



Gyro International

Social Media Committee

Social Media Committee



The Gyro - Social Networking Committee was formed as a result of a recommendation from the last interim meeting. The committee was tasked with determining if use of Social Media might relate to these stated goals:

1. Advancing Gyro recognition,
2. Using that recognition to perhaps increase membership,
3. Using the connection to provide another communications method.

The questions for the committee to resolve:

1. Potential value vs. Account/page security,
2. Costs involved,
3. How to maintain a presence,
4. How to make it useful to the majority

Which Social Media to use?



The committee discussed various Social media applications available, and quickly determined that the most popular social media in use today by anyone aged 30 and over was Facebook, followed by YouTube and Twitter.

Which Social Media to use?



Facebook

- Ability to Store material on the webpage
- Ability to “Push” updates to members of the group, from webpage user account(s)
- Ability to maintain user account & webpage Security
- Multiple levels of webpages & accounts, i.e. International, District, club
- No content restrictions on length
- Ability to send personal emails & messages between users
- Facebook is more geared to business than some other social networks
- Ability to view some information without being logged into a Facebook user account.
- Ability to impose age restrictions on webpages

Which Social Media to use?



Twitter:

- Limited in message length (160 characters)
- Designed for the younger crowd
- Designed to track what your friends are doing right now!
- Not designed to store rich media information

Linked-in:

- Designed to promote Business to Business
- Does not have the following of Facebook

Which Social Media to use?



After a discussion of the different types of media available to use, the group preferred to use Facebook as it provided the most penetration with 50%+ of the male users being our target audience.

Additionally, a number of people on the committee & in Gyro were already familiar with FaceBook

| Age range | Male | Female |
|-----------|--------|--------|
| 14-17 | 9.80% | 9.10% |
| 18-20 | 13.70% | 13.20% |
| 21-24 | 17.50% | 16.60% |
| 25-29 | 13.20% | 11.70% |
| 30-34 | 10.20% | 9.70% |
| 35-44 | 15.30% | 15.40% |
| 45-54 | 10.40% | 12.30% |
| 55-63 | 5.50% | 7.20% |
| 64+ | 4.50% | 4.80% |



Once a Social media application was chosen, the next step was to determine how to use the media in way that would help to promote Gyro.

Facebook basically offers three levels of information display

1. User Accounts
2. Pages
3. Groups



User accounts – are for Individuals.

While it is possible for a user account to be created for use by an organization or company, this is frowned upon by Facebook.

However it does exist. e.g., Gyro Powell club has a user account called Powell Gyro; they also have a page called Powell Gyro Club, and are in the process of transferring content from the user account to the webpage.



Facebook Groups

Groups are the place for small group communication and for people to share their common interests and express their opinion. Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content.



Facebook Pages - attributes

- Facebook Pages are designed for the display of content relating to organizations, and are not person-specific, although Facebook accounts are used to administer pages.
- Like a user profile, Facebook Pages enable public figures, businesses, organizations and other entities to create an authentic and public presence on Facebook.
- Unlike your profile, Facebook Pages are visible to everyone on the internet by default.
- A Facebook user may “like” a Facebook Page, but a Page cannot “like” a user.
- A Facebook user may become friends with other Facebook users, but not with a Facebook Page. A Facebook page cannot have “friends”.



Facebook Pages

- You, and every person on Facebook, can connect with these Pages by becoming a fan and then receive their updates in your News Feed and interact with them.
- Just as profiles should represent real people and real names, so too should Pages for entities.
- Only the official representatives of a public figure, business or organization should create a Facebook Page.



Facebook Pages – Who's using them?

A quick scan of who is using pages and who is using groups reviewed that business and organizations both large and small are using pages: Wal-mart, Coca-Cola, Old Navy, Kohl's, many major universities, the History Channel, Rotary Clubs, Granite Curling Club, etc.

While small more personal groups run by an individual use groups, such as a High school's Class of 77 reunion group, etc.



Facebook Pages – our choice

The committee chose to go with a Facebook Page!



Page Security

Once we determined that a Facebook page would be the obvious choice for Gyro, we looked at what type(s) of security can be imposed.



Security - detail

- can restrict which countries people are from that can view the page.
- can age restrict the page
- can set the default landing spot when a person enters the page
- can restrict the adding of comments (posts), photos or video
- can create a listing of block words
- can set the profanity strength
- can have a copy of all posting emailed to the administrator(s)
- Can block postings until authorized by the administrator(s)



Next we looked at how the media can be used to get the Gyro message out to the public.



Facebook Advantages

1. Increased Visibility: As your network grows then also your reach grows. The more people you are connected with, the greater visibility for your organization and with it the chances to attract new customers.



Facebook Advantages

2. Shareability: When you publish valuable and share-worthy content on Facebook, the chances are high that the people in your network will share it with their friends. With this shareability of content more people become aware of your organization and possibly connect with you on Facebook, and visit your page(s) or website to see what you have to offer.



Facebook Advantages

3. Branding: The more people get to know you, the more your brand will spread on Facebook and on the web as well. To become a visible brand is important to gain attention and to get the chance to start a conversation with potential members.



Facebook Advantages

4. Connection: Social networking is all about building connections to people with the same interest. An average Facebook user has about 130 connections. The more relevant connections you can build the better. But keep in mind that this does not happen overnight! To build relevant connection takes work and time.



Facebook Advantages

5. Exposure to Web Search Engines: Major search engines like Google, Yahoo and Bing index certain information on web pages, including social media content and return it in search requests. Your page information & even public communications can be accessed via those search engines and make you known with people who didn't know you before!



Our Gyro International Site

In order to see how a Facebook page could be used – A page was created and populated with the basic information on Gyro International.

This included basic information: contacts, web site email, phone number and address. Also an event was created to promote the Annual Convention. The ease of how important items can be posted on your page allows the available information to grow over time.



Our Site Address

Now that we have over 25 likes on our page we are offered our own URL so that people outside of Facebook can see the page.

<https://www.facebook.com/Gyro.International>



<http://www.facebook.com/Gyro.International>

Now that a page is available , the committee was given access to the page and before we knew it other Gyro's started liking the page's content. At the time of this presentation was made we have 37 Gyro's who like our page and this number is growing.

Facebook 



<http://www.facebook.com/Gyro.International>

We have also chosen a naming scheme for all future Club & Districts that want to create a Facebook page so that we stay consistent in our approach and look like we are all unified.

organization.entity

Gyro.International

Gyro.DistrictIV

Gyro.Spokane

for districts

for clubs



Like our Site (please) - click this button when you see it on our page.



- Just as individuals can like our page, the various Gyro Pages can also like other pages, which helps to drive other Facebook users to these pages.



Like our Page

As such it is suggested that

- Our International page will like the district pages only not the clubs.
- The district pages will like the International page and the clubs in their district, and other district pages.
- The club pages may like the International page, their own district page and the pages of other clubs in their district.



So what can Facebook do?

First of all it can network



As an individual, anytime I make a posting on my personal page or on a page belonging to an organization, a little note goes out to all my friends of Facebook, that I like a certain page, or I posted a message on a page.

So when I post something such as I am going to the Gyro International Convention, all my friends know this, and if they click on the words Gyro International, they will be taken to the Gyro International Facebook page.



As an example our 37 Gyros who like our page already have a potential reach of 4273 other Facebook users.

Total Likes **37**

Friends of Fans **4,514**

People Talking About This **6**

Weekly Total Reach **70**

extracted from stats based on June 11, 2012



Secondly,

- You can post material on the site for other Gyros to see and friends of Gyro's.
- It can be a living brochure on Gyro. It can complement our current web page.
- It can be a source for non-gyro's to learn about Gyro and drive them to ask questions about Gyro.



The very basic Facebook Page can contains

- Posting from members of the page
- Photo's uploaded by Gyros in albums
- Videos
- Events
- Notes
- Just like there are apps for the iPhone, there are apps for Facebook.



Where do we go from here?

That depends on you as a Gyro.

- The districts and clubs will develop their pages and personalize them for their use.
- Member of those pages will make postings and the word about Gyro will spread



The International page

- Should eventually become static and will act as a brochure and a place holder for finding the Districts and club pages.
- Individual posting will be encouraged on District & Club pages



District Pages

- Each Governor is encouraged to find a member in their area who will create the District page.
- Add events such as the District convention or Governor visits.
- Add pictures and information on contacting clubs in the district
- Adopt a naming scheme for the page of organization.district
e.g.; Gyro.DistrictIV
Note: the period in the middle
- Use the same naming when a URL is made available



Club Pages

- Each Club is encouraged to found a member Club page.
- Add events such as the Weekly meetings, Outings, Governor visits.
- Add pictures from events and information on contacting the club.
- Adopt the naming scheme for the page of organization.club, e.g.; Gyro.Spokane
Note: the period in the middle
- Use the same naming when a URL is made available



Integration with Gyro webpages

- This can provide a convenient transition between a District or Club Facebook page and their Gyro webpage(s).
- You can reference Gyro.ws webpages on your Facebook pages by sharing the Link, and adding comments if desired.
- Your District or Club webmaster can reference Facebook pages from Gyro.ws webpages, adding 'Like' buttons or direct links to the Facebook page(s).

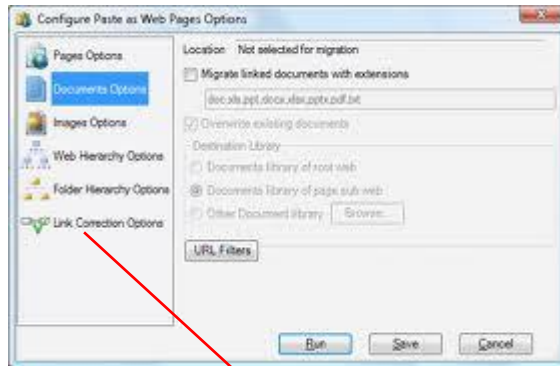
Facebook



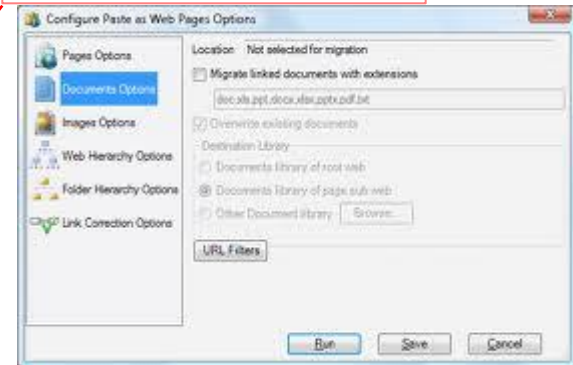
Linking to a webpage from your Facebook Page

[http://www.facebook.com/pages/
Gyro.Powell/](http://www.facebook.com/pages/Gyro.Powell/)

<http://powell.gyro.ws/>



Select Link to share & Post

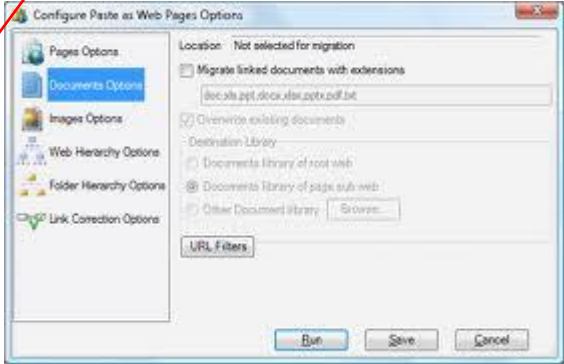
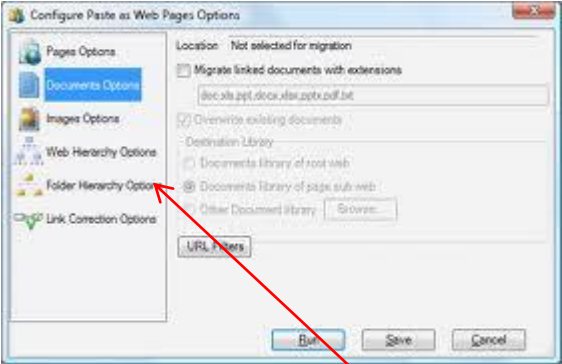




Linking to your Facebook Page from your webpage

<http://District1.gyro.ws/>

<http://www.facebook.com/pages/gyro.District1/>



“Like” your Facebook Page – requires html coding



Facebook



Facebook is a great tool to push information out to the users, as compared to having the users going to find the information.

But, it is only as good as the activity on the page. The more members that use the page, the more the exposure.

No postings = no exposure

If you are on Facebook, please like the pages in your club & District



Our Committee

- PDG Bill Morrow (Blacklake) - Chairman
- PDG Mike Read (Toronto)
- Derek Hay (Winnipeg)
- Randy TARRIER (Powell)
- D-4 Governor Matt Johnson (Olympia)
- D-3 PDG Dana Davidson (Toronto)
- Emil Baijot as ex-officio (Bellingham)



Questions ?