

# Facebook

## Step-by-Step Instructions

1. Create an engaging post
2. Write a detailed caption
  - a. "This weekend, our Lios Club served meals to over 200 families in need!"
3. Add links (registration forms, donation pages, Club's other social media pages)
4. Tag & share
  - a. Post in community groups to expand reach
5. Reply to comments/messages

## Checklist

- ☐ Engaging, high-quality visual added.
- ☐ Caption with story/key details written.
- ☐ Relevant links included.
- ☐ Tags and shares added/completed.
- ☐ Comments and messages monitored.

Childhood Cancer - Diabetes



For More Information

Lion Sue Bailey

Marketing Team

Central NY Lions District 20-Y

[Lion.Sue.Bailey@gmail.com](mailto:Lion.Sue.Bailey@gmail.com)

Lion Kim

Marketing Team

Central NY Lions District 20-Y

[district20ynews@yahoo.com](mailto:district20ynews@yahoo.com)

Central NY Lions  
District 20-Y

# Social Media Platform Guide

# Instagram

## Step-by-Step Instructions

1. Choose a high-quality photo or video
2. Write a concise, engaging caption
  - a. "Together, we served over 200 meals!"
3. Add tags (people, organizations, locations)
4. Include a call-to-action
  - a. "Click the link in our bio to join our next event!"
5. Post & engage

## Checklist

- ☐ High-quality image or video.
- ☐ Caption with relevant hashtags.
- ☐ Relevant accounts tagged.
- ☐ Clear call-to-action included.
- ☐ Post and monitor engagement.

Disaster Relief - Environment

# TikTok

## Step-by-Step Instructions

1. Plan your video (15-60 seconds)
2. Record & edit
3. Add trending music/sounds
4. Write a concise, exciting caption
  - a. "Behind the scenes of our park cleanup!"
5. Use relevant hashtags
  - a. #LionsServe, #MakeYourMark
6. Post & engage

## Checklist

- ☐ High-quality video planned/recorded.
- ☐ Caption written with relevant hashtags.
- ☐ Music or trending audio added.
- ☐ Posted at ideal time (check analytics).
- ☐ Post and monitor engagement.

Humanitarian - Hunger

# Linked In

## Step-by-Step Instructions

1. Plan your post (recent/upcoming event)
2. Add visuals (photos, videos, infographics)
3. Draft message
  - a. Highlight impact, clear call-to-action
4. Tag members, community partners, other organizations
5. Use relevant hashtags
  - a. #LionsClubs, #MakeYourMark
6. Post & engage

## Checklist

- ☐ Focused, planned post.
- ☐ Relevant, high-quality images/videos added
- ☐ Relevant hashtags added.
- ☐ Relevant people/organizations tagged.
- ☐ Post and monitor engagement.

Vision - Youth