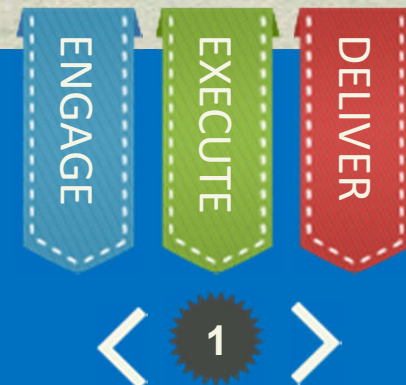


SOCIAL MEDIA MARKETING

How Social Media Can Assist in
Attracting New Members

“Social media is not just an activity; it is an investment of valuable time and resources. Surround yourself with people who not just support you and stay with you, but inform your thinking about ways to WOW your online presence”

Sean Gardner



Nuts, Bolts & other
Resources

National Membership
Seminar March 2018

SOCIAL MEDIA MONTHLY USERS

	Facebook (1.86 Billion Users)
	Twitter (319 Million Users)
	LinkedIn (106 Million Users)
	YouTube (1 Billion Users)
	Google+ (111 Million Users)
	Instagram (600 Million Users)

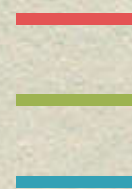
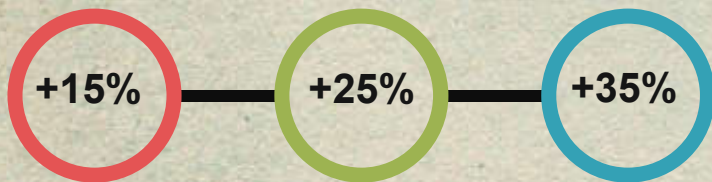
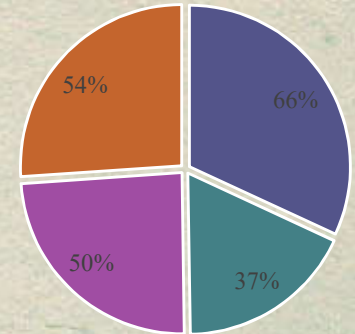
% OF USERS

UNIQUE MOBILE USERS
66% 4.917 billion

TOTAL POPULATION
54% 7.476 billion

INTERNET USERS
50% 3.773 billion

ACTIVE SOCIAL MEDIA USERS
37% 2.789 billion

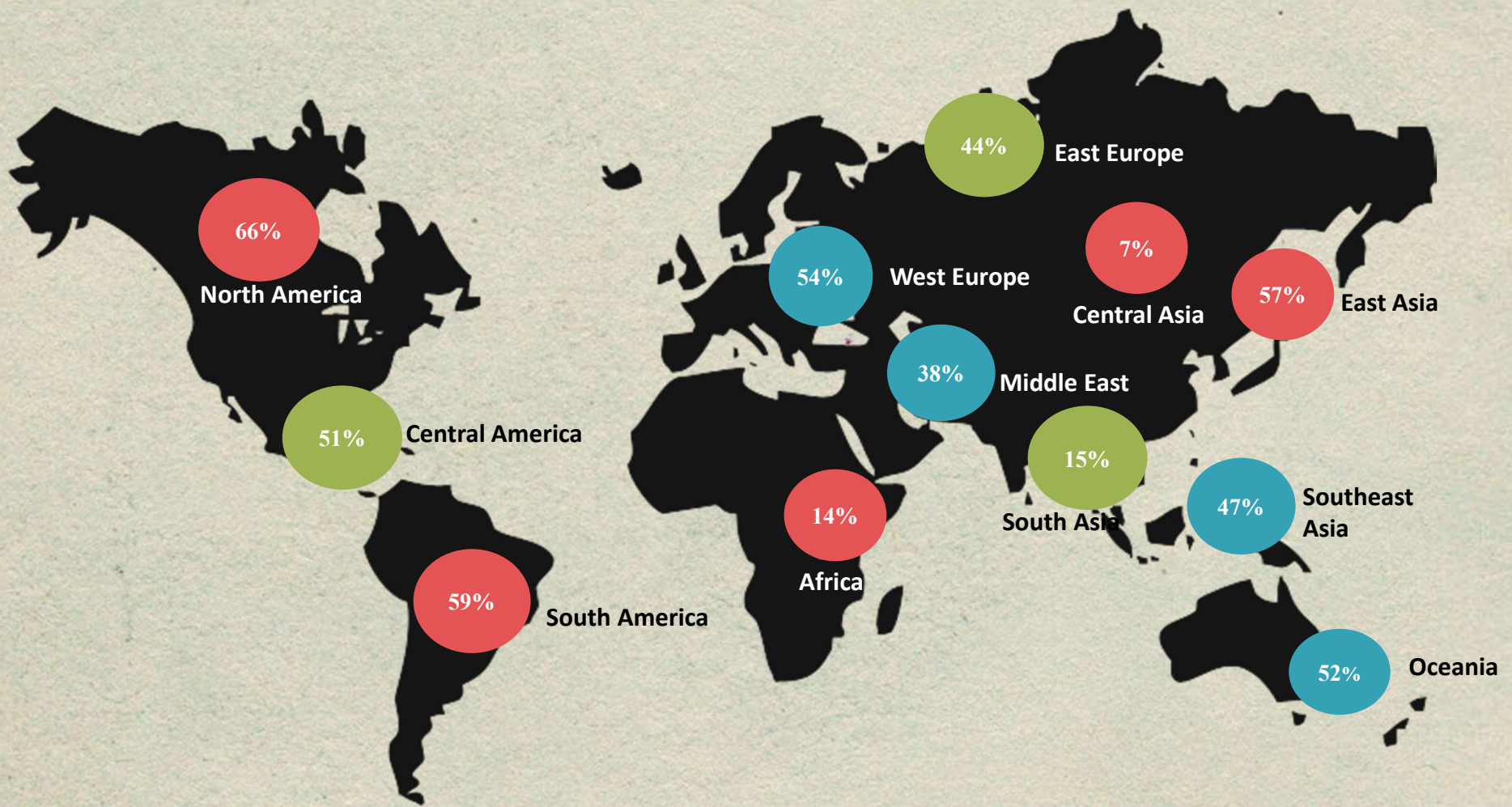


Internet user growth in Asia-Pacific

Active social media growth in Asia Pacific

Active social media mobile users

Social Media popularity



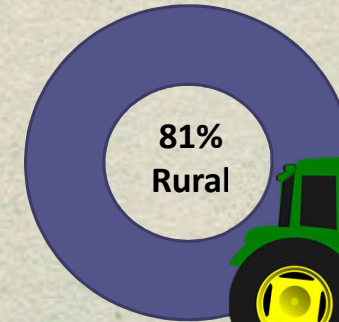
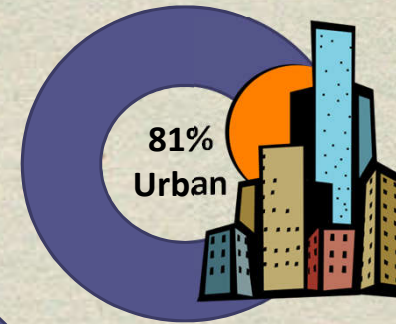
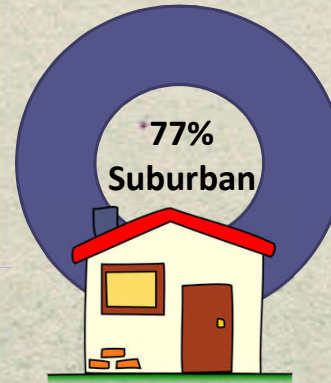
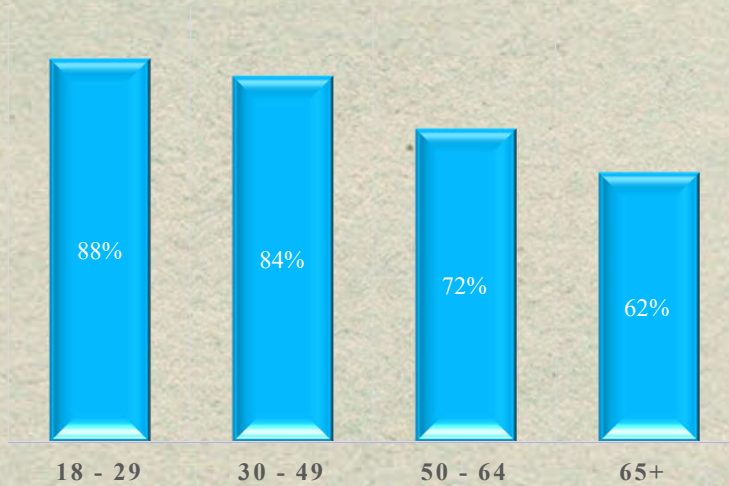
2.67 billion
Social media users
predicted by 2018

37% is the global average



3 million
active users
on Facebook
per month in
NZ

Social Media world map



With an average of **1.15 billion daily active users**, Facebook is the market leader for social networking sites..



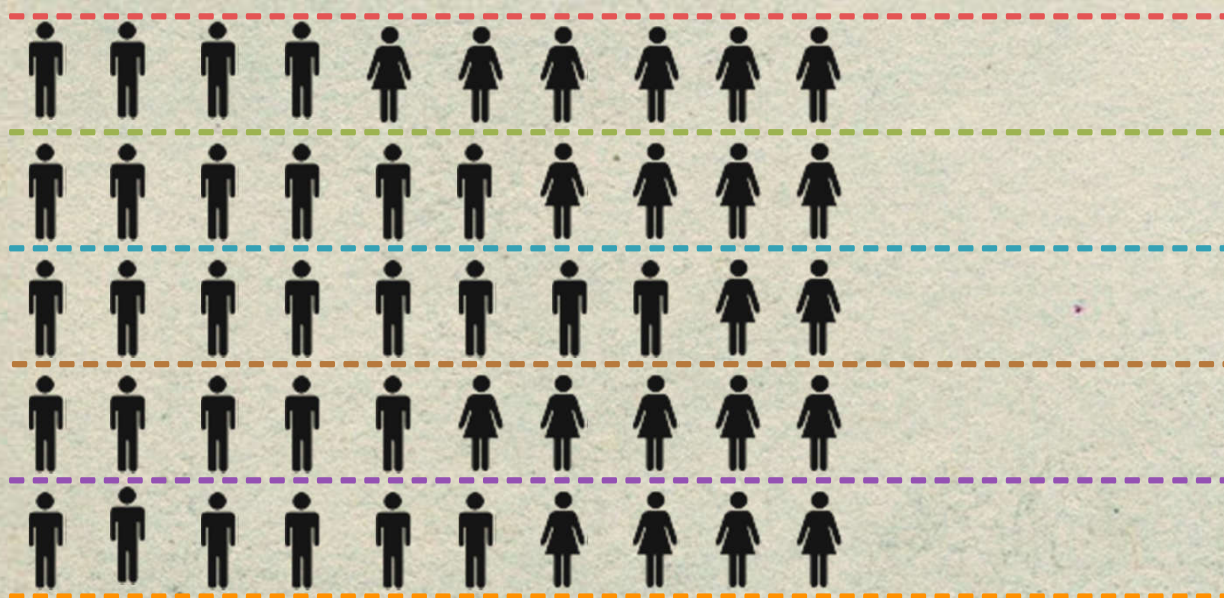
75% of users

83% of users



The average person has five social media accounts and spends around 1 hour and 40 minutes browsing these networks every day.

Comparison by gender on Facebook



Neighbour

Friend

Colleague

Sibling

Board Member

Children

The key to the success of social media is to get all

CLUB MEMBERS JOINED to your social media platform.

Rotary provides one of the most basic human needs: the need for friendship and fellowship. It is one of two reasons why Rotary began in 1905. Richard D. King Rotary International President 2001-02

Connecting



Why Should You?

“He profits most who serves best.”

reach your **PEOPLE**

Connect with the right **PEOPLE** in **YOUR COMMUNITY** by spreading your ideas through social media.

word of mouth **FREE ADVERTISING**

TRUST and avoid time wastage by **COMMUNICATING** faster and wider

you are the **LEADER**

Become a thought **LEADER** in the space that **YOU** serve,

tell **YOUR STORY**

Don't be shy, because we **WANT** to hear it.

The benefits of being social



Educating

Inform, educate, delivery and make it personal.



Engaging

With quality content and share worthy juice.



Establish

You are the **ULTIMATE** community leader.



Empower

Restoring an individual's value, strength and belief in his or her own self.



Growth

Within the community and as an organisation.

People of ACTION

1 **Easily Accesible than a desktop**

2 **56.5% login with Mobile**

3 **73% of Smartphone users are active on social media daily**

Why People tend to use Mobile Social Media?

91% of all mobile internet traffic is for social media 4

1 of 4 Facebook Users check their wall 5 times per day 5

People spend 1 of every 7 minutes on Facebook when online 6

65% of all social media activity occurs on a smart phone 7

CAMPAIGNS

2016 – PRESENT DAY

Rotary Alumni Promotional Video1



0:25 / 0:53




YouTube




Alumni Campaign
October 2016








 **Rotary New Zealand** updated their cover photo.
Published by [redacted] [?] · November 1, 2016 ·



November 1st is an important day, it is the first day of the [Cure Kids Red Nose](#) appeal. As the founding partner of Cure Kids, [Rotary NZ](#) will be getting behind this amazing cause. With the help of 100's of Kiwi's near and far, the aim this year will be to raise more than \$1 million for high - impact medical research to find the cures our kids need.

We're behind this 110%, a little will make a difference.
[#RedNoseDayNZ](#) :www.rednoseday.co.nz




1,840 people reached [redacted]

 Like  Comment  Share  Buffer 

  53 Chronological ▾

17 shares









Let's Get REDiculous this Red Nose Day

Donate this Red Nose Day to help fund research that saves, extends and improves the lives of Kiwi kids.

REDNOSEDAY.CO.NZ [Learn More](#)

4,291 people reached [redacted] [Boost Post](#)

 Like  Comment  Share  Buffer 


 Rotary New Zealand, Frances Macfarlane, Shelley Knowles and 26 others

16 shares


Red Nose Day

November 2016


**"ROTARY
GIVES ME A
CHANCE TO
GIVE BACK"**




SIR SATYANAND,
FORMER GOVERNOR-GENERAL
DISTRICT 9940

Rotary 

**"I JOINED TO MAKE
A DIFFERENCE IN MY
COMMUNITY.
I'VE STAYED
BECAUSE I AM."**



TREVOR XXXX,
OWNER OF XXXX
DISTRICT 9940

Rotary 

**"HONESTLY,
I JOINED FOR
BUSINESS."**



TREVOR XXXX,
OWNER OF XXXX
DISTRICT 9940

Rotary 

**"I CAN ACTUALLY
CHANGE THE
WORLD."**



MAGGIE XXXX,
OWNER OF XXXX
DISTRICT 9940

Rotary 

New Membership Campaign

Business Leaders

**"I NOW HAVE
FRIENDS TO
VISIT ALL OVER
THE WORLD."**

SIMON XXXX,
OWNER OF XXXX
DISTRICT 9940



**"THE MORE
I GIVE, THE
MORE I
GET BACK."**

SIMON XXXX,
OWNER OF XXXX
DISTRICT 9940



New Membership Campaign

Recently Retired



Great success doesn't begin with a small opportunity, It begins with a great one. It's just sometimes it can look small.

"I'd like to invite you to my Rotary club," might seem like a small opportunity.

But it could change the world. You could change the world.

The only difference between a small opportunity and a great one is what you do with it.

New Membership Campaign

Current Rotarians



New Membership Campaign

Alumni

INVEST

Investing in a social strategy now is the single best way to future-proof your club for the years ahead.



Safety for the future



THANK YOU !
FOR YOUR ATTENTION



*statistics taken from Smart Insights, Sprout Social, Social Bakers, Omnicore
Agency & Social Media Examiner