

What to Post on Each Social Media Platform



Public Awareness Committee

No one expects you to use all of these
platforms



Boost Your Engagement

- Different Media- Different Posts
- Selective posting
- Plan





What to Post on Facebook

Please share with your clubs!



YOUTUBE.COM

Soroptimist: Empowering Women & Girls to Live Their Dreams!

Watch Soroptimist/LiveYourDream.org's inspiring video! This graphical piece uses words and images...

Boost Post

Soroptimist Founder Region
@soroptimist.founderregion

Home
About
Events
Photos
Videos
Community
Reviews
Posts
Info and Ads
Twitter
Instagram
Notes
Create a Page

Liked Following Share

Oct 6
District III & IV Meeting
Sat 9 AM
Beth is interested

★ Interested

Oct 20
District I & II Meeting
Sat 9 AM · Lone Tree Golf & Event Center · Antioch, Cal...
You like Soroptimist Founder Region

★ Interested

Oct 13
District V Meeting
Sat 9 AM · Red Lion Hotel Eureka · Eureka, California
You like Soroptimist Founder Region

★ Interested

See All

Photos

Send Message

About
Send Message
www.si-founderregion.org
Nonprofit Organization
Suggest Edits

Related Pages
Soroptimist International... Nonprofit Organization
Soroptimist International... Nonprofit Organization
Soroptimist International... Nonprofit Organization

Pages Liked by This Page
Chat (15)



Facebook

➤ BLOG Posts

➤ Curated Materials

SEX TRAFFICKING: THE NEW FACE OF SLAVERY

**12.3 - 27
million people**

are enslaved in
forced or bonded
labor, child labor,
sexual servitude,
and involuntary
servitude at any
given time



**\$32 billion
per year**

The second
largest
criminal
industry in
the world

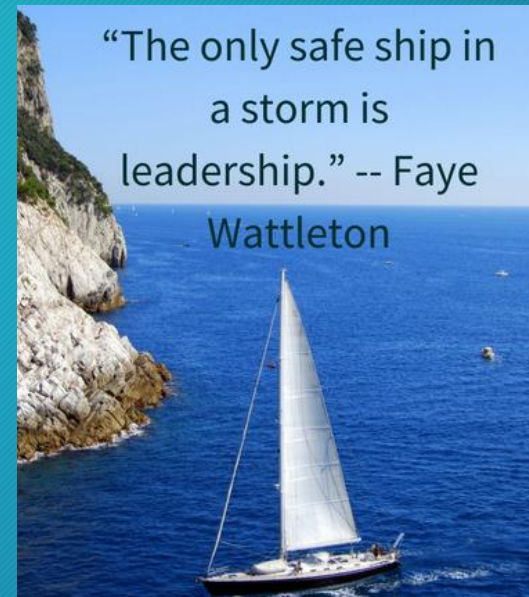


SOURCE: Free The Slaves; ILO, 2005



What to Post on Instagram

- Visual
- Quotes
- Instagram Stories
- Promote a blog post
- Hashtag #



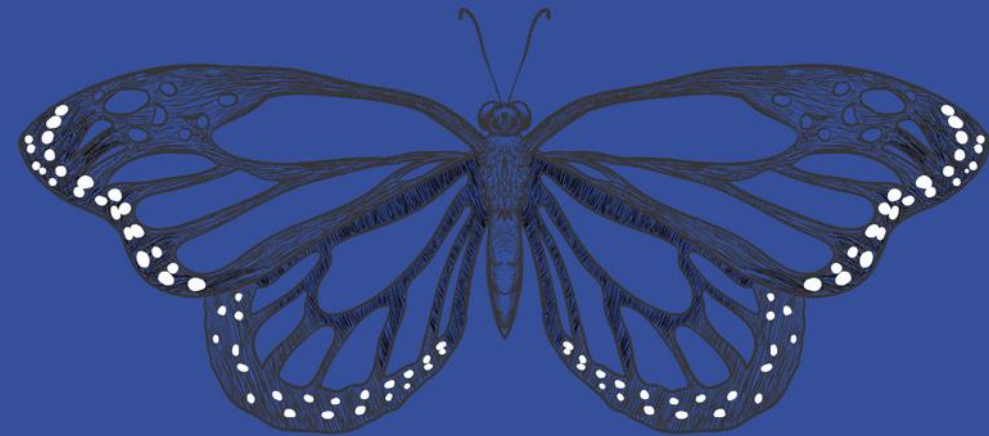


What to Post on Twitter

- News
- GIFS
- Blog posts
- Curated content

Soroptimist

EMPOWERING
CHANGE





What to Post on LinkedIn

➤ SIA News

➤ Images

➤ YouTube

➤ LIVE YOUR DREAM



Torrid is raising funds for the **Torrid Foundation** through direct donations, rounding up both online and in-store purchases, events and possible product proceeds. One of the groups the Torrid Foundation will be supporting is Sorooptimist/LiveYourDream.org, whose Live Your Dream Awards® program is dedicated to ensuring disadvantaged women have the opportunity to reach their full potential through education and training grants. For details go to Live Your Dream Awards® at LiveYourDream.org.



What to Post on Pinterest

- Images
- Vertical Infographics
- Create your own infographics

SOROPTIMIST CLUB GIVING WE SUPPORT WOMEN & GIRLS!

In the 2015-2016 Club Year:



\$656,000+
was donated through
Club Giving to fund our
Dream Programs



Thank you!

Congratulations to regions with
100% participation in Club Giving:
*Desert Coast, Japan Chuo,
Japan Minami and Taiwan*



Extra congratulations
to Japan Chuo Region – all clubs reported giving at least 10%!



What to Post on Snapchat

- Short Videos
- Stories
- Fun/Quirky
- Candid



What about Tumblr?

- Youth oriented
 - Dream It Be It
 - Live Your Dream
 - S Club
- Infographics





What to Post on your Website

- Pictures
- Passion
- Short paragraphs
- Update





SOROPTIMIST

Best for Women®

[Home](#) [About](#) [Celebrating 30 Years Of Giving](#) [Awards & Scholarships](#)

[Dream It Be It](#) [High Heels For Healing](#) [Member's Page](#) [Photo Gallery](#)

[Join Our Club](#)

Soroptimist International of Humboldt Bay



What We Do

How We Do It

Where It Goes

Soroptimist International of the Americas - Founder Region



HOME

MEETINGS/CONFERENCES

CLUB RESOURCES

CLUB DIRECTORIES

GOVERNOR'S BLOG

MORE...

Soroptimist International of The Marianas

Meetings: 2nd & 4th Tuesday, 12:00 pm

Location: Three Squares, 416 Chalan San Antonio, Tamuning,
Guam

Mailings: PMB 88 275-G Farenholt Ave., Tamuning, Guam

Email: simarianas@soroptimist.net

Facebook: [Click here for club Facebook page](#)





SOROPTIMIST INTERNATIONAL OF PITTSBURG

[Home](#) [About](#) [Get Involved](#) [More](#)



Soroptimist improves the lives of women and girls through programs leading to social and economic empowerment.



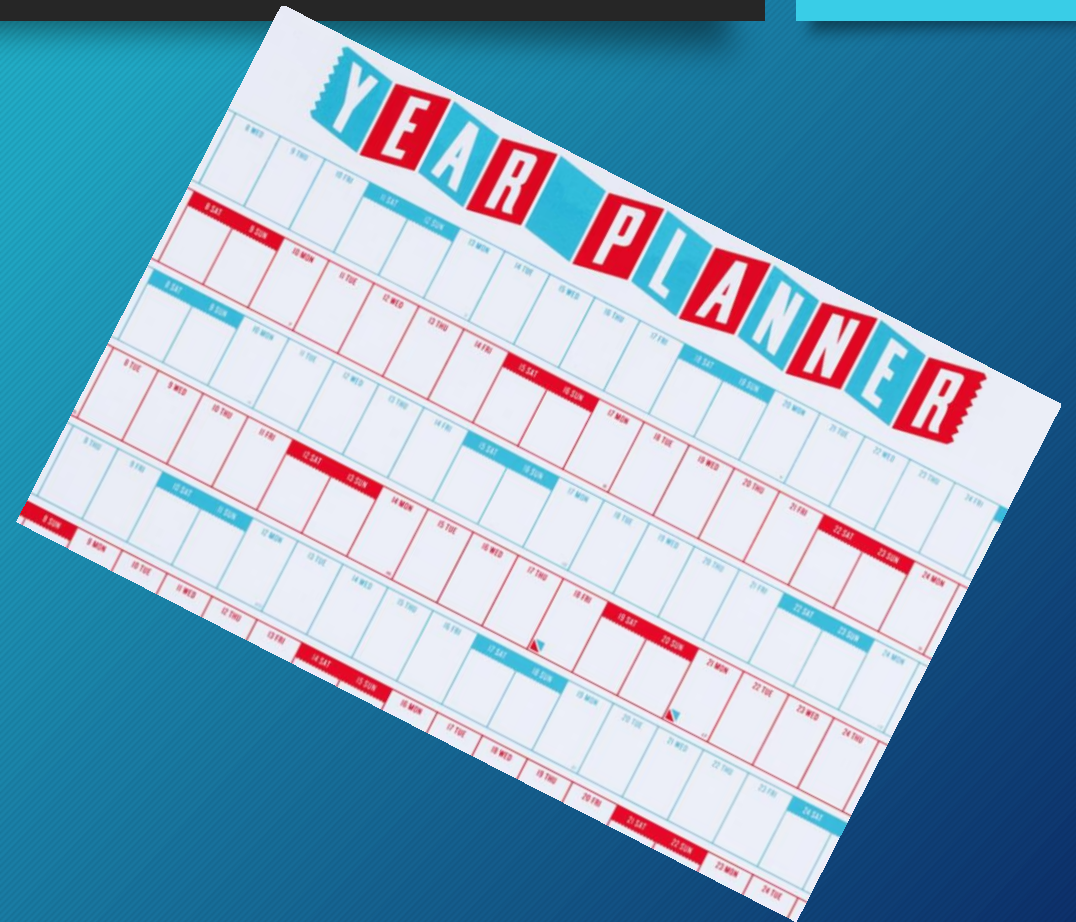
What to Post on Meetup

- Events
- Meetings
- Recruitment

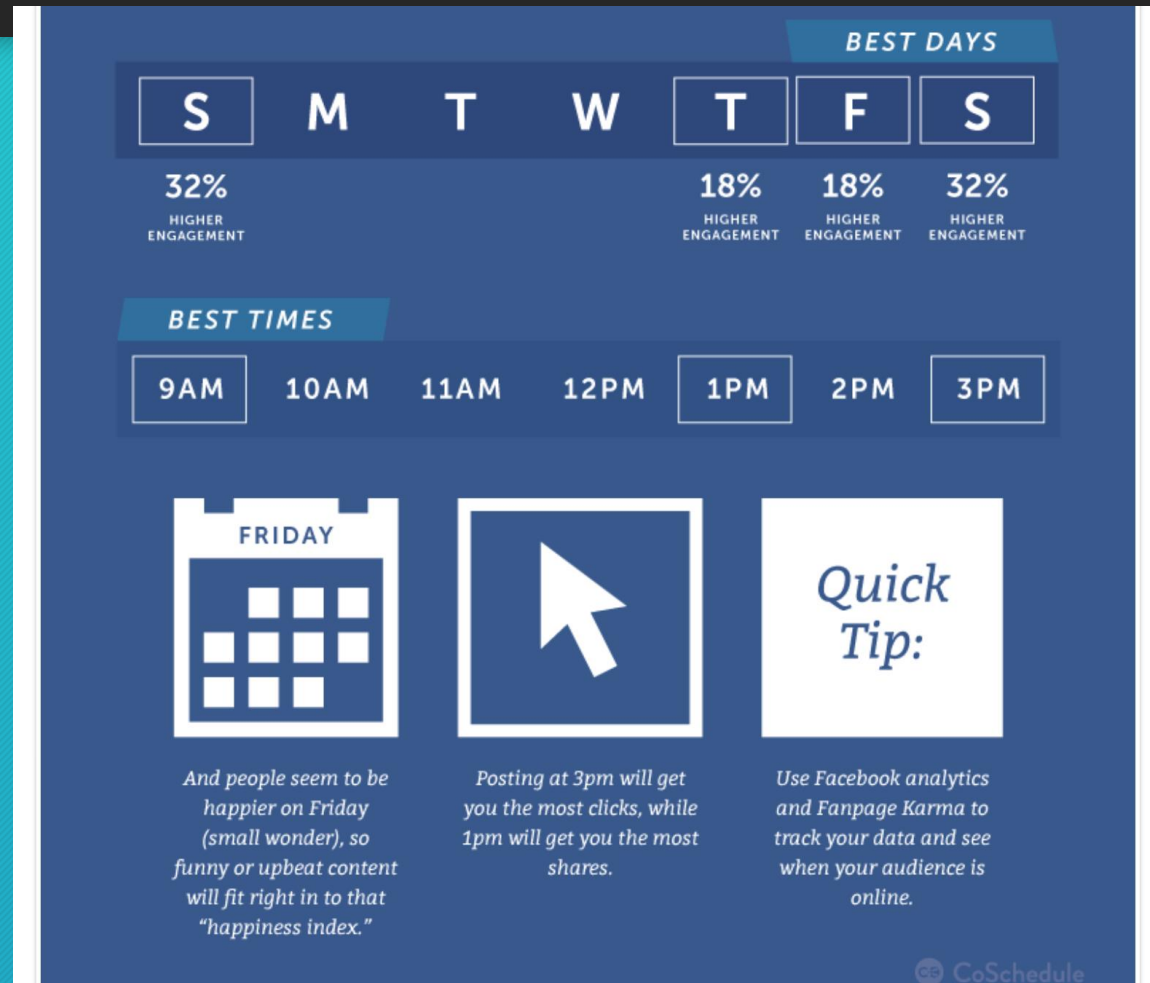
Alternate Applications:
Groupspaces
Citysocializer

Social Marketing Strategy

- Choose your Platforms
- Plan a Calendar
- Content
- Posting schedule



Best Times to Post



Your Public Awareness Team

We are here for you.

The mission of Soroptimist is spread mainly through its clubs.

Mentor District I -

Vicki Dillard -vldillard@gmail.com (Region Twitter, Instagram and Snapchat)

Mentor District II and VI -

Kathy Johanson -Kazaa42@yahoo.com (Region Facebook page)

Mentor District V -

Patti Dutton- pattid2410@yahoo.com (monthly tips to region Website)

Mentor Districts III and IV-

Jackie De Vries - soroptimistjackiedv@gmail.com (Region Newsletter)

Gov. Elect Kris will be updating the Region Website