



Coordinate Social Media Strategy & Content

CATEGORY/ROLE:

Social Media

COMPLETION DEADLINE:

April 1, 2025

LEAD PERSON ASSIGNED:

TBD

Project Scope

Project Description

This project involves coordinating the social media presence of District 5100 across Facebook, LinkedIn, and Instagram. The goal is to update and maintain these platforms with regular, engaging posts that promote the district's service projects, volunteer opportunities, and fundraising results. We will develop a strategy and schedule for posts using a post scheduling tool, ensuring consistent content and engagement. This project also includes setting guidelines for sharing club posts, with a focus on positive, impactful content while excluding the promotion of event ticket sales, raffle tickets, or any other sales-related activities.

Context

Social media is an essential tool for engaging the community and increasing the visibility of Rotary District 5100. By promoting the district's service projects, volunteer opportunities, and fundraising results, we can inspire others to get involved and showcase the impact of Rotary. It's important to ensure that our social media efforts are aligned with Rotary's values, and by creating a strategy, we can ensure we're sharing the right content in a consistent and engaging way.

Desired Goal

Develop a series of online advertisements that are custom-tailored for each of the thirteen regions in our district, ensuring that the ads speak to the specific demographic and interest groups in each area.

Specs

- Team Size: 1 lead and identify other members as needed.
- Duration: Ongoing