



# Social Media Strategy

## Development Guide for Optimist Clubs

1. Describe your Club in 120 characters or less. (This can be used for social media profiles.)

2. What is your Club's:  
Mission statement?

Vision statement?

When were you organized?

3. List the various stakeholders of your Club. (Community leaders, School board, City Council, other service organizations, etc...)

How do these stakeholders interact with your Club?

Where do they learn about what you are doing?

How can you like, share, or co-sponsor what they share on your social media platforms?

**4.** How will the Club manage its social media presence?

Will it be the responsibility of a Club officer, chair position or social media committee?

Do all of these individuals have Facebook accounts if using Facebook?

Do you have the experience in the Club to use the various social media platforms effectively or someone willing to learn – i.e. Facebook, Twitter, Instagram?

**5.** Who will have access to the social media accounts?

**6.** Have you put together a social media policy? (What is acceptable and what is not?)

Have you set the profanity settings to the highest level on Facebook?

When will you remove something? (If someone posts something negative, political, selling something, etc.)

Who will determine what is allowed and is not allowed within the policy?

**7.** Top three Club objectives/goals for the next year?

1.

2.

3.

**8.** Who is the target audience related to the Club's goals? (1-3 correspond to the above)

1.

2.

3.

**9.** What are the key words associated with your Club

Organization

Audience

**10.** How will you measure success toward your stated objectives/goals? (What would you consider a success? Additional volunteers? Raise more money at fundraiser? Additional attendees at an event or program? Additional nominations? More Facebook Likes?)

**11.** Creating a Content Calendar: A content calendar is a way to easily collaborate social media efforts. It can be a useful tool, allowing a Club to create large amounts of content at one time and scheduling content to appear on different social media platforms at appropriate times. Facebook allows you to schedule posts and events months ahead of the actual date. Clubs should strive to post regularly but not all content should/can be scheduled ahead.

**12.** Creating a monthly calendar can help you separate out social media tasks for:

1. Events, activities and fundraisers.
2. How frequently you'll post.
3. Who is responsible.
4. Monthly themes or topic.
5. Providing images, video or links.

**13.** Measure your impact on a monthly basis

1. Each social media platform has "insights" that show statistics, page views and engagement.
2. Use the "insights" to redefine your content calendar.
3. Ask: How has our social presence impacted our Club?

**14.** How will you transition accounts? (Include time for education and training.)

Social media is an additional tool to market and publicize your Optimist Club. Taking the time to add in a social media strategy to your Club's marketing plan can help your Club's growth, volunteer pool and fundraising.

For more social media guides and to connect with Optimist International, visit [www.optimist.org](http://www.optimist.org).