



Social Matters

A Social Media Checklist for Lions and Leos

Social media is an incredible resource for developing relationships, expanding your network and delivering inspiration—instantly. Optimize your online presence and share stories of your kindness in action.

KNOW your channel

Share with friends, family and community



Network with leaders, brands and partners



Consume visual content and stories



SHOW your story

Photos and videos of service and planning activities



Members, beneficiaries and partner profiles



Club, member and LCI news



Links, articles, resources



Live tweets from events



GROW your network

Reply promptly to comments and messages



Friend and message potential members about meetings or events



Follow community leaders, local businesses, organizations



Comment, like, tag, @mention and engage your contacts



Tag posts with locations for visibility



Like or retweet @mentions of your club

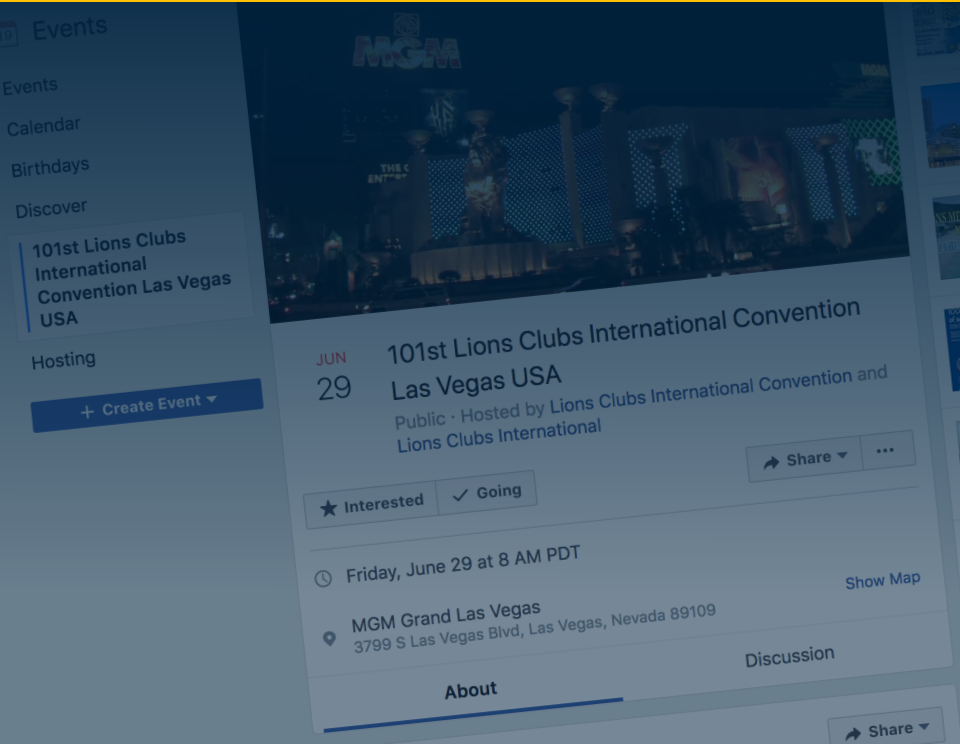


Join global conversations with trending hashtags



Engage and join other Lions groups around the world





Plan a Facebook Event

Facebook Events are a simple and straightforward way to invite, organize and follow-up with your club's activities. Here are some tips to ensure your event's success.

Provide event details and describe how you're serving the community



Invite community leaders, partners, schools and businesses



Promote through members' social networks and your main Facebook page



Follow @lionssmile on Facebook for more social media tips!



Lions Clubs International