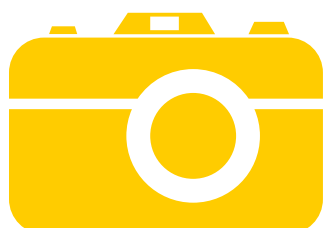


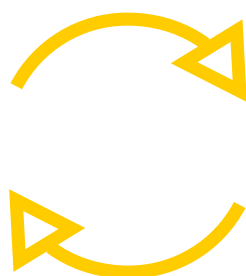
# 5 WAYS TO INCREASE YOUR CLUB'S SOCIAL MEDIA ENGAGEMENT

Lions clubs can use social media to increase awareness about their events, stay up-to-date about club activities, and to recruit new members. Try these 5 tips to help your club's social media presence.



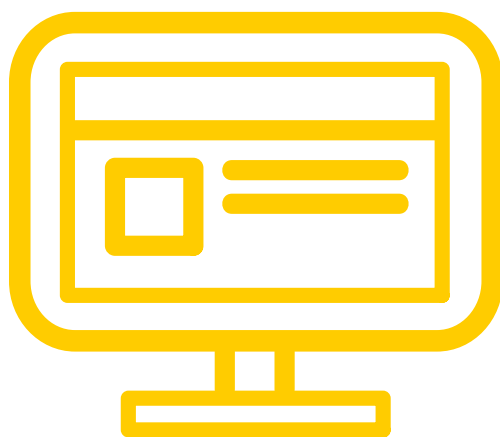
## 1 CONTENT AND PHOTOS

Build a positive image through interesting content and captivating photos. Make sure your posts are informative, but short. Try to use hashtags and always make sure to use the correct Lions logo!



## 2 SHARE YOUR CONTENT

When your members share your club's posts to their social media account you are able to reach a bigger audience and get more views!



## 3 INTEGRATE SOCIAL MEDIA ON YOUR WEBSITE

Connect your social media with E Club House. Make sure to use buttons and links below any content. Have links on your E Club House and blog that take readers to your social media accounts.

## 4 USE TRADITIONAL MEDIA



Newspaper ads or write ups, radio ads and fliers can help get the word out about your club. Make sure to mention your social media accounts to help gain viewers.

## 5 UTILIZE PAGE STATISTICS

Statistics show what posts are most popular among your viewers. This will help you choose future content.



**GIVE THESE TIPS A TRY!**

See how social media can work for your club!

