

# Putting Your Club's BEST ACE Forward

Optimist Clubs and Facebook are a natural fit. Members can use social media to engage and connect with their community, potential Members and even the youth they serve. Facebook pages are easy to set up and maintain, and they help put the Optimist name in front of numerous individuals. This is a great marketing tool and the best part is it is completely free!

According to Facebook, the average user has 130 “friends” or followers. With 5,000 fans of the Optimist International page, the Optimist name and logo have the potential to reach 650,000 users. Think about the number of Members in your Club. If each of them had a Facebook page and was a fan of your Club’s page, then your Club would be promoted to all of their friends, family and acquaintances. This is a great way to show what Optimists stand for and the great work your Club does.

## Here are some tips to help your Club get started with Facebook:

### 1. Getting Started

Go to [facebook.com/pages/create](https://www.facebook.com/pages/create) to create a Cause or Community page. Follow the guidelines offered to set up a compelling page.

**2. The ‘About’ section** is the first opportunity to show visitors what your Club does. Use this section to briefly explain the mission of your Club.

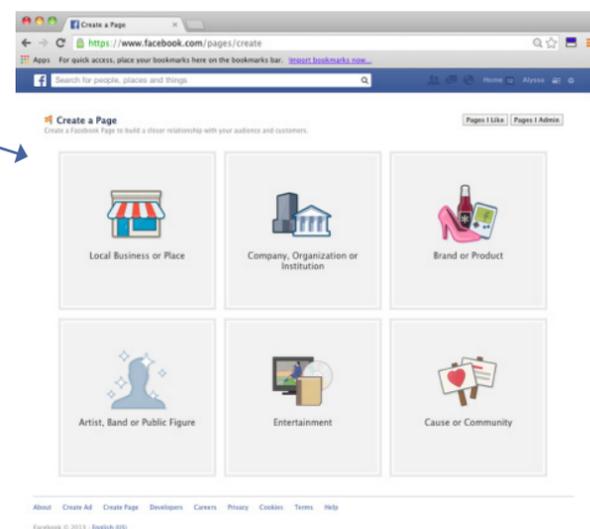
**3. Keep your Club’s page current** by making frequent updates, sharing events and posting photos of your service projects and fundraisers.

**4. Publicize** your Club’s upcoming events, meetings and volunteer opportunities. Invite friends on Facebook to join your Club.

**5. Include photos** because updates with photos tend to receive more likes and shares than updates without photos.

**6. Ask questions** to encourage discussion. What types of projects are needed to serve the youth of your community? What activities would encourage community members to get involved with your Club?

**7. Be positive.** People respond and tend to share more when posts are positive. Inspire people by focusing on your Club’s success stories.



## Need assistance with creating a Facebook page for your Club?

Contact the Marketing department at 800-500-8130 or [marketing@optimist.org](mailto:marketing@optimist.org).

## Meet the *International Candidate Qualifications* Committee

The International Candidate Qualifications Committee recently met at the Optimist headquarters office. Chair Theo Golding and Committee Members Rebecca Butler-Mona, Claire Labreche, Danny Rodgers, Barb Scirto-Sullivan, Mark Shriver and Don Sievers took time out of their schedule to explain the functions of the committee and discuss the value of strong leadership.



and Vice Presidents who have visited various Districts, and others who may have input, as well as candidates' leadership record at Club, District and International levels.

In addition, candidates may self-nominate for the office of President-Elect or Board of Directors At-Large, and candidates for Vice President-Elect may be nominated by two Clubs from two different Districts in the candidate's Region.

### What steps should a Member take if they would like to be considered for an International office?

Members should get involved at the Club level, in District meetings and leadership roles, and at the International Convention. They should seek opportunities to demonstrate their abilities, complete every task they take on and work to develop their leadership skills. We encourage them to share their goals and ambitions, say “yes” to new positions and foster strong relationships in their Club and community. Finally, Members should lead by example, recruit new Members and participate in New Club Building efforts.

### How are effective leaders important to the organization at the International level?

Effective leaders help others to be successful, instilling a sense of “team” and making our Members feel good about the work they are doing. Effective leaders inspire and empower our Members to realize their fullest potential. They engage with people and bring them together in ways that help them achieve common goals. Leaders understand that the right attitude will set the right atmosphere, which enables the right responses from others.

### What are the responsibilities of the committee?

The committee's main responsibility is to seek and receive the names and qualifications of prospective candidates for elective office. Using this information and acting on its own initiative, the committee is responsible for nominating at least one candidate for each of the elective offices of President-Elect, Vice Presidents-Elect (one for each of the 8 Regions) and Directors-At-Large (two).

Upon receipt of self-nominations, the committee is responsible for vetting credentials and conducting background checks of these prospective candidates to ensure their fit and proper status. Then, the committee determines the final list of candidates to be placed into nomination for election by the delegates.

### What qualities make a good Optimist leader?

Good leaders are many things. They set the example and make decisions. They build and maintain strong teams. Good leaders listen –

often with their hearts. They are inspiring and motivational. They are bold in their leadership in such a way that others choose to follow.

### What types of training would you recommend for Members who would like to be a leader in the future?

It is recommended that Members apply to the Optimist Leadership Academy, participate in a Certified Trainer class and attend workshops at the annual International Convention.

### What is the process for selecting International officers?

International officers are selected through a process of extensive evaluation of potential candidates, leading to nomination of qualified candidates by the committee. In this process, the committee considers input from a variety of sources including recommendations and evaluations from International Committee Chairs for those who served on their committees, International President's Reps