

Great Ohio District Optimist International

Marketing/Social Media Tips

There is a lot of information and many resources on the Ohio District Optimist website at <https://ohiodistrictoptimist.org/> . This includes logos, all of the District Executive Officers and Chairs, a list of Ohio Optimist Clubs, different Optimist International youth programs, information about JOI clubs and much more.

Logo/Branding

- Make sure your club is using the correct club logo.
- Using official OI logo is important to reinforce the OI brand across all clubs.
- Use your club logo on everything seen by your community.
 - Website
 - Social Media
 - Flyers
 - Events
 - Signs
 - Letterhead/Business Cards
- Include your club name in addition to your logo.
- To find your club logo, look under Resources>Members>Ohio Optimist Club Logos on the Ohio District website.
 - The club#.png file is perfect to use for letterhead and your club website
 - The club#_Roundrel.png file is good for flyers, social media and other times when space is limited
- To Find OI program logos like Essay, Oratorical, or Respect for Law, go to Resources>Members>Optimist Program Logos on the Ohio District website.



QR Codes

- Place a QR code on flyers, signs and at events to go to the club website.
- To create a QR code:
 - Go to internet browser (Microsoft Edge or Google)
 - Go to desired website landing page
 - Right click your mouse anywhere on the page
 - Select “Create QR Code”
- Put a QR code on Avenue of Flags flagpoles to go to subscription page.



Social Media

Using social media is FREE! Grow community awareness, increase attendance at club events, inform members of volunteer opportunities and attract new members.

To create a club Facebook page, login to your Facebook account and:

- Select “Pages” on the left side of the Facebook main page.
- Choose “Create New Page” from options on the left.
- Enter the name of your club, nonprofit as category and add a brief bio.
- Upload a profile pic (club logo) and a photo for the cover page.

Once page is created:

- Post frequently, 3-4 times a week.
 - Fundraisers
 - Kids Events
 - Optimist Meetings
 - Optimistic Quotes
 - Donations
- Include a photo or video on all posts.
 - Obtain photo release at kids events
 - Use photos or videos taken at events
 - Use photo from organization you tag in a post
 - Try Facebook Live during an event or create a Facebook Reel
- Evaluate the content of your post.
 - Grab readers’ attention in the first line and make posts short
 - Tag appropriate organizations
 - Use hashtags where appropriate (#BeAnOptimist)
- Schedule posts to appear at a specific time/date instead of when created.
- Create events.
 - Followers are reminded of event
 - Types of events are searchable
 - Pay to advertise (boost post) to reach more people - inexpensive
- Like other community pages.
 - Schools
 - Library
 - Parks
 - Government
 - Organizations you support
- Use free graphics tools like Canva.com to design photos or videos.



Contact Diane Arehart at dla@arehart.com with questions.