

A large, thick, yellow brushstroke circle that frames the central text.

Rotary
Social Media
Guidance

Introduction

From a charity perspective, social media is a powerful tool to broaden our reach and build relationships with new and existing supporters. It is also a cost-effective way of campaigning.

Promoting your Know Your Blood Pressure events on social media is a great way to encourage people to come and have their blood pressure tested. We have included some advice about posting on Twitter and Facebook below to help you get the best out of your communications.

Which social media platform is best ?

Use the below to help you decide which social media platform would be best to use.

Which social media platform is best?

Share one or two pictures



Sharing multiple photos or albums



Getting across short instant messages



Sharing stories



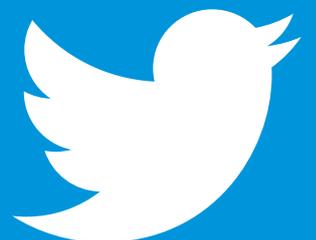
Following influential figures and celebrities



Sharing news articles



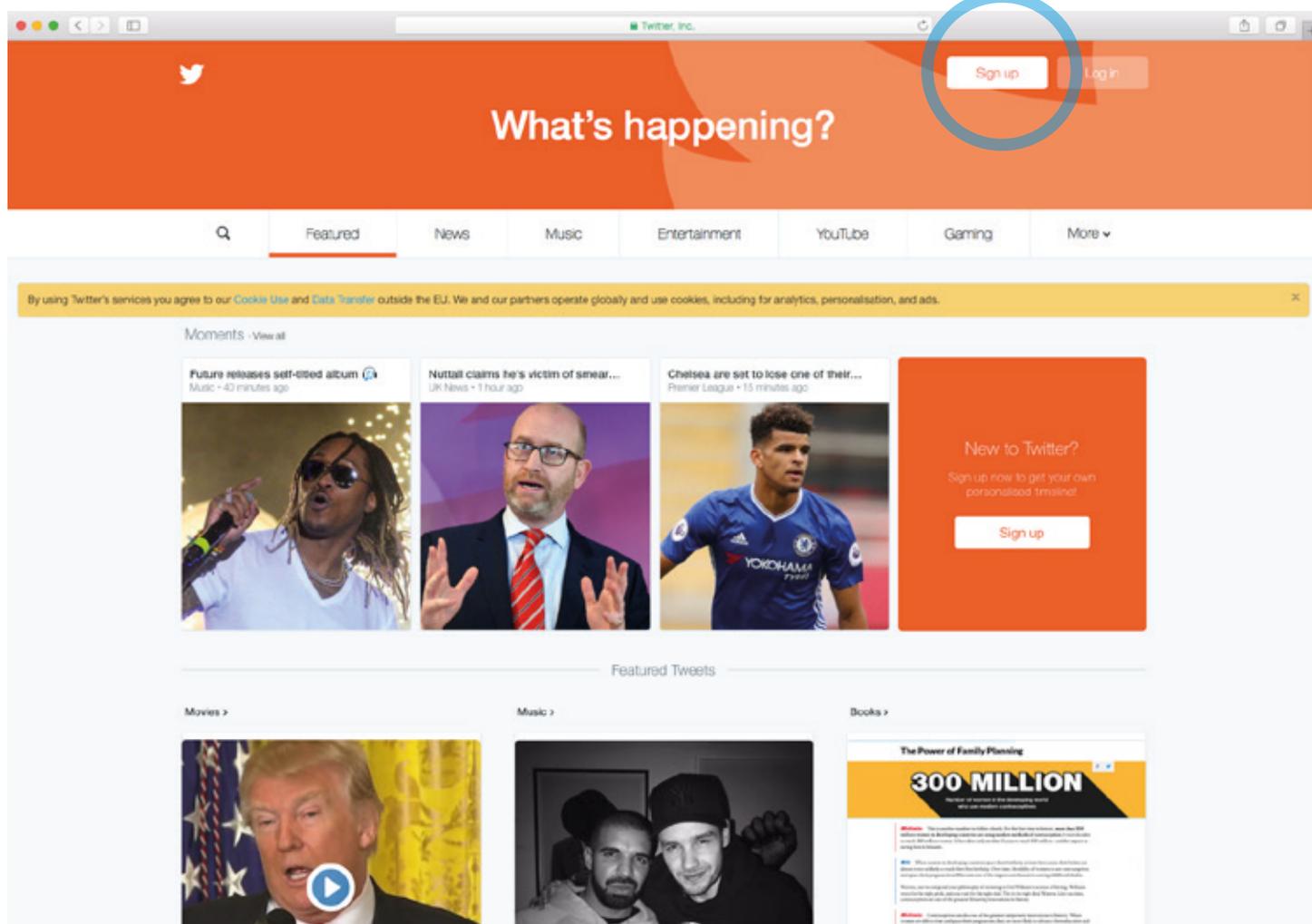
How to use Twitter



How to create a twitter account

Go to www.twitter.com

Click **'sign up'** in the top right corner.



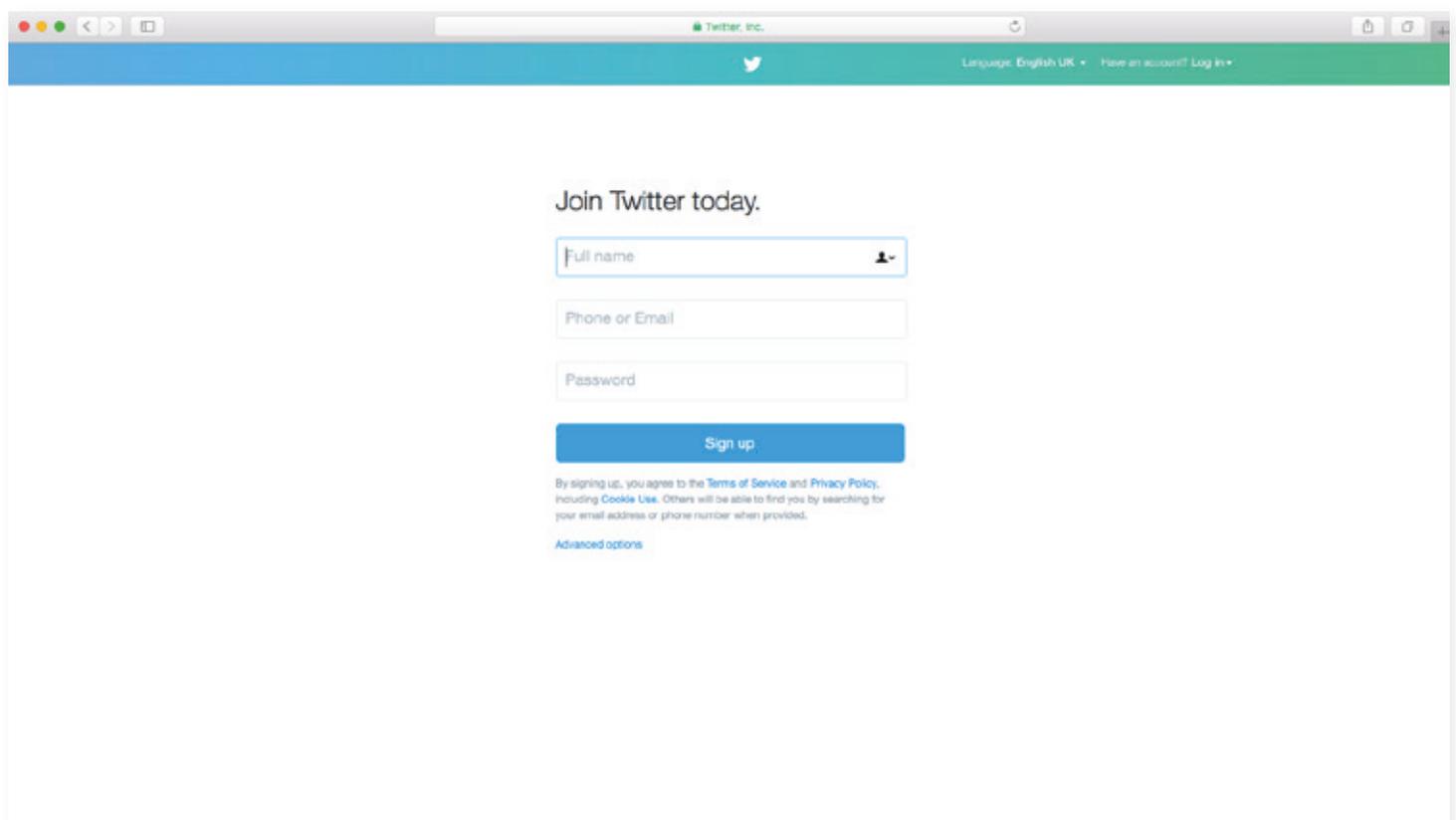
Sign up

Fill in the fields – you can use your Rotary Club's name in the full name field.

Use an email address which is easy to access and gets checked often; you will need to check your email after you have signed up to validate your account so that you can start tweeting.

Choose a password that is easy to remember.

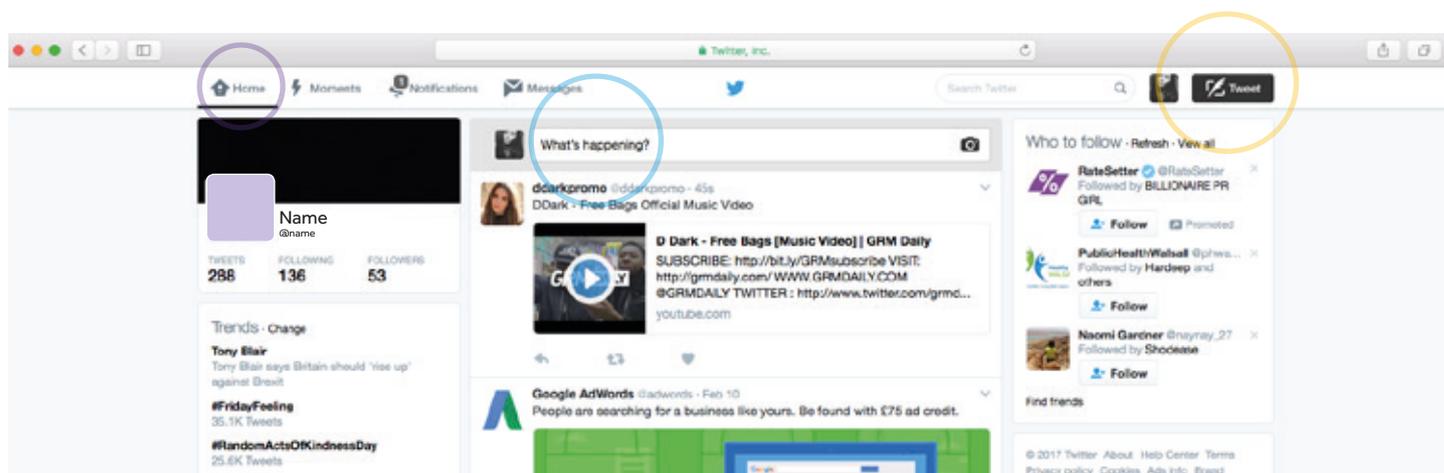
Check the inbox of the email address you signed up with for an email from Twitter. Follow the instructions in the email to validate your Twitter account – this is as easy as clicking on a link in the email.



The image shows a screenshot of the Twitter sign-up page in a web browser. The browser's address bar shows "Twitter, Inc." and the page title is "Twitter, Inc.". The page has a blue header with the Twitter logo and navigation links for "Language: English UK" and "Have an account? Log in". The main content area is white and features the heading "Join Twitter today." followed by three input fields: "Full name" (with a person icon), "Phone or Email", and "Password". Below these fields is a blue "Sign up" button. At the bottom, there is a small disclaimer: "By signing up, you agree to the Terms of Service and Privacy Policy, including Cookie Use. Others will be able to find you by searching for your email address or phone number when provided." and a link for "Advanced options".

How to tweet

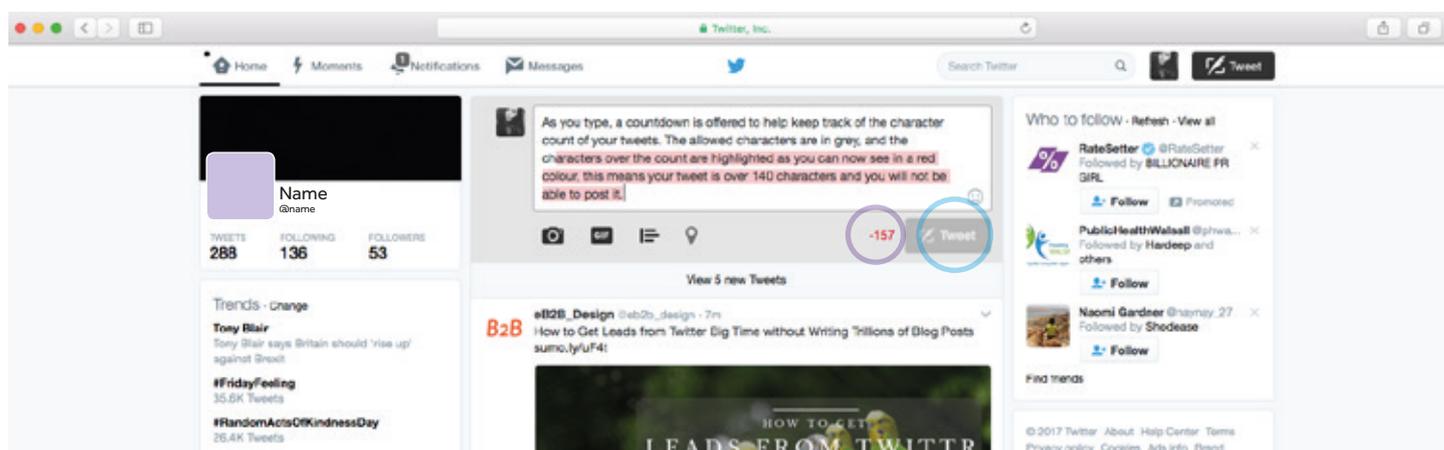
Once you've signed in to the **home** page, you can either click on the **'What's happening?'** text box, or the **'Tweet'** button located in the top right corner of the Twitter page, which will open up a text box.



Type your tweet in text box

Tweets are limited to a maximum of 140 characters. As you type, a character counter is displayed below your message. If your tweet is longer than 140 characters, the counter will turn red, a minus symbol will appear and you won't be able to post your tweet.

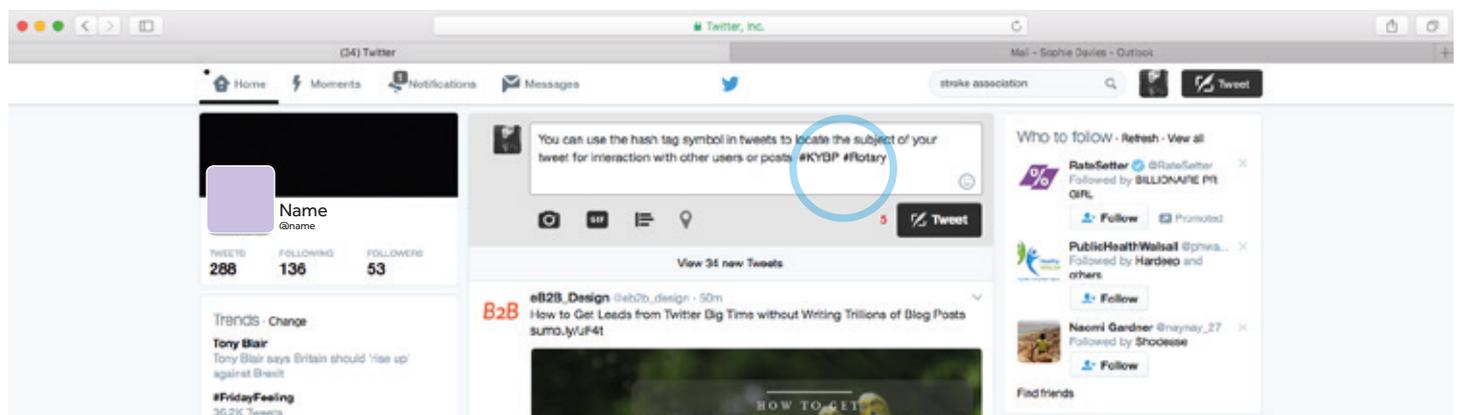
When you are ready to share your message, click on the **'Tweet'** button



How to tweet with hashtags '#'

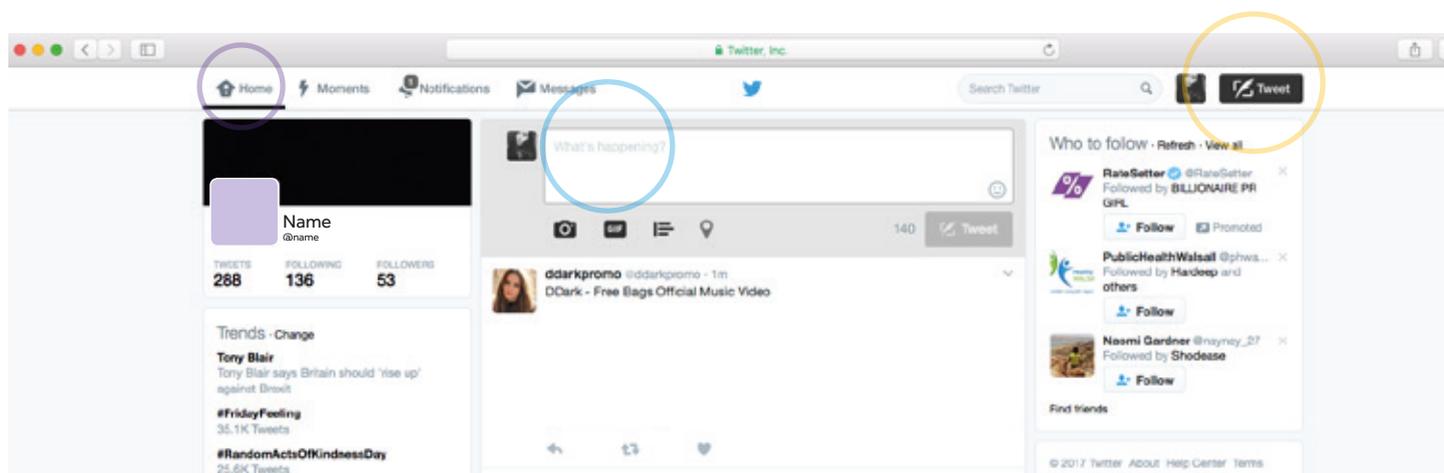
Prefacing a word with '#' will make the word a hashtag. A hashtag makes key words and phrases easily searchable. For example, you might want to include hashtags such as **#KYBP #stroke #KYBPday**

Don't forget that hashtags count towards your character limit.

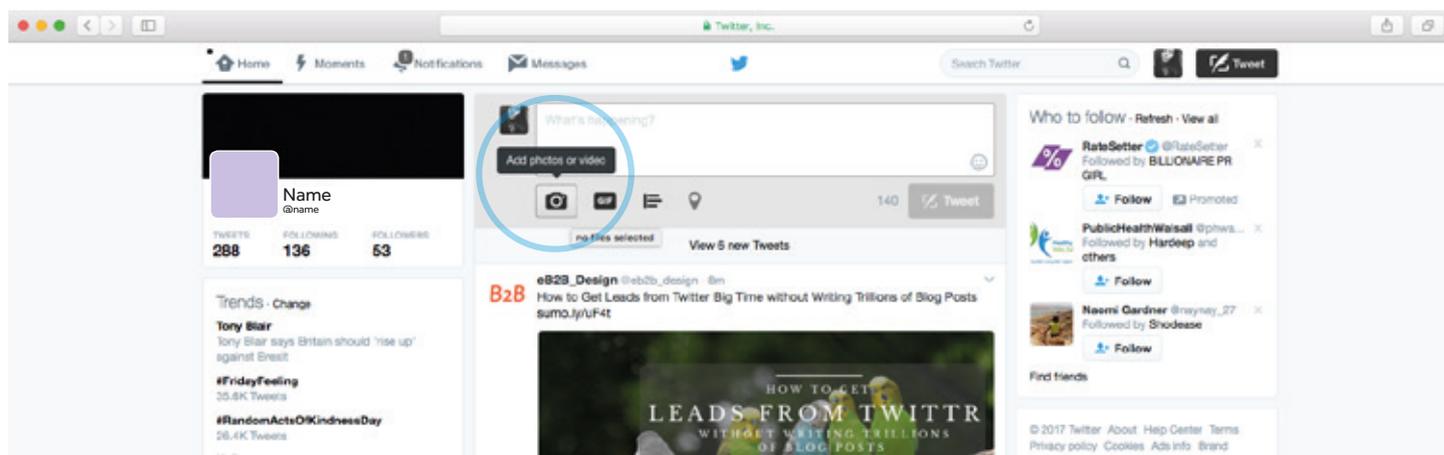


How to tweet photos

Either click on the **'What's happening?'** text box on the **home** page or the **'Tweet'** button in the top right corner of the Twitter page.



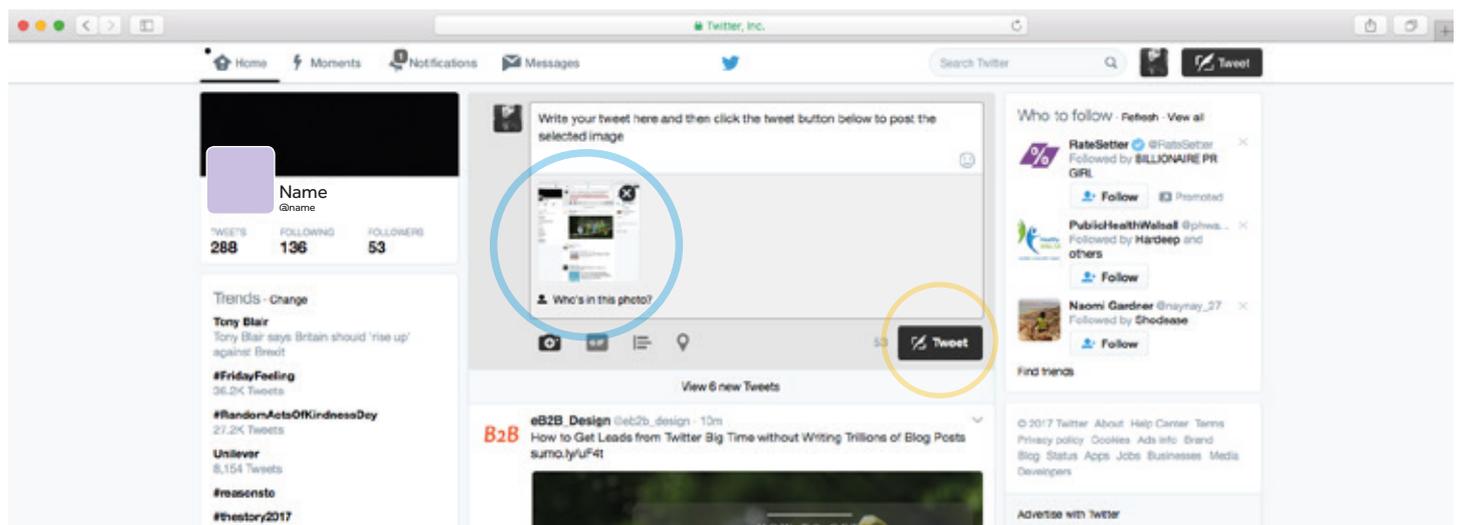
Click on the **'Add photo'** button, represented by a **camera symbol**, on the left, beneath the text box:



A pop-up window will display prompting you to upload a photo from your computer.

Navigate to where you have saved the photo you want to share on Twitter. Click on it and press **'Open'**. The image you choose must be less than 3MB (megabytes) in size, and be saved as either a **' .gif,' '.jpeg,' or '.png'** file formats.

Click on your photo to select the image and add it to your tweet. A small picture of your image will appear below your tweet.



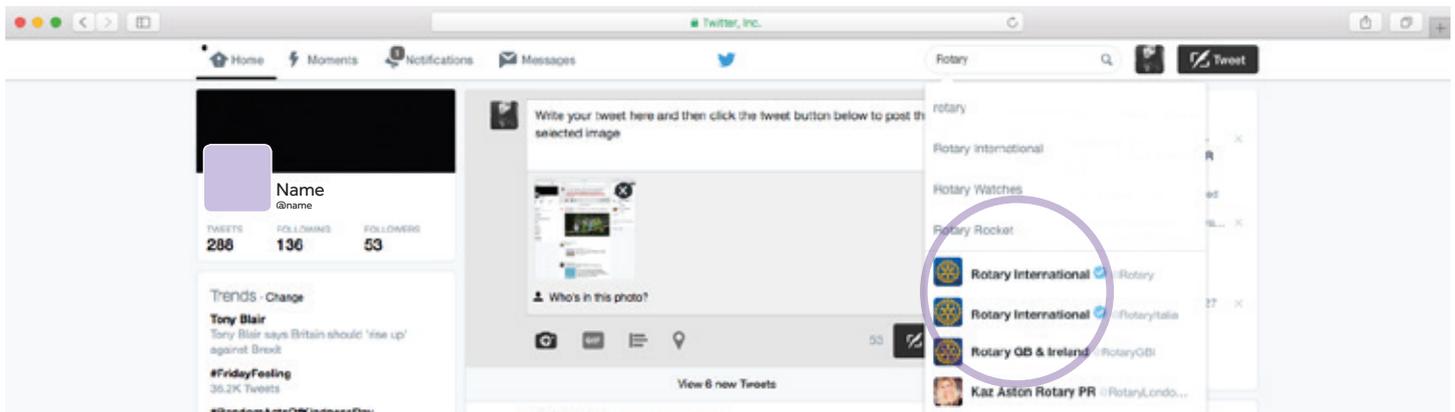
Double check your character limit and compose your tweet as normal, before pressing the blue **'Tweet'** button

How to tag people and/or places in your tweets

You can link your tweet to other Twitter users and businesses by 'tagging' them in your message. For example, you might want to mention and tag your Rotary Club or venue so you can share photos and messages about the event with their Twitter followers too.

Try typing the name of the person or place you want to tag into the search box on the top right of the Twitter home screen to see if their account comes up.

It is a good idea to visit the page of the venue or person you are tagging first before you share your tweet to check it is definitely the right person or place you want to mention, as there can often be lots of accounts with similar names.



Tagging your Rotary Club or venue

Once you have found your Rotary Club or venue as described above, write your tweet as you normally would and tag them in it by typing in their username with an '@' in front of it, for example: @RotaryIpswich. Twitter will recognise it and link to the username in your tweet. Here are some examples:

[@StrokeAssocSW](#) come along to [@eaPlymouth](#) Lifecentre to have your blood pressure [#KYBP](#) checked and find out about [#Stroke](#)



Stroke Assoc Wales [@StrokeWales](#) · Jan 20

Thanks to Bridgend South Wales Police [@swpbridgend](#) for having us this morning. We did 60 blood pressure checks! [#bloodpressure](#)
[#stroke](#)



StrokeAssocNorthWest [@StrokeAssocNW](#) · Jan 18

Great [#KYBP](#) event yesterday at Ashton-in-Makerfield Library with [@Rotary_Wigan](#) and [@WiganLibraries](#)

Tagging the Stroke Association

We have separate Twitter accounts for different regions, as well as our main **@TheStrokeAssoc** account.

You can type **'Stroke Association'** and then your region into the search bar to find out if there is a Stroke Association Twitter account for your region. If in doubt, please email **kybp@stroke.org.uk** with your region and we can help you.

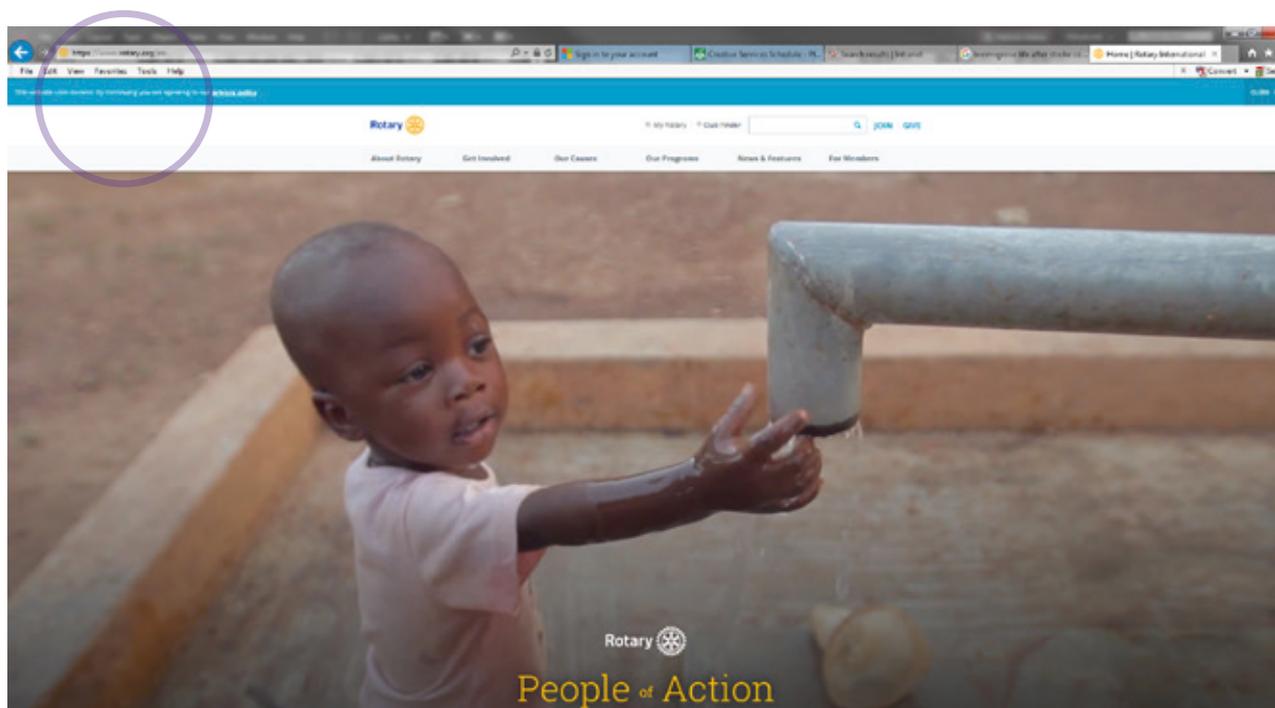
How to include links to your website in your tweets

If your Rotary Club has a website or webpage that you would like to share, you can include this in your tweet. Web addresses may take up a lot of your 140 characters limit, so it's a good idea to use a site such as **Bitly** (bitly.com) to shorten the address so that it will take up less space in the tweet.

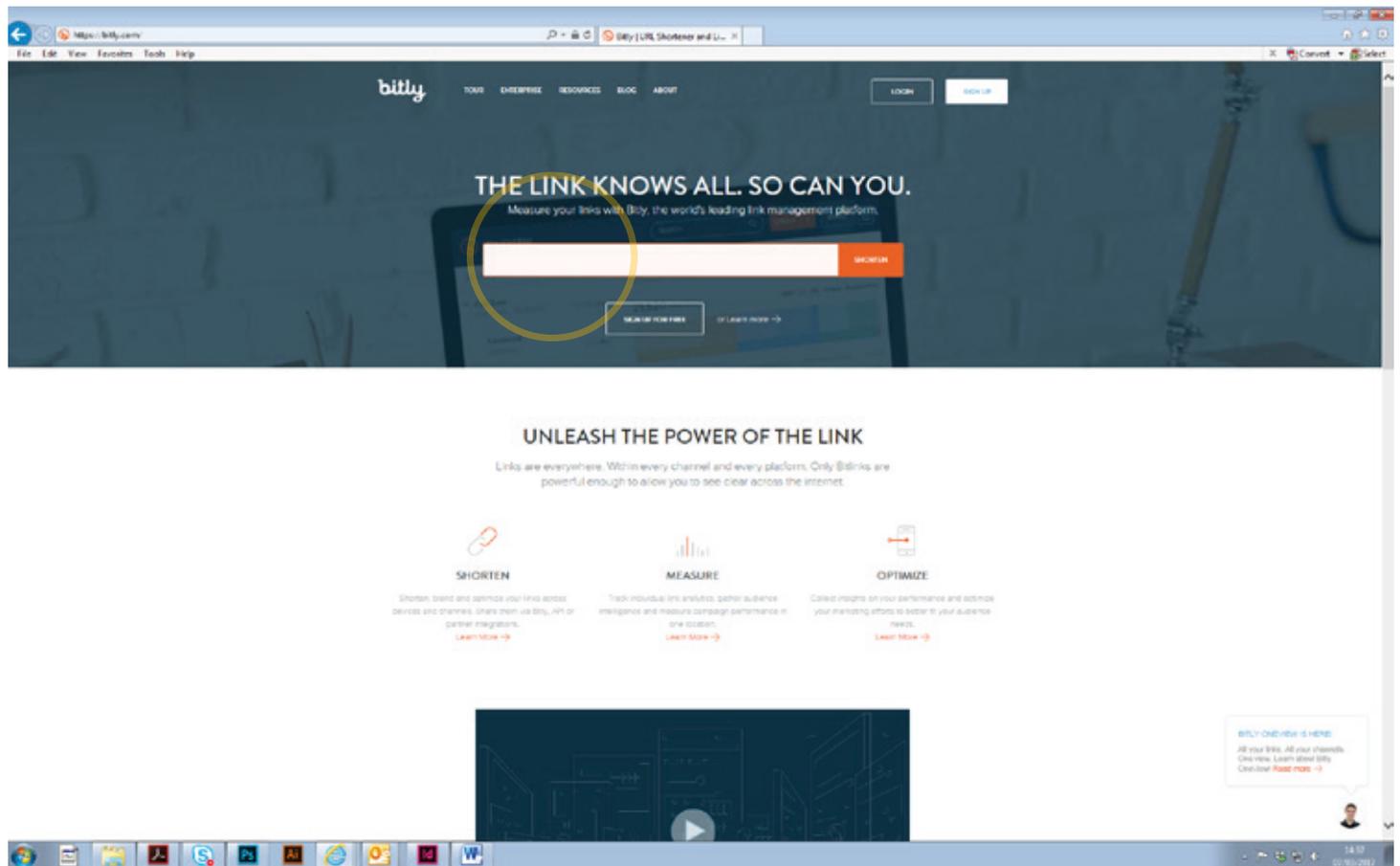
How to use Bitly to shorten a link

1. Visit your Rotary Club's website and **copy** the web address ie

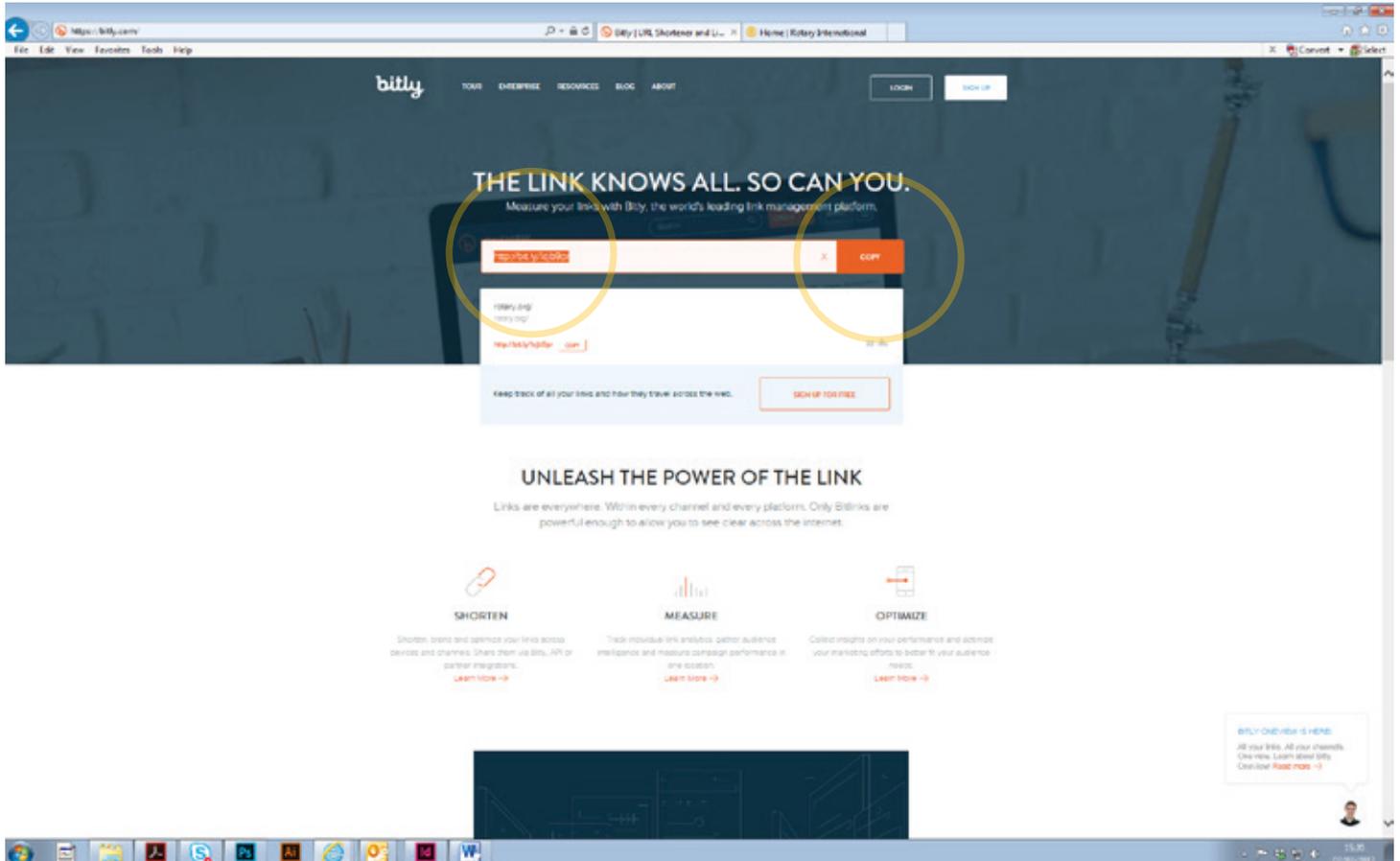
<https://www.rotary.org/en>



2. Visit www.bitly.com



3. Paste your website address into the box and click '**shorten**'.
This will produce a Bitly link highlighted in orange for you to copy:



4. Click on the '**Copy**' button and paste the shortened link into your tweet.

How to use Facebook



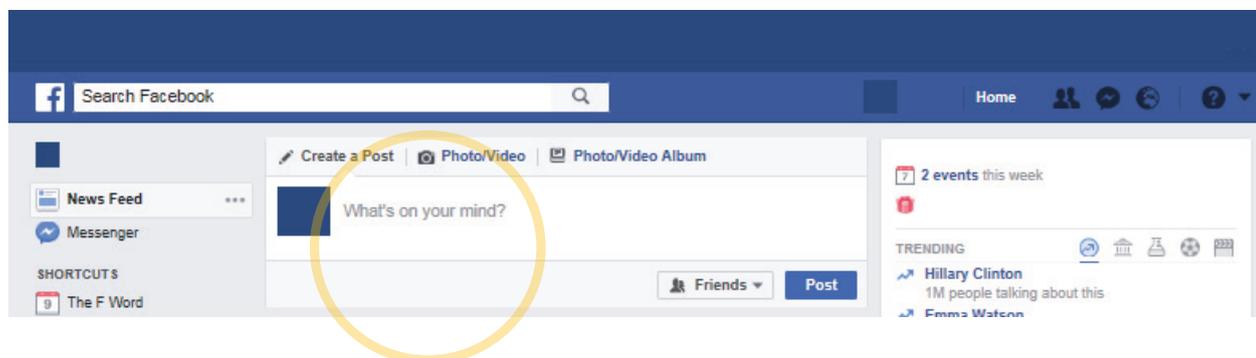
How to post on Facebook

Does your Rotary Club have a Facebook page? If so, you can post messages on Facebook to encourage people to attend your KYBP event.

Log in to your Rotary Club's Facebook page.



Type your message into the **'What's on your mind?'** box at the top of the homepage, then click the blue **'Post'** button when you are ready to share it.

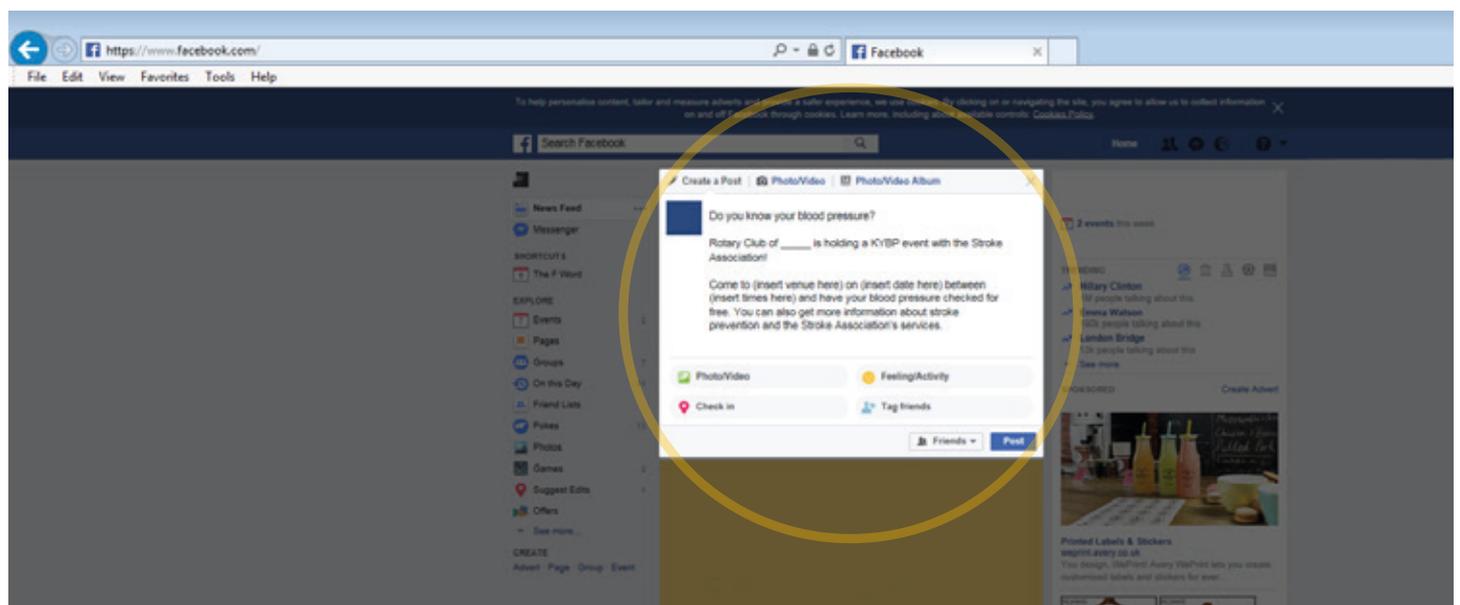


Here's an example of what you might say:

Do you know your blood pressure?

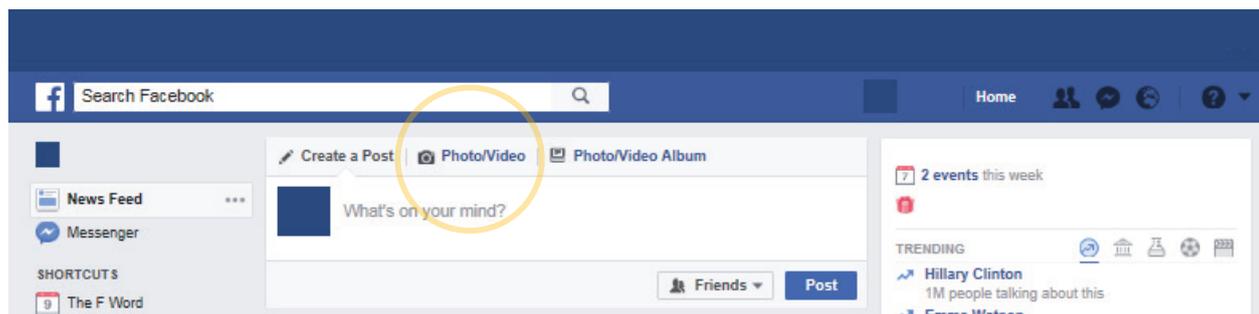
Rotary Club of _____ is holding a KYBP event with the Stroke Association!

Come to (insert venue here) on (insert date here) between (insert times here) and have your blood pressure checked for free. You can also get more information about stroke prevention and the Stroke Association's services.



How to post photos

Click on the 'Photo/Video' button above the 'What's on your mind?' box:

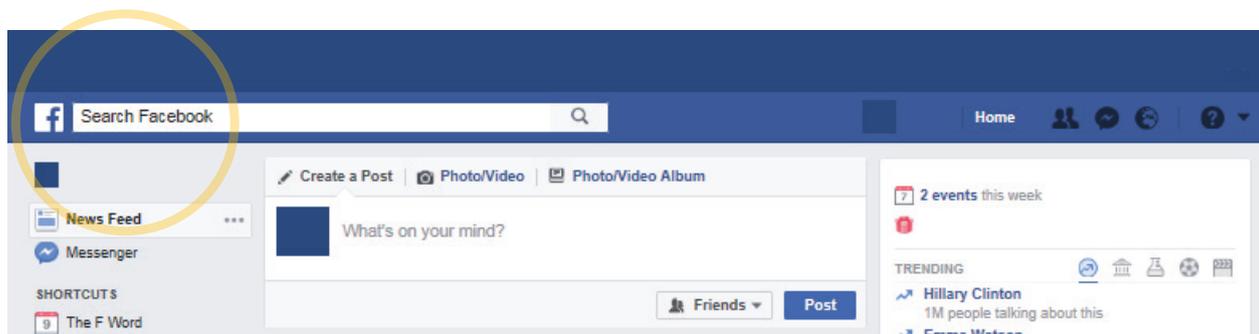


Find the photo/s you want to upload and click 'Open'. You can upload multiple photos at a time.

The photo/s will now attach to your post and you can click '**Post**' as normal.

How to find a venue's Facebook account to mention in your posts

Type your venue's name in the search bar at the top left of the Facebook homepage to see if an account comes up.



If you are trying to find a venue like a supermarket, try typing the name of the venue and the region.

You can also visit your venue's website to find out if they have a Facebook account.

Tagging your Rotary club Club in your Facebook posts

To mention a person in a post or comment:

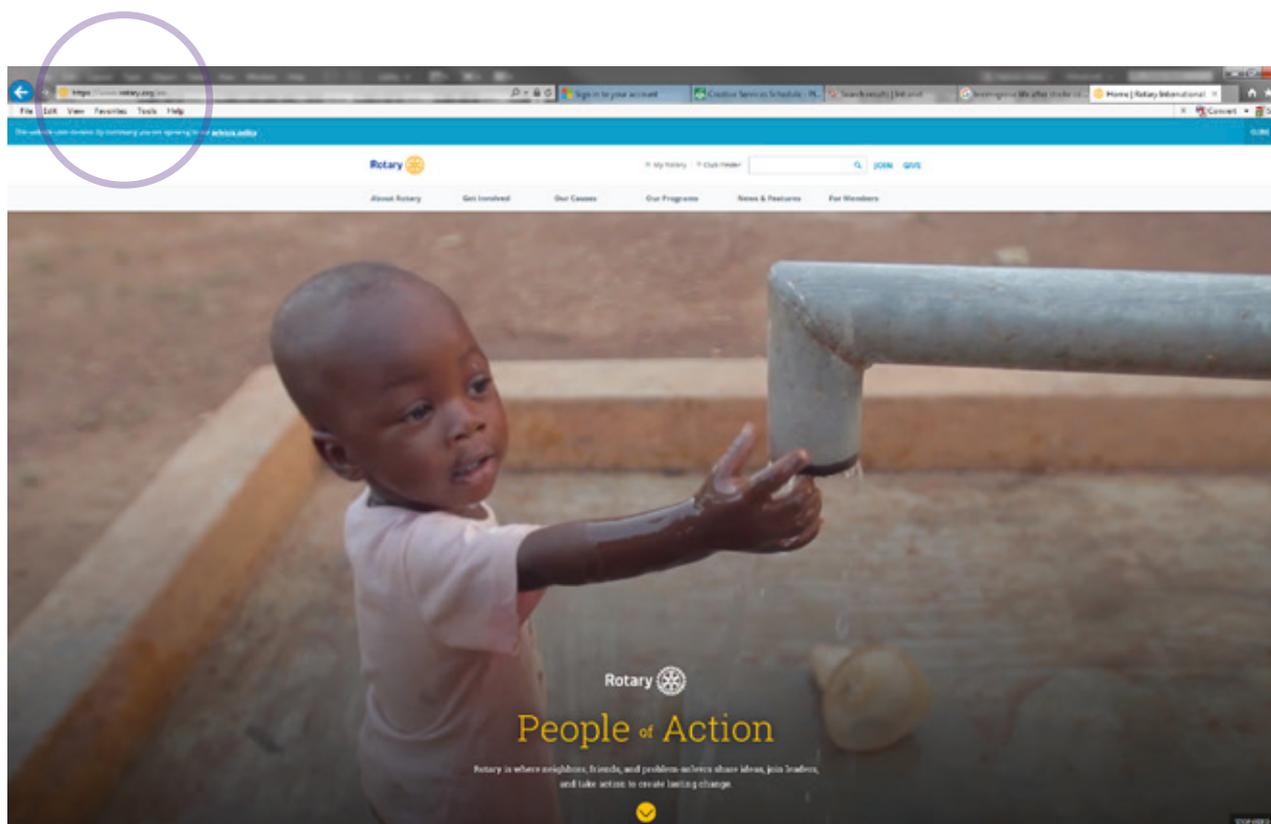
1. Type the person's name with a capitalised first letter
2. Select a name from the list that appears

To mention another Facebook page or group (for example, your Rotary Club) in a post or comment:

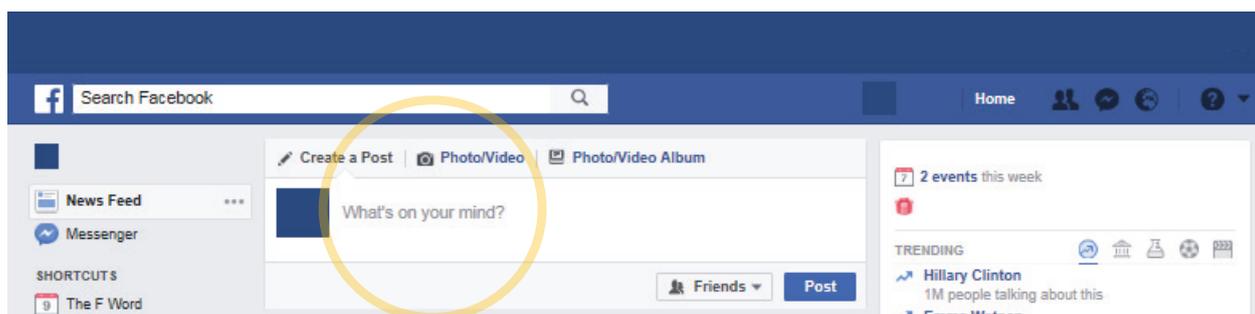
1. Type '@' and then the page or group's name, for example '@**StrokeAssociationWestMidlands**'
2. Select a name from the list that appears

How to include links to your website in your posts

This is easy on Facebook. Simply copy the web address of the page you want to include, from the address bar at the top of the page, as below:



Paste the web address into the 'What's on your mind?' box when you create the post you want to share. You can include multiple web addresses this way.



Top tips

- Think about who you choose to follow on Facebook and Twitter. Follow people or organisations who can share your news and who we would like to support our Know Your Blood Pressure events.
- It's about quality, not quantity. The key to successful social media is regular, relevant and consistent engagement. It's important to establish what works best for your audience and to find the right balance so you send regular, thought-out tweets or posts, rather than spamming people with constant content. Everything you say should have a purpose.
- Ensure what you are posting is legal. Make sure you have written consent to use any pictures that are not your own.
- Pick the best time to post. On Twitter, news stories work best in the morning and posts that ask your followers to do something tend to work better after 12pm.
- Make your posts as visual as possible. Including a photo with your post will help you achieve higher engagement.
- Tag us in your posts. Remember to mention the Stroke Association in your posts about Know Your Blood Pressure events.

Dos and Don'ts

Dos	Don'ts
Do be social! Get involved in conversations and engage with your audience	Don't post about things that will only make sense to a few people
Do post a variety of content that will appeal to your target audience	Don't post personal content that you haven't received consent to use.
Do integrate your communications – if you post about your event on Facebook and you think the information is relevant to your Twitter followers – tweet about it too.	Don't over-ask. Try to have a balance of useful, interesting information and fundraising 'asks'.
Do include a clear call to action with each post to encourage your followers to get involved.	

Contact us

We hope you find this guide useful when promoting your Know Your Blood Pressure events on social media. If you have any questions about creating tweets or posts about your events, please contact us by emailing kybp@stroke.org.uk or call 01527 908 918.

