

## Face Time on Facebook

Up for just a few months, the official Optimist fan page on Facebook is quickly closing in on 1,000 fans! Optimists should note what an easy and beneficial marketing step becoming a fan can be.

Over the years, Optimists have been known to say that the organization is a “best-kept secret.”

Optimists who frequently use Facebook need to think only of their friends, family and acquaintances, especially those old friends from years past that they have recently reconnected with. How many know they are in an Optimist Club? How many of them don't really know what Optimist International is or that the local Optimist Club focuses on helping kids?

Becoming a fan of Optimist International is a great way to show what Optimists stand for and to get the name in front of people who may not normally come across it. It is easy marketing to benefit the entire organization!

According to Facebook, the average user has 130 “friends.” With just 1,000 fans, the Optimist name and logo have the potential to reach 130,000 users. If every Member became a fan, that number could jump to nearly 12 million. The organization would hardly be a “best-kept secret” any longer.

Optimists should also explore possibilities at the local level, as District and Club fan pages can make a big difference closer to home. They are easy to set up and maintain, and they help put the Optimist name in front of countless individuals.

To find the Optimist fan page, go to [www.optimist.org](http://www.optimist.org) and look for the “Social Networking” button on the left side of the page, or search under “Optimist International” after logging in to [www.facebook.com](http://www.facebook.com) and find it under the “page” results. Joining is free, but the Optimist benefits could be priceless.

## Simple *Publicity Steps*

For those Clubs that take advantage of the fill-in-the-blank news releases available through Optimist International, a few new topics have been added to the list in recent months. News releases are now available for the Internet Safety program, New Club informational meetings, New Club charters and Optimist Junior Golf.

Sample news releases are available on almost 30 topics at the Club and District levels, making it easier for Clubs to spread the word about their programs, activities and accomplishments. The news releases are available in the Club Marketing/PR Kit and under the marketing section of [www.optimist.org](http://www.optimist.org).

## Sharing *Made Easy*

With an extensive Optimist website, it can be easy for Members to forget just where they found that important bit of information they need for an upcoming meeting, service project or scholarship program. Optimists no longer have to retrace their steps thanks to a handy new feature on [www.optimist.org](http://www.optimist.org).

Now each page is equipped with a feature that allows visitors to save pages with one click of the mouse. Visitors to the website can share a page by printing it, adding it to their favorites or e-mailing the link to a friend. Visitors can even share the link through their Facebook and Twitter accounts.

Just look for the area marked “Share” near the bottom left of each page, under the yellow sidebar. The feature sends out information about specific pages, not just the website in general, making it easier to find those important pages once again.



Marketing

### Optimist International at a Glance

Membership:	105,054*
Total Clubs:	3,512*
Founded:	June 19, 1919

- Six million young people served each year.
- 65,000 service projects conducted annually.
- \$78 million spent annually on community service projects.

\*As of February 18, 2010; figure includes JOOI Clubs