

Social Media 101

Gaining New Members--Why Promote Your Club?

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Social Media = Online Communication Channel?

Community Based

Work Based

Family Based



on Social Media

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Toastmasters Leadership Institute



Who Uses These Platforms?

Facebook_____

Instagram_____

Twitter_____

Snapchat_____

Meetup_____

Linkedin_____

TikTok_____

'Old School' Still Works

Newspaper

Community Boards

Free Toast Host

Email Newsletter

Promotional Best Practices



Video Leads the Way

Photos follow Video

Events on FB/Meetup

Instagram Stories

Posting & Hashtags

