

# Marketing and Social Media



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# Importance of Branding

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Gives your Organization an Identity

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Makes your Club Memorable and Recognizable

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Encourages Community Involvement

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Supports Marketing Strategies

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Promotes Optimist Club Mission



*Friend of Youth*

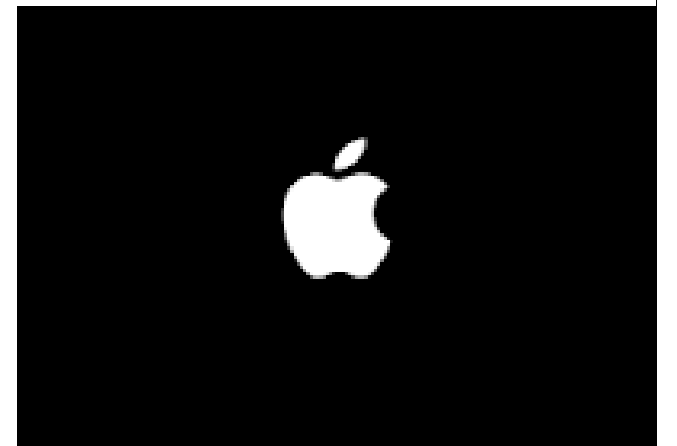
# Optimist International Brand



***By providing hope and positive vision, Optimists bring out the best in youth, our communities, and ourselves.***



# Recognizable Brands



# Current Ohio Optimist Club Logos



# Logos

Make sure Clubs use correct OI Logo and Motto

Link on Ohio District Website to all Club Logos

Logo Provides Recognizable Club Identity

Logo Good  
for Website,  
Letterhead

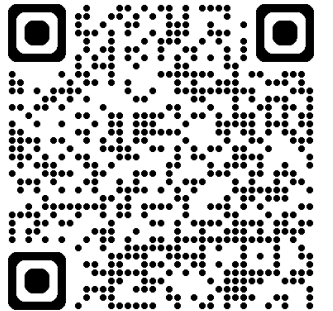


**Optimist**  
INTERNATIONAL  
Ohio District



Roundrel Good for  
Flyers, Social Media,  
Limited Space

Resources->Members->Ohio Optimist Club Logos  
[optimist.org/member/ClubLogos/Dist24\\_ClubsLogos.cfm](http://optimist.org/member/ClubLogos/Dist24_ClubsLogos.cfm)



# Use Club Logo on Everything



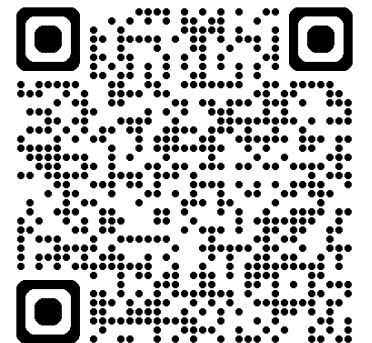
- Website
- Social Media
- Flyers
- Events
- Signs
- Letterhead
- Use Club Name in Addition to Logo

# Optimist International Program Logos

- Consistent Use of OI Logos Important for Branding
- Available on Ohio District Website
- Resources->Members->Ohio Optimist Program Logos
  - Essay
  - Oratorical
  - CCDHH
  - Many Others



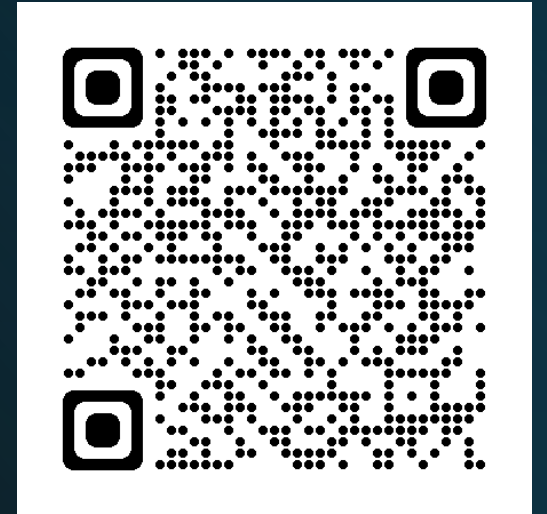
[ohiodistrictoptimist.org/program-logos/](http://ohiodistrictoptimist.org/program-logos/)





# QR Codes

- Place QR Code on Flyers, Signs and at Events
- QR Code goes to Website or Facebook Page
- Avenue of Flags
  - QR Code on Postcard to Subscribe Online
  - QR Code on Flagpole goes to Subscription Page
- To Create a QR Code
  - Open Microsoft Edge Browser
  - Enter the Website Name
  - Go to Appropriate Landing Page
  - Right Click Mouse Anywhere on Page
  - Select “Create QR Code”



# Social Media



- Free Marketing
- Grow Community Awareness
- Increase Attendance at Club Events
- Inform Members of Volunteer Opportunities
- Attract New Members

## Kids Events



## Fundraisers



## JOI Updates

Optimist  
INTERNATIONAL



# Post Frequently – 3 Times a Week

- Fundraisers
- Kids Events
- Optimist Meetings
- Donations
- Optimistic Quotes
- JOI Updates

# Post Photos or Videos



Obtain Photo Release at Kids Events



Use Photos or Videos taken at Events



Use Photo from Organization you Tag



Create a Facebook Reel from Multiple Photos



Try Facebook Live During Event

# Create Events

- Allows Community to Express Interest
- Followers are Reminded of Event
- Facebook Prompts Users of Events of Interest
- Types of Events are Searchable
- Followers Receive Updates if Event Changes
- Share Event with Post
- Pay to Advertise - Inexpensive



# Evaluate Content of Post

- Grab Readers' Attention in the First Line
- Ask Questions or Demand Action
- Make Posts Short
- Tag Appropriate Organizations
- Use Hashtags Where Appropriate (#BeAnOptimist)

# Improve Facebook Visibility

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- Vary Posts
- Keep Track of Popular Posts
- Schedule Posts
- Engage Members to Keep Posts Active
- Invite People to Like Your Page
- Share Posts Mentioning Club
- Instagram, X(Twitter), LinkedIn





# Like Community Pages

- Schools
- Library
- Parks
- Government
- Organizations you Support



# Canva.com

- Free Graphics Tool
- Design Photos or Videos
- Create Flyers
- Upload Photos or Videos
- Stock Photos or Videos
- Add Logo to Photos
- Add Text or Objects



# Social Media Resources

## OI Social Media Marketing

- [optimist.org/member/marketing10.cfm](http://optimist.org/member/marketing10.cfm)

## OI Facebook Pages

- Optimist International (@optimistintl)
- Optimist International Club and Members Group (private)
- Optimist International Marketing (private)

## Great Ohio District

- Facebook Page (@greatohiooptimist)
- Website (ohiodistrictoptimist.com)

# Troubleshooting Facebook Issues

## Facebook Page Suspended?

- Page Admin login to Facebook
- Go to [facebook.com/government-nonprofits/help](https://facebook.com/government-nonprofits/help)
- Select page that has been suspended
- Ask customer service to review page
- Explain Optimist Clubs have similar logos, same mission
- You may need to complete these steps multiple times!





# Questions?

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