

District Web Site	<a href="http://www.lions105a.org">http://www.lions105a.org</a>
District Facebook	<a href="https://www.facebook.com/LionsClubsDistrict105A/">https://www.facebook.com/LionsClubsDistrict105A/</a>
MD 105 Website	<a href="http://lionsclubs.co">http://lionsclubs.co</a>
MD Facebook	<a href="https://www.facebook.com/LionsClubsBritishIsles/">https://www.facebook.com/LionsClubsBritishIsles/</a>
LCI Website	<b>Lionsclubs.org</b>
LCI Facebook	<a href="https://www.facebook.com/lionsclubs/">https://www.facebook.com/lionsclubs/</a>
LCIF Group	<a href="https://www.facebook.com/groups/276877652329490/">https://www.facebook.com/groups/276877652329490/</a>

## Setting up a Facebook Page

Best to keep everything in the clubs name. So create a gmail accounts which the key people in the club can access, the passwords can be shared and changed as needed when people leave.

Use the gmail account to create a Facebook account. You can make up a name as

Firstname HarrowPinner

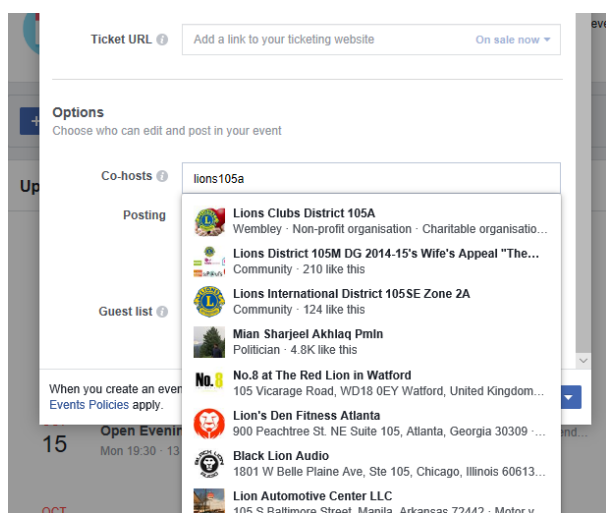
Surname Lions

Date of Birth Date the club was formed on

Put in generic info as needed to create the account and pass the login details to your key members.

Now you can log in to Facebook and create a page. Follow the instructions on screen

Once set up, ask your members to like the page and share any posts you have. Also go in and LIKE and FOLLOW the district, MD and LCI Facebook pages as well as all other clubs in the zone and district.



When you have an event go to your Facebook page and Create an Event. Fill in the blanks, upload an appropriate image and at the very bottom in the co-host box type in LIONS105A

Once you ask District to co-ohost we will approve it, subject to being authorised, and it will then appear on the District Facebook page and District website about 8 hours later.

If you are holding an event at a hotel / hall see if they have a Facebook page and also ask them to co-host your event. This will all help to increase your profile. You never know where your next member will come from or where you might sell some more tickets for your events.

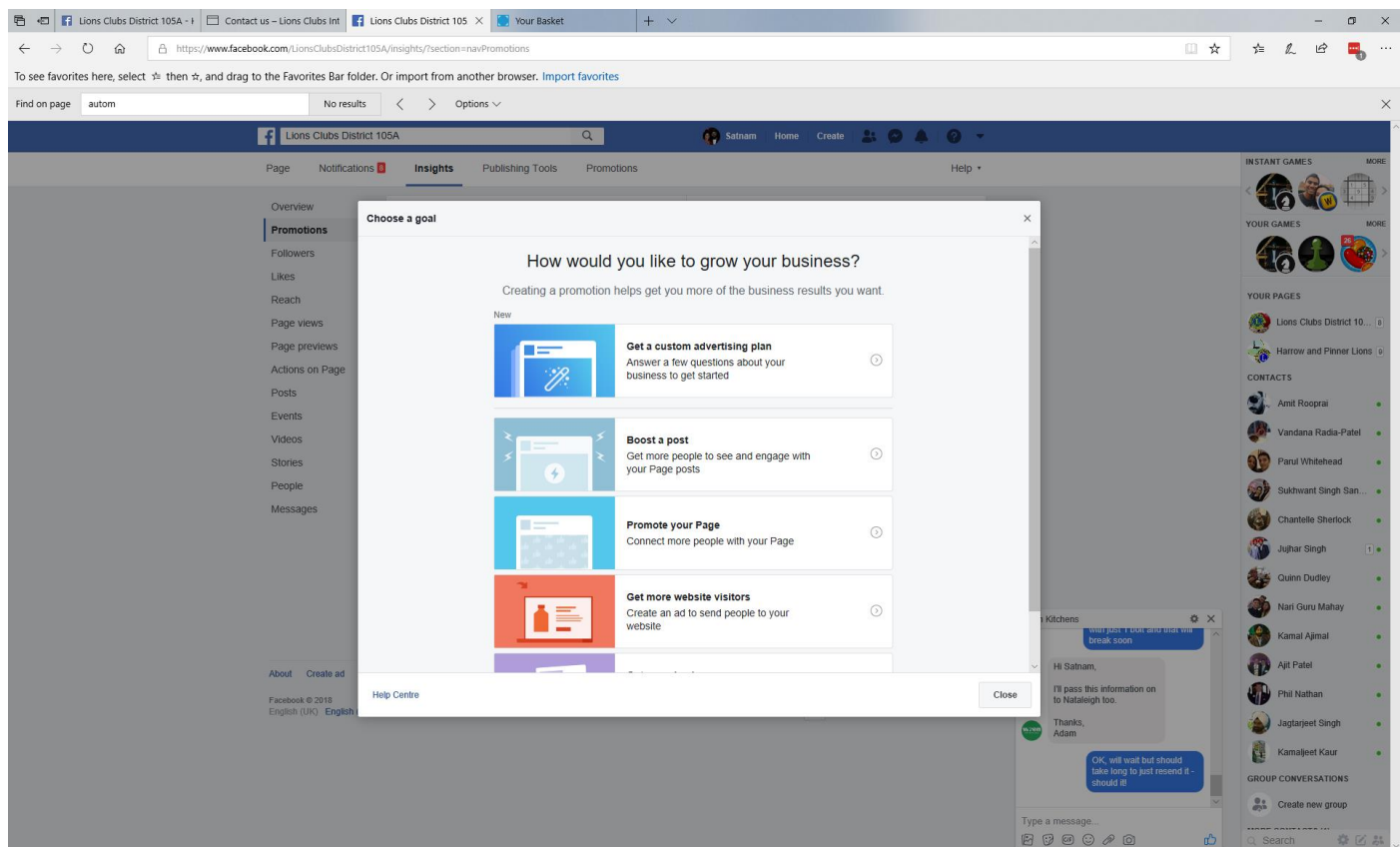
You should ask all your friends and family to also like the club and district Facebook pages. This will not make any of their information public – they control what others see from their own account.

Keeps your posts short and to the point and actively ask for the public to join the club, like and share your posts and events.

When making posts, please be aware of what information you are putting up there as it is all public. You name want to reconsider putting people's names, addresses, email and telephone number up there. You could use the address of your meeting venue, use a generic email address (gmail or iinfi@yourclubdomian.co.uk).

## Promoting Your Events / Posts

Facebook allows you to promote your events and posts. Just click on Promote and follow the on screen instructions. You will find that for a few £ you can get quite a lot of exposure for your club, events and posts.



Browser tabs: Lions Clubs District 105A, Report For 2018-10-14, Domain name registration, Login to 123-reg, Contact Us | Wren Kitchens, Your Basket

Address bar: <https://www.facebook.com/LionsClubsDistrict105A/>

Page: Lions Clubs District 105A

Navigation: Page, Notifications, Insights, Publishing Tools, Promotions, Settings, Help

Profile: Lions Clubs District 105A @LionsClubsDistrict105A

Home menu: About, Reviews, Photos, Videos, Events, Posts, Services, Shop, Groups, Notes, Offers, Jobs, Community, Info and ads, Promote, Manage promotions

Grid of photos showing community members and events.

Like/Share/Comment buttons: Liked, Following, Share, Add a Button

Create Post options: Live, Event, Offer, Job

Write a post... section with Photo/Video, Feeling/Activ..., Check in, etc.

Our Story: Lions Clubs International District 105A welcomes you to our new Facebook page. + Finish your story to tell people more about your business.

Page tips: Help people take action, Have friends who might like your Page?

Right sidebar: INSTANT GAMES, YOUR GAMES, YOUR PAGES (Lions Clubs District 105A, Harrow and Pinner Lions), CONTACTS (Sukhwant Singh San..., Mandeep Bassan La..., Quinn Dudley, Anita Kumar, Kulvinder Flora, Bharat Mistri, Paul Murphy, Bernard Solomon Bu..., Sukhi Loyal, Kamalpreet Kaur Loyal, Amit Rooprai, Tarun Singh Loyal, Radoslwa Taseva), GROUP CONVERSATIONS (Create new group)

## Your Facebook Insight

Browser tabs: Lions Clubs District 105A - i, Contact us - Lions Clubs Int, Lions Clubs District 105A, Your Basket

Address bar: [https://www.facebook.com/LionsClubsDistrict105A/insights/?referrer=page\\_insights\\_tab\\_button](https://www.facebook.com/LionsClubsDistrict105A/insights/?referrer=page_insights_tab_button)

Page: Lions Clubs District 105A

Navigation: Page, Notifications, Insights, Publishing Tools, Promotions, Help

Overview menu: Promotions, Followers, Likes, Reach, Page views, Page previews, Actions on Page, Posts, Events, Videos, Stories, People, Messages

Page summary: Last 7 days

Results from 20 September 2018-26 September 2018. Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Legend: Organic (blue), Paid (green)

Metric	Value	Change
Actions on Page	-	-
Page Views	55	Total Page views ▲25%
Page previews	1	Page previews ▼80%
Page Likes	2	Page likes ▲100%
Reach	588	People reached ▲2,000%
Recommendations	-	-
Post engagements	311	Post engagement ▲1,729%
Videos	20	Total video views ▲150%
Page followers	2	Page followers ▲100%

Your 5 Most Recent Posts

Published	Post	Type	Targeting	Reach	Engagement	Promote

Legend: Reach: Organic/Paid, Post clicks, Reactions, comments & shares

Bottom right: Wren Kitchens, Chat (16)