



Marketing Matters:

Social Connections Beyond Facebook

Presenters



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Overview

- Human connection both offline and online
- Strengthening connections on social media
 - Social media challenges & solutions
 - Diversifying your social media efforts
 - Authenticity for genuine online connections
- Q&A

Diabetes Walk



Poll

Connecting through Service

At its core, the Lion experience is about human connectedness through service.

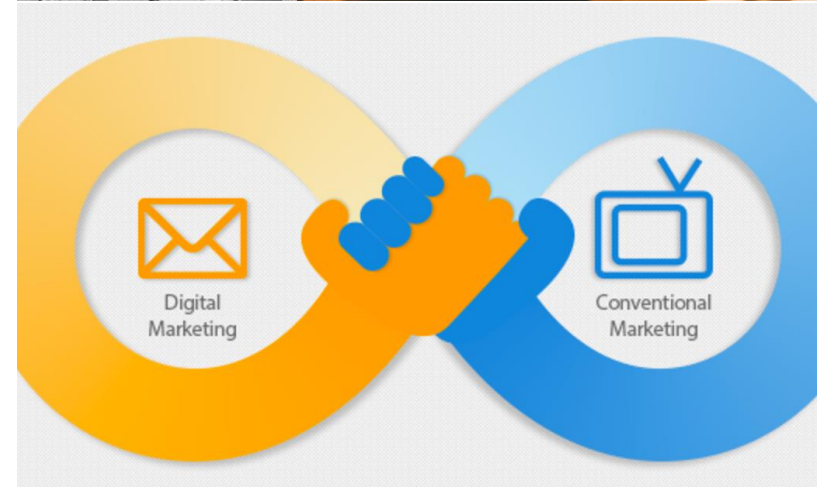
And today there are more ways to connect with each other than ever – online and offline!



Traditional and social media – a winning combo!

In today's fast-paced, globally connected world, connecting with audiences through both traditional and social media is key.

- Traditional media (offline), including in-person and word-of-mouth marketing builds trust and credibility.
- Social media (online) fosters real-time engagement, interaction and community.





How can we connect beyond social?



Word-of-mouth marketing



Community partnerships



Service activities

A group of people is gathered outdoors, possibly at a community event or festival. The scene is dimly lit and has a dark blue overlay. In the background, there are trees and a building with a circular logo. In the foreground, several people are visible, some wearing light-colored shirts. A yellow horizontal line is positioned below the text.

Strengthening connection on social media

Social Media is a Networking Tool

Social media helps to:

- 👁️ Discover new opportunities
- ➡️ Expand your club's reach
- 💪 Strengthen communication



Common Social Media Challenges (& Solutions!)

CHALLENGES

✘ “Our members don’t want to use social media.”

👤 “Members only use their personal social media and don’t engage with our club’s page.”

😬 “I don’t know how to use social media.”

SOLUTIONS

✅ Share content with your members in other ways.

👍 Personal accounts can be powerful! Sharing club updates on personal pages expands reach.

🚀 JUST START and learn as you go.
Visit lionsclubs.org/socialmedia for resources!



Common Challenge: Facebook Suspensions

✗ “OUR CLUB’S FACEBOOK PAGE WAS SUSPENDED.”

- There has been a recent uptick in the suspension of clubs’ Facebook pages.
- Lions report suspensions due to violating Facebook Community Standards for “impersonation.”
- **Lions International currently cannot reinstate clubs’ suspended pages.**

Community Standards

Impersonation

We don't allow people on Facebook to go against our Community Standards.

Examples of things we don't allow

- ✗ Creating a Page or profile that looks like it belongs to a brand or business
- ✗ Pretending a Page or profile has a business relationship with a business, celebrity or public figure



Read in full

Account integrity and authentic identity



Your freedom of expression

We want you to share freely with others. We only remove things or restrict people to keep the community respectful and safe.



Lions Clubs Facebook Page Suspensions

URL of Page *

example: <https://facebook.com/lionsclubs>

Name of Club *

District *

Country *

Has your Facebook or Instagram page been removed by Meta? *

Yes

No

Your name *

First name

Last name

Your email address *

example@example.com

Allow this Page



Content from allowed accounts will not be shown in search results or actioned on for third-party infringement during ad reviews.

I own this Page or it represents my brand

This Page is authorized to use my trademark

Save

Facebook Suspensions: Next Steps

META BRAND RIGHTS PROTECTION

Lions can request to protect their account's use of Lions Clubs International branding with **Meta Brand Rights Protection**.

- Allows our official Facebook account to identify Lions clubs' Facebook pages using logo and **allow these accounts** to use the content.
- Facebook page admins can **request protection** for their Lions club's Facebook page by filling out a form at lionsclubs.org/socialmedia.

RESOURCES FOR LIONS

The social media team has developed a blog post that provides the following information for Lions:

- **Why** Facebook suspends pages
- **Recommendations** and **how-to** for appealing suspension
- **Tips** for improving suspensions appeal process
- **Best practices** to prevent Facebook page suspension

The social media landscape is always changing

- Social media trends and channels shift quickly.
- Are you putting all your marketing efforts into just one channel?
- Diversify your efforts → Expanding to other platforms increases visibility.
- A broader social presence attracts new members, younger audiences, and more engagement.



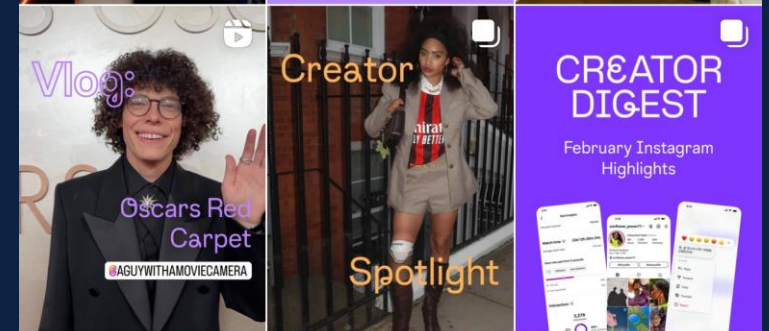
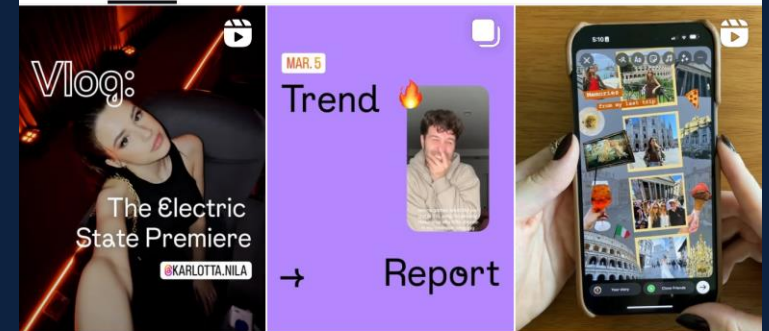
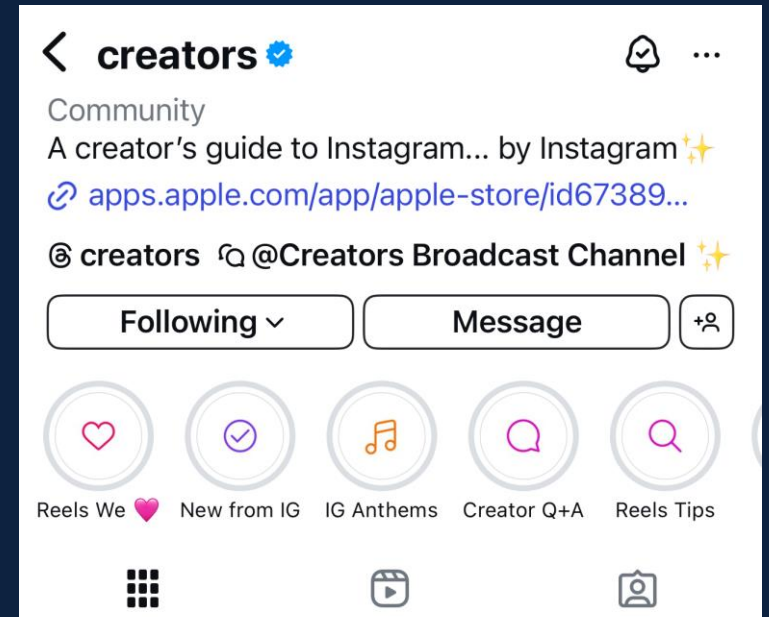
Promoting Lions on Instagram

Key Differences from Facebook:

- 📷 Visual-first—Photos, videos, and stories are key.
- 🚀 Higher visibility—Instagram algorithm prioritizes Reels and shows them to non-followers.

Transitioning from Facebook to Instagram:

- 🔄 Repurpose content—Share event photos, club updates, and service highlights.
- 🎨 Use Instagram Stories—Great for behind-the-scenes looks and quick updates.
- 🔗 Link your Facebook and Instagram—Make cross-posting easy.



Sharing Smiles on Instagram



Promoting Lions on LinkedIn

Why Use LinkedIn for Lions?

- 🌐 Reach a wider audience
- 🏆 Showcase leadership
- 🔗 Network with like-minded changemakers

Ways to Promote Lions on LinkedIn:

- 📝 Share personal stories—How has Lions impacted your life?
- 📣 Post about club service projects
- ✨ Encourage members to list Lions in their profiles



Volunteering



LEO-LION MEMBER " LIONS ALEXANDRIA APOLLO"

Lions Clubs International

Mar 2023 - Present · 1 yr 3 mos



LEO-LION MEMBER "LEO-LION ALEXANDRIA IMPERIAL"

Lions Clubs International

Nov 2017 - Mar 2023 · 5 yrs 5 mos

Service & Professional Development on LinkedIn



Brett Harrington · 1st

Senior Strategic Communications Project Manager at Lions Club...
2mo · Edited ·

Yesterday Chicago Windy City Lions Club had the privilege of making homemade tie blankets to benefit grieving children via [Pillars Community Health's Buddy's Place Program](#) <https://lnkd.in/gbmcuZpG> [#WeServe](#) [#Lions](#)



Prince Amatey · 2nd

General Manager, Zeta Technologies
1mo ·

Over the weekend, I had the honor of being inducted into the largest humanitarian service organization in the world, the [Lions Clubs International](#).

I'm glad I could finally make this transition from serving in the youth arm of the organization in the University of Ghana as club President in 2018-2019 and as Vice President the service year prior.

As a "community child" I passionately embrace all opportunities for community service and volunteerism.

I look forward to serving together with a global community of passionate volunteers with uncommon kindness.

[#LCI](#) [#kindnessmatters](#) [#adentamountainview](#) [#ghanalions](#) [#communityservice](#) [#district418](#) [#lionsclubinternational](#)



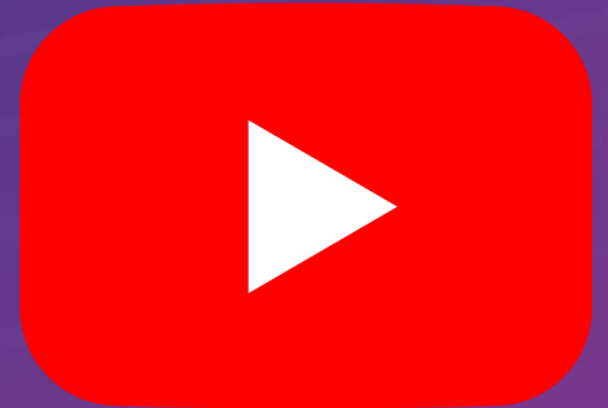
Potter Ka Kai Fong (He/Him) · 1st

Youth Program Development | Project Management | Operations ...
1mo · Edited ·

We're thrilled to announce the successful completion of the first-ever Leo Club Faculty Advisors Training organised by [Lions Clubs International](#) District 308 B3 Malaysia. With the enthusiastic participation of 28 dedicated faculty advisors from 16 secondary schools and 2 universities, we've embarked on a journey to empower young leaders and foster impactful service in our communities. It's inspiring to see educators coming together to support our LEOS, the Change-makers. Here's to the beginning of an exciting chapter in service and leadership! [#LeoClub](#) [#FacultyAdvisorTraining](#) [#ProudAndLoud](#) [#ProudLeo](#) [#BeBetter2gether](#)



Expanding your social reach





Be Authentic

Genuine online
connection IS possible!



and say, tell me more about what you're about.

How Lions in Seal Beach Recruit Members through Service & Brand Visibility



Takeaways

- Keep connecting. Keep growing.
- Traditional and social media is a winning combo.
- Social media challenges have solutions.
- Don't put all your eggs in one social media basket.
- Be authentic.

Q&A





Thank You

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Appendix

- For the Facebook Suspensions form and other social media resources:
<https://www.lionsclubs.org/social-media>
- Join the SMiLE Facebook group for Lions helping Lions with social media
<https://www.facebook.com/groups/lionssmile>
- For more Marketing resources, visit the Marketing Matters webpage:
[lionsclubs.org/marketing](https://www.lionsclubs.org/marketing)