

# How to Leverage Social Media

- How many times do you have people ask—Who are the Knights of Columbus and What do they Do? (Social Media Presence and Awareness—Sharing of Supreme Videos, State Successes and Local Events)
- Personal Page Use (Like and Share Your Local Council's Page; Invite new members to 'Like' your Council Page; Follow State KC Page and Share stories; Share your Council Events/Pics by Tagging the State KC Page or Sending to State Page)
- Creating a Publicly Visible Calendar of Events (Social Media will give reminders; but will also display to all a person's friends when they RSVP to an event!)

# How to Leverage Social Media

- Properly Manage and Maintain (who are the Admin's for the Page? Are they creating events and managing page by uploading pics/event info?)
- Protect the Knights of Columbus name (your image represents Council's image—what are you posting and sharing? Ex. Politics)
- What is the Audience (Demographic) you're trying to attract/appeal to?

# Action Items

- Do you currently have a Social Media Account (Personal) and Council?
- Devote 15 minutes a day to ‘logging’ on and ‘sharing’ news from Supreme/State/council events and pictures (pictures go a long way—but also, who is in your pictures and who are you trying to appeal to? If younger members—need to not have only Senior Citizens in pictures)
- Link to sign up for Online Membership (?)—Do you have videos from Supreme (?)
- Assist your Parish in Starting up a Facebook Page. Make sure to ‘Like’ your Parish page and also become ‘friends’ with others who ‘LIKE’ the page. Accept all friends—as the spouse of a potential new member may be on FB but he may not be (ex. DD Ryan Cairns)

# Action Items

- Advertise your Church Events and Community Events. Advertise for the 'Raffle' and all of the donations that are able to be given. PROMOTE, PROMOTE, PROMOTE as if we have an 'IMAGE' issue of people not knowing who we are—we can overcome this with branding and promotion
- TROLL for information...Like various pages within your Church, School, and Diocese. Try to seek out people who are Catholic who aren't Knights. Look thru your Parish Directory...try to connect with parishioners (even NEW parishioners!) and message them about coming to an event that you're hosting. Don't need to 'ASK' to be a member right away...but invite them to our events!
- If wanting to 'attract' young new members, develop programs for their families and them to attend! (Laws of Attraction)

# Facebook 101—Start to Finish

- Create an Account (Personal or for your Council)—Download the App if you have a SmartPhone!
- Create Group
  - Make Group Public
  - Assign Administrators (people who can add/delete content—very important!)
  - Protect the ‘BRAND’ of the Knights of Columbus
  - Recognize your Local Leaders
  - Upload Pictures from ALL EVENTS—This is your own HISTORY BOOK!
- Follow the State Knights of Columbus Page

# Facebook 101—Start to Finish

- When posting Local Council Pictures from Events—share on the State Page as well!
- Diocesan Facebook Pages??
- Share Supreme Video Messages
- Share Church Events—and assist Church with Promoting their Events

# Facebook 101—Start to Finish

- Open the Group up for ‘Members’ to Invite their Friends and ‘INVITE’ fellow parishioners to ‘follow/like’ your council’s page
- Promote via page your Degree Ceremonies! Promote monthly meetings (?)...maybe even share your newsletter to view from FB (?)
- ONLINE MEMBERSHIP...
  - In the midst of reading about a prior event...someone is interested in ‘HELPING’ in the future. Most people may ‘CLICK’ to take action right away...vs. if having to ‘e-mail’ or ‘contact’ someone to learn more, they may not do it (That seems like a lot of work...I’ll wait til I have someone ask me...)