

Facebook Success for Lions



Facebook Rolls

District Facebook Roll

- Disseminate information from LCIF/MD/other districts/etc
- Provide a central point for all Lions events in the district
- Provide Clubs with Lions event information
- Provide Clubs with Lions educational information
- Provide Clubs with ?

Lions Club Facebook Roll

- Provide the local community information about Lions
- Publicize Lions service in the community
- Promote club fundraising activities
- Educate the local community about Lions projects
- Promote Service!

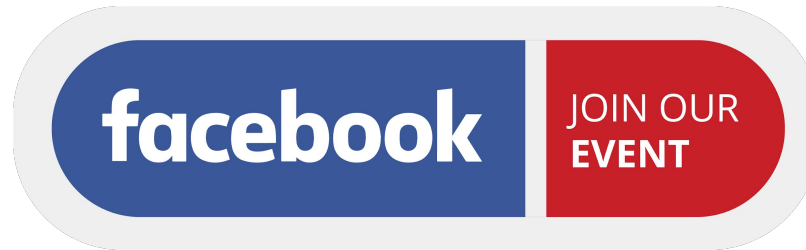
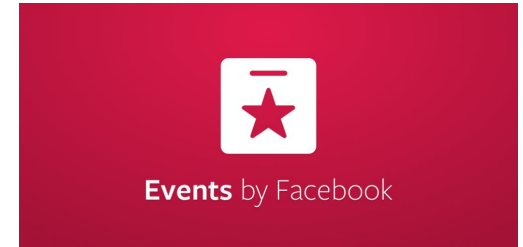


Facebook Events



Why Facebook Events?


- Shared with Event Apps
- Searchable by date, location, type
- Facebook will remind you about liked events
- Your friends will be notified about events you like
- Ability to add directly to your calendar
- Can be used for targeted advertising
- Can be added to the District page or event pages for wider distribution
- Ticket Links



Facebook Page vs Group


Page vs Group

- Page is public, Groups can be private
- A Page is the public profile of your club
- Groups can be effective for passing private or public informations between members of the group
- A Page can provide information to anyone who visits or searches

What is the difference between a Facebook group and a Facebook page? 

In general, a **page** is a public profile that allows companies and brands to introduce their services and activities. A **group** is a community-based feature that gathers people with the same interests to discuss topics and share their opinions.

Dec 20, 2017

 [www.eweev.com](#) › [blog](#) › [facebook...](#) 

[Facebook page vs group: which is better for your business - Eweev](#)

Do's and Dont's for your Club Page

Do

- Post Regularly
- Use Pictures
- Use Links
- Use Events
- Become a Community Resource
- Educate
- Fact Check

Don't

- Spam - Overpost
- Spread rumors
- Share divisive content
- Share politics
- Be careful of religion
- Share “it's on the internet so it must be true” content

Additional Help

- Use approved Branding, <https://www.lionsclubs.org/en/resources-for-members/brand-guidelines>
- Useful Guide, <https://www.wildapricot.com/blog/facebook-for-nonprofits#five-inspiring-posts-from-nonprofits-on-facebook>

Facebook Business Suite

formerly Pages Manager

Allows you to:

- check Insights
- check alerts, messages, comments on Facebook and Instagram
- draft and schedule posts for Instagram and Facebook
- create ads

The screenshot displays the Facebook Business Suite interface, specifically the Insights section for a Facebook page. The top navigation bar includes the Facebook Business Suite logo and the Pages Manager logo. The main content area is divided into three panels, each showing Insights for a different time period: Feb 18 - Mar 17, 2021, Feb 18 - Mar 17, 2021, and Lifetime.

The first panel shows the 'Facebook Page Reach' metric, which is 881, representing a 155.3% increase. A line graph shows the reach over time, with a significant peak around March 10. The second panel shows the 'Sort by Reach' section, listing posts with their respective reach, reactions, comments, and shares. The third panel shows the 'Facebook Page Likes' metric, which is 601, and the 'Age & Gender' distribution, which is 54.3% Men and 45.7% Women. A bar chart shows the distribution of likes across different age groups.

Facebook Page Reach
881 +155.3%

Sort by Reach

Post	Reach	Reactions	Comments	Shares
"There is a lovely saying, 'Inside every guide dog beats the heart of a puppy rais..." Mar 9, 2021	269	6	0	3
Prev Blind Wisconsin! Vision Screening Training Mar 1, 2021	205	--	--	--
Chevrons given out at The Fairchild Lions club visit for 10, 20, and 35 years of servi... Mar 9, 2021	173	20	2	0

Facebook Page Likes
601

Age & Gender
54.3% Men
45.7% Women

Top Cities