



Elks State Training Social Media Committee Overview

Presented by:



Social Media Committee Overview

- Committee Focus
 - Use social media to promote your lodge (ceremonies, events, etc.)
 - Increased function recognition
 - Increased lodge loyalty
 - Decreased marketing costs
 - Ensure all contact info is correct on posts / invitations
 - Use social media to highlight events
 - Post function pictures
 - Pictures of a minor must be accompanied with Letter of Consent – can be found on Elks.org – Membership Toolkit
 - Local Lodge Website Recommendations
 - Recommend use Grand Lodge site for local lodge homepage
 - If not, then ensure all links works on alternate homepage
 - Post Elks Mission Statement on homepage
 - Homepage should be easy to navigate
 - Information should be current
 - Contact information should be present



Social Media Committee Overview

- Social Media considerations
 - Ensure Professional / Fraternal tone when using social media – refrain from arguing, posting negativity
 - Grand Lodge Social Media Guidelines available at <https://www.elks.org/grandlodge/membership/socialMediaGuidelines.cfm>
 - Agree to one account / site / page per lodge – no competing
 - Avoid on-line chat rooms or FB fights - always remember you represent your lodge
 - Online conduct and posting should:
 - Not be hurtful, hateful or mean spirited
 - Not be potentially libelous, obscene or inappropriate
 - Not violate local laws or Laws of the Order
 - Not divulge lodge business



Social Media Committee Overview

- Other social media considerations, con't
 - Don't go too fast, take one social media platform at a time
 - Don't accept non-members on Lodge specific social media
 - Don't post photos of members drinking, smoking, or anything that could be harmful to anyone or the lodges reputation
 - Don't post photos of children without written consent
- Current Focus Areas
 - 150 Year celebration – get invitations out to media / dignitary early
 - Promote upcoming Local Lodge events
 - Promote upcoming State Association events
- Chairperson Danniele McKnight

As Dave used to say
"Keep lodge business in the lodge"