



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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