

Optimize Page/Group

- Fill out ALL of profile
- Profile Picture 480x480 px (170x170 computers, 128x128 smartphones and 36x36 feature phones)
- Cover Picture 1640x624 px (820x312 computers, 640x 360 smartphones)
- Edit pictures with CANVA
- Keyword = SEO word or words
- Name of Page = Title of Page

Link to Events

- District 30 Events
- Club Contests
- Eventbrite
- MeetUp
- Club Member Pages

Readership

- Words = 10 views, Picture = 100 views, Video = 1,000 views
- 46% of online purchases are made by someone seeing a picture of the product on a social media page
- Authenticity v. Stock Photos
- Video Sources—Wave.video, Biteable, Magisto, etc.
- Always TAG Photos
- Connect with Rotary

Facebook Live

- Guest Informational Events
- Contests
- Guest Speakers
 - How to Help Students with Online Education
 - Six Steps to Look Professional in Online Meetings
- International Speakers