

BOOSTING SOCIAL MEDIA RESPONSE

GOAL: INCREASING RRRS MEMBERSHIP THROUGH THE WEB

There are many ways to boost membership in an organization. Most importantly the RRRS must get its message out to potential members while at the same time serve the current members.

The website is essential to deliver a clear message about who we are as an organization. Every page and every word on Facebook needs to tell the story and possibly draw in new members.

First, we must know what is the narrative we want to deliver.

Second, who do we want to reach? Obviously, the web site needs to reach the members that we don't know. How do we reach new members? Personal contacts is the best. Beyond that, social media is the best way. The current web site has social media applications developed by Goode Web Design on the Facebook development web site. The software has been installed. Each page is tailored for a specific Facebook message and delivers a graphic logo that can be changed to deliver a message.

Try clicking on the blue "SHARE" button. If you are signed to your personal Facebook account, it will present one panel to allow you to make a comment. Click on "Share" or "Post" to send the comment to **YOUR** Facebook page. If you are not signed in, you will have to do so before proceeding.

Your Facebook page logo will have a small logo like this. This logo can be changed by the webmaster to fit the occasion such as an event. The color or style can be changed, too. The size can only be 200 pixels by 200 pixels.



Larger meme-style images can be produced for a Facebook page. However, memes must come from your own computer. Memes should be sized to 403 pixels by 403 pixels. They can be other sizes, but the 403x403 is Facebook's recommendation for a meme. Like this:

It is best to create memes with Photoshop, Illustrator, or other graphic software that will create a resolution of 72 dpi to 300 dpi.

If you need, a special logo, ask the webmaster to create if for you.

Once you have "Shared" a web page, it goes on your own Facebook page. There it can be seen by your Facebook "Friends". You can allow it to be viewed by a broader audience by sharing it from your Facebook page. There is an option for you to share with the public.



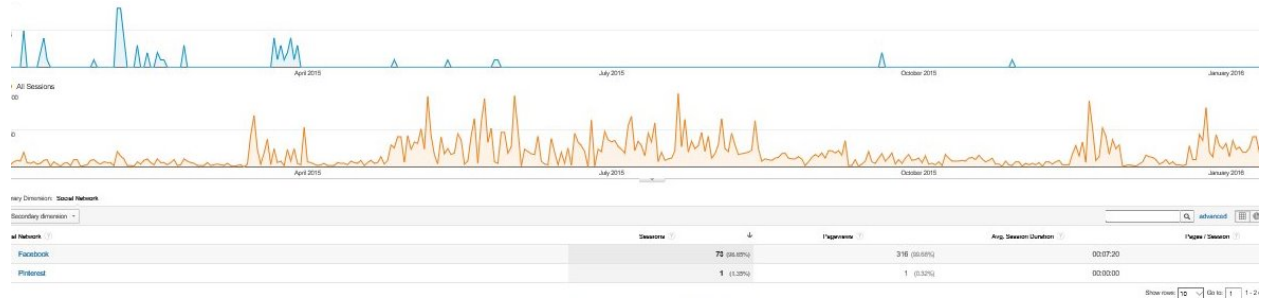
One other way to get the message out is to use a url as comment. Just key in the url. The example shows url of <http://dahrs.org/calendar.html> OR <http://fortworthrosesociety.org/calendar.html>. Facebook will display the logo for the page you specified. Get the URL from the browser address bar at top left.

Once Facebook resolves the logo, anyone can click on the logo and go to the web page.

This works for any page. The page name must be included with the URL.



Google analytics shows that visitors who come in this way usually visit other pages. The average is much higher than other forms of visitor traffic. So social media is a big advantage.



Google can track the visits from social media including Pinterest as the examples above shows. This example shows 73 visits from Facebook.