KEY CLUB®

your key to getting connected:

SOCIAL MEDIA AND YOUR CLUB >>>>

GET YOUR CLUB CONNECTED

	Facebook	Twitter	Instagram
Tips & Tricks	• Able to highlight members in an easy way • Create events and invite other friends • Share photos, text and video all in one location	• Event reminders can easily be retweeted • Best way to connect with Key Club members	• Post meeting and event reminders in a fun and attractive way • Easy way to showcase your members and your service projects
Do's & Don't's	**Do:** Create a private group for board members to talk on your page **Don't:** Share irrelevant information that doesn't benefit the club	**Do:** Create a club hashtag for members to use **Don't:** Tweet about inside jokes that most members won't understand	**Do:** Post pictures of service projects and other club activities **Don't:** Post "questionable" photos

USE THESE HASHTAGS TO CONNECT WITH OTHER CLUBS

"I volunteered before Katniss made it cool. #KiwanisOneDay"

Key Club Week	#KeyClubWeek
Trick or Treat for UNICEF	#TOT4UNICEF
Kiwanis Family Month	#KFamilyMonth
Kiwanis One Day	#KiwanisOneDay
Key Club Chats	#KeyClubChat

NOW CONNECT WITH US

/keyclubintnl @keyclub @keyclubint /keyclubint /keyclubtv

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KEY CLUB INT'L DOES SOCIAL MEDIA >>

WE CHATTED ON TWITTER, WE WROTE SOME POEMS & WE GAVE AWAY GOODIES

What Key Club Int'l did

Key Club Chat

- Two years ago we started the first Key Club Chat to help connect members and board members
- Chats are 1 hour focused conversations executed on Twitter
- This past year we held two chats, one in the fall and one in the spring

Haikus

- On May 6 we tweeted haikus about Key Club all day on Twitter using the hashtag #KeyClubHaikus
- Even our replies were in the form of a haiku (5-7-5 syllables)
- We retweeted all of the best ones

Give away

- In the fall we put new Key Club hoodies in the store
- To help promote the new item, we did an Instagram give away for two sweatshirts
- To enter, you had to follow us, repost the photo and use a specific hashtag

What your club can do

Service

- Use the big 3 social media outlets to post about your upcoming projects
- Show follow up pictures of the service projects
- Highlight special projects that the most students at your school can relate to

Recruit

- If your club is planning a recruitment social, make sure your posts are shareable/retweet worthy
- Say: We're having a pizza party in room 207 after school. You're invited!
- Rather than: Hey Key Clubbers! We're having a pizza party in room 207 after school. Invite your friends!

Engage

- Engage with your members and Key Club International on Social Media. Start up a conversation with them as long as it pertains to Key Club
- Create a club hashtag so you can always tell when members are trying to engage with you

CONTESTS & ENTERTAINMENT FOR MEMBER ENGAGEMENT

VS

SERVICE & SOCIALS FOR MEMBER ENGAGEMENT & RECRUITMENT