



MD4 Social Media Posting Parties Explained

A **social media “posting party”** is a fun, collaborative marketing event designed to **amplify the reach and engagement** of every participant’s content.

The idea is simple:

A group of Lions and Leos commit to supporting each other’s posts—liking, commenting, sharing, or saving—within a specific time frame.

This collective energy triggers platform algorithms to boost visibility, making posts more likely to be seen by a **wider audience**.

The result? **Organic growth**, more awareness of Lions service, and stronger online communities.

Platforms We Use

- **Facebook & Instagram:** Core Lions platforms for reaching members, families, and local communities.
- **LinkedIn:** Used for connecting with **community partners** and potential new members.

How Posting Parties Work

1. Organizing

- An **organizer sets the date, time, and platform(s)**.
- Participants **register** in advance.
- Each person prepares their post and submits the link, either:
 - In advance (via registration form), or
 - In the Zoom chat at the start of the party.
 - To support **accessibility**, links are compiled into a **Word document** so those with lower vision can easily navigate.

2. During the Party

- Everyone posts their content at the start.
- Participants **engage meaningfully** with one another's posts for **30–60 minutes**.
- Comments should go beyond “Nice!” or “Great post”—they should be **authentic and supportive** to help both with algorithm reach and genuine connection.
- A **positive, encouraging environment** helps everyone feel seen, valued, and uplifted.

3. Ongoing Growth

- Posting parties happen **monthly** as a permanent CA Lions marketing strategy.
- Each event starts with a **15-minute mini-training** on social media best practices.
- Parties spotlight posts from **major Lions causes, initiatives, and interest groups**.
- Participants are encouraged to **replicate posting parties** at the **club and district levels**, extending the impact even further.

Why It Matters

- Boosts **visibility** for Lions service projects.
- Strengthens **connections** among Lions, Leos, and community partners.
- Helps members build **lasting engagement habits**.
- Creates an **inclusive, supportive online community** that reflects the values of Lions

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