

Social Media Checklist for Rotary Clubs & Rotary Districts

To create or optimize a social media profile to look professional and serve current and potential members complete these key actions.

Profile Item	Facebook Page	LinkedIn Personal Page	LinkedIn Group
<p>Create Create one page of these. A person must login to their personal account then click create.</p>			
<p>Meeting Info Add when/where your club meets in the 'about' or 'address' and 'office hours' locations.</p>			
<p>Contact Email Provide an email so that a current member or potential member can reach someone if they need to.</p>			
<p>Website Address Provide the link to the club or district website where a member or potential member can learn more.</p>			
<p>About Info Add as much detail as you can in the 'about' section including projects your club or district supports.</p>			
<p>Profile Image (Size) Update the profile photo with your club/district symbol or logo, and can be found when people search.</p>	180x180	200x200	200x200
<p>Cover Photo (Size) This is the large photo space, upload a photo that represents your club/district and it's members</p>	851x315	646x220	1400x425
<p>Social Media Links on Website/Newsletter After you have set up your social media sites, add the link to the sites to your website or newsletter.</p>			

How to videos are available on the Zone 25/26 website. Go to: <http://zone2526.org/> click strengthen clubs, click drop down menu, click public image page, click social media.