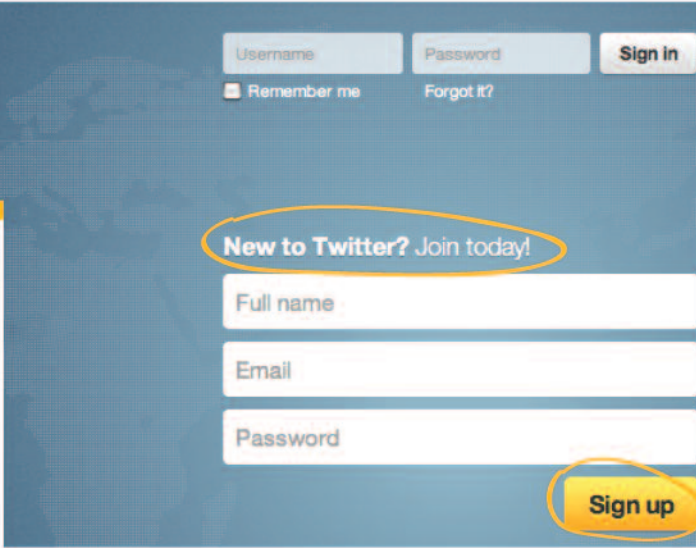


Lions Clubs International Twitter 101



Learn the beauty of using Twitter. Our members and potential new members are out there online.

Twitter will promote Lions clubs events, increase fundraising and membership. It takes 10 minutes to set up your own account and it's free.

Get started on Twitter now.

Follow These 5 Simple Steps

- Create an account at www.twitter.com.
- Complete biography with your profile and photo.
- Find others to follow by searching by name, searching by topic or importing your contacts.
- Write your first Tweet.
- Connect with other LCI members at www.twitter.com/lionsclubsorg.

Twitter Terms to Know

- Tweets** Messages sent
- 140 Characters** Maximum message size
- Followers** Those who follow your account
- Following** Other accounts you subscribe to

Twitter Messaging Tips

Improve your communications with Twitter. Follow these basic tips and you will be well on your way to becoming a great social networker.

- Tweet topics such as events, projects and notable members.
- Ask questions.
- Search for conversations using www.search.twitter.com.
- Tweet regularly (at least three times per week).
- Invite your contacts to connect with your account.
- Retweet messages by others to build relationships.



Follow LCI on Twitter

www.twitter.com/lionsclubsorg



**Social Media 101
Best Practices Guide**
A New Way of Talking About What We Do



**Connect
Engage
Promote**



Lions Clubs International Facebook 101

facebook

Email Password
 Keep me logged in Forgot your password?

Connect with LCI Members

Get Started on Facebook

Our members and our future members are out there on Facebook. Let's take our conversations to where they spend time online. Create your club's own Facebook page. It will help build community outreach, promote club membership, increase giving and improve event participation. Here is how to get started on Facebook or similar networks.

Follow These 4 Simple Steps

- Create a personal account at www.facebook.com.
- Connect with friends and create a group page at www.facebook.com/pages.
- Ask friends to "Like" the page via e-mail, newsletters and blogs.
- Connect with other LCI Facebook members at www.facebook.com/lionsclubs.

Facebook Terms to Know

Personal Profile Your personal biography

Friends People who have connected with your personal profile

Pages A place to share club business

Like Promotes your page to your friend's friends

Sign Up

It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am: Select Sex:

Birthday: Month: Day: Year:

Why do I need to provide my birthday?

Follow These 5 Facebook Tips

- Ask open-ended questions of your fans.
- Pay attention to what your fans say.
- Always respond to fan comments.
- Shorten your Web address and get a vanity URL at www.facebook.com/username (after you have 25 fans).
- Invite your contacts to join your page.

Become a Friend on Facebook



www.facebook.com/lionsclubs
Spread our mission, "Like" our page.



facebook.com/lionsclubs



twitter.com/lionsclubsorg



www.lionsclubs.org



Lions Clubs QR Code

For other ways to keep in touch with Lions Clubs International, visit Lions on the Web by scanning this code with your smart phone.



Social Media Facts and Figures



10 minutes Time to set up your own account

1 billion Number of tweets sent per week

Free Cost to set up your own account

500 million Active Facebook users

