

HOW TO RUN A SOCIAL MEDIA ACCOUNT

 ILLINOIS-EASTERN IOWA DISTRICT RESOURCE 

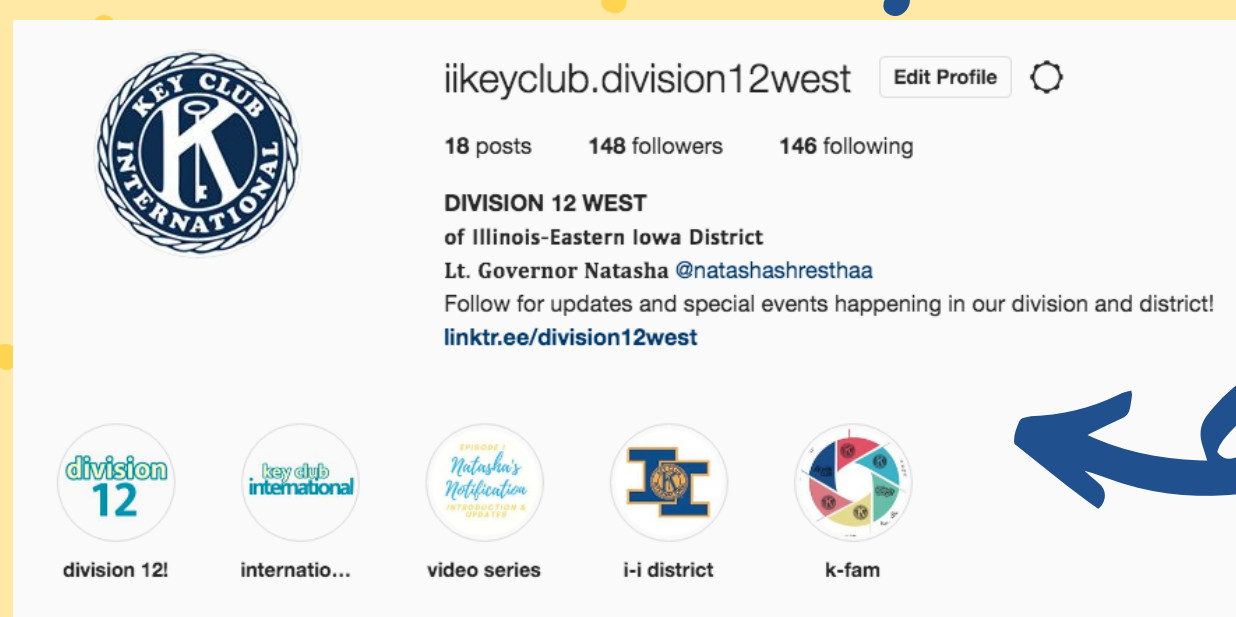


BRAND

BUILDING A BRAND

- **Consistency is key.** In order to build a brand, you must be consistent across all social media platforms. Being consistent allows people to immediately recognize your club!
 - **Brand Guide:** Key Club International has created an official Brand Guide. You don't have to follow it exactly, but you can use the **logos** and **colors** as a reference!
 - **Identification:** Have a **uniform name** for your club across **all** social media. If your club goes by "Auburn Key Club", make that the username for Instagram, Twitter, and other accounts! This reduces confusion and helps with consistency.

EXAMPLES



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 - Clear identification with the username
 - Use of logos ("I-I" District and Key Club International)
 - Consistent colors (yellow, blue, white)

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QUALITY

SOCIAL MEDIA QUALITY

- **Create quality posts for your social media.**

Quality over quantity applies to social media as well. Social media posts are a **direct representation** of your club, so make it as great as you!

- **Visuals:** Take time to make your posts visually appealing by using apps like Canva. People are more likely to pay attention to your posts if they're eye catching and organized well!
 - **Information:** However, be sure to keep all necessary information.
- **Grammar:** Use correct grammar and spelling, apps like Grammarly can help with this.

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PROMOTION

PROMOTING YOUR SOCIAL MEDIA

- **Advertise your social media platforms.**

Your information needs to be seen by people to be useful! Be sure to promote the club's accounts during meetings. .

- **Interaction:** Interact with your **followers!**

Answer their questions in the comments, utilize polls, and more. This way, they see the usefulness of following these social media accounts.

- **Division, District, and International**

Recognition: Interact with other Key Club accounts, social media is a great way to see the different levels of this truly international organization as well as to receive updates and get inspired!

PROMOTION TIP



Receiving a shout-out on our District (@ikeyclub), International page (@keyclubint), or respective division's (@ikeyclub.division_) pages are great ways to get recognized!

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