





MANAGING YOUR LOCAL ROSE SOCIETY'S

# Social Media

March 12th | 1PM CST



Presented by Emily Hamann, Comm Specialist

**Not just a  
young person's  
game!**

# IT'S NOT AS HARD AS IT SEEMS (I Promise)

- But, it is a big responsibility for just one person
- It's a team effort!
  - 2 people - Play to their skills
  - Content Curator
    - Gather photos, write body copy, make designs, etc .
  - Organizer
    - Schedule posts, find things to share, posting stories, live videos, etc.
  - Split up work type, not platforms.

**But how do we find someone?** Have people run for the position, publish job posting, ask around, hire someone if you can.

# Why even have accounts?

Especially if you don't want to run them.

- To grow your following,
- Reach more people
- Find volunteers
- Stay in touch with US and others!





# Facebook users in United States of America

April 2020



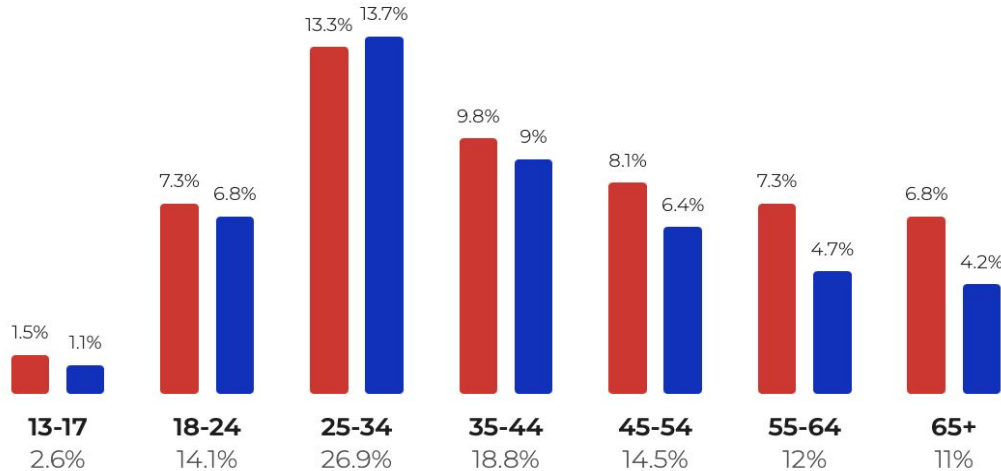
## 233 800 000



**54.1%**  
women



**45.9%**  
men



Even if your membership doesn't really social media, there might be a **new member** out there waiting to be reached!

# Other Benefits

These skills are all around helpful!



# Search Engine Optimization

(SEO)

Multiple listings across the web for your rose society, increases the flow of traffic to your pages

- Facebook
- Instagram
- YouTube
- Websites
- Google Business
- LinkedIn

**Consistent, well working listings** secure your spot in search engine ranking.

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# Communication

Get in touch, and stay in touch

How can they help you outside of your rose society?

Wouldn't you love to be able to communicate with old friends, kids, grandkids, etc. better online?

- See their photos, share your own, etc.
-





What kind of accounts  
are out there?

# Facebook

## What this platform is good for:

- Growing followers
- Spreading the word on events
- Running ads
- Sharing photos
- Live Streams
- Website substitutes
  - You can have all the tabs a website has on Facebook without having to build them yourself!



## Who this platform is for (Everyone, but more specifically):

- People who want to grow their society but don't have the money to hire marketers.
- People with no website knowledge

**Upkeep:** As much or as little as you want to engage.

- Be sure to at least post once a week or so!

# Facebook Groups



## What they're good for:

- Keeping up with your members
- People closer to joining
- People wanting to foster great engagement with their members!
- BEWARE: Think about making yours private and adding folks when they join. This reduces spam.

## Who they're for:

- Someone with a Facebook
- Someone who knows the basics of Facebook

## Upkeep:

- Less upkeep for the manager because everyone can add and share to said group!

# Instagram



## What this platform is good for:

- Getting recognized organically
- Sharing beautiful images (a big photo album)
- Videos
- Running ads

## Who this platform is for:

- Someone who can take photos or collaborate with others to find them

## Upkeep:

- Relatively easy.
- Doesn't require heavy design work, just beautiful photos of your roses and membership!

# YouTube



**What this platform is good for:**

- Getting recognized organically
- Tutorial videos
- Providing education to members
- Videos of events, garden tours, “unboxing” new rose gear/plants, etc.

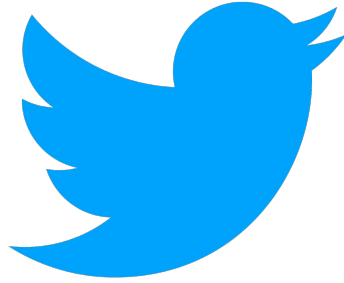
**Who this platform is for:**

- Someone who can take and slightly edit videos or collaborate with others to find/make them

**Upkeep:**

- Easy to post, not as easy to create the content

# Twitter



## What this platform is good for:

- Getting recognized organically
- Sharing quick thoughts and “hot takes”
- News story sharing
- Going viral
- Funny or non-serious content

## Who this platform is for:

- Someone who can be in the moment posting.
- Someone quick witted and quick to find good, shareable content

## Upkeep:

- Easy to post, not as easy to create the content

# How To

Tips on getting started.



# Start By Making Your Account

Let's walk through these:

## Facebook:

- Start with a PROFILE, then create your page

## Instagram:

- Download the app or do it on a desktop or laptop.
- Once it's up, LINK YOUR FACEBOOK

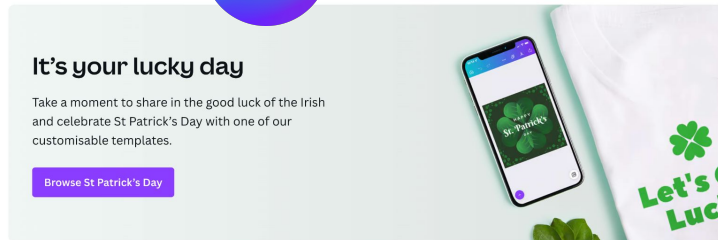
## YouTube:

- Tie it to your Google/Gmail account
  - While you're at it, make yourself a Google Business page!
-

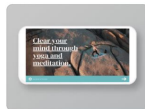


# Now Make it Pretty

You've got the shells done, now let's brand it!



## Top picks



Videos



A4 Documents



Infographics



Report Cards



Facelock

[Help ?](#)

- **Designs:** Cover photo, profile picture, banners, event covers, etc.
  - [Different dimensions for each platform](#)
- **Where to start?**
  - Beginners: Canva
  - Advanced: Illustrator, Photoshop, Indesign, etc.

There are many other platforms, if you know them, you're ahead of the game!

- I'm going to show you [Canva](#) for now.
- It's easy to use, templates save time, you can implement a brand book without being a designer.

Brief Tutorial:

- Saving files for Web vs. Print
- Setting up your brand book
- Finding templates

# How About Eblasts?

Seems like y'all have a handle on them BUT...



# Start By Making Your Account

TONS of e-newsletter builders:

- Constant Contact
- Mailchimp
- Etc.

Design newsletters in Canva too if you're not an experienced designer.

- Plug in the graphics and link to site
-

# Websites

The upsides, the downsides and the cost.



# Websites

## What are they good for:

- Reaching local people
- A concentrated spot for all your rose society's information
  - Events, meetings, contacts, publications, education, images, etc.
- Increasing overall traffic to your other pages

## Who are they for:

- People with web design/building skills
- Someone who can learn basic web builders
- People with a budget to hire someone
- People who have a grandkid, niece, nephew, etc. that owes them a big favor

## Upkeep:

- Ideally: Weekly - Monthly updates, blog posts, event listings, etc.
- Possible: Static websites don't need very much maintenance, but won't contain the best and most accurate info.



# Web - Building

It is possible to build your site with little to no experience.

## But ask yourself:

- Is it worth it for our society?
  - Who will maintain it?
  - Can my Facebook house the same information?
    - why work harder when you can work smarter?
  - Do I have the time?
  - Am I relatively tech savvy?
-

# Web - Building

You're down to do it, now what?

Do some research on the builder that's right for you.

- Wix (relatively easy)
- Squarespace (easy to make pretty, can be confusing)
- GoDaddy (simple builder, less functionality)
- WordPress (for tech savvy/brave of heart)
  - This is what I use.
  - Extreme functionality, requires some know how on coding and terms/concepts of web design by itself.
    - There are however plugins that eliminate the coding and difficulties
    - Elementor, Divi, etc.
    - They turn WordPress into a drag and drop builder.

# Web - Building

You're down to do it, now what?

## BEWARE the Downsides

- Expensive tools: Web builders aren't always free.
  - Not to mention hiring a designer can cost around 2,000+
- Need training, or dedication to learning how.
- Needs regular management and updating
  - Which if you hired a designer, means monthly fees for said updates
- Requires more time to learn/build

**BUT:** it can be so rewarding building something from nothing!

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# Posting

Who, What, When, Where, How, and Why?



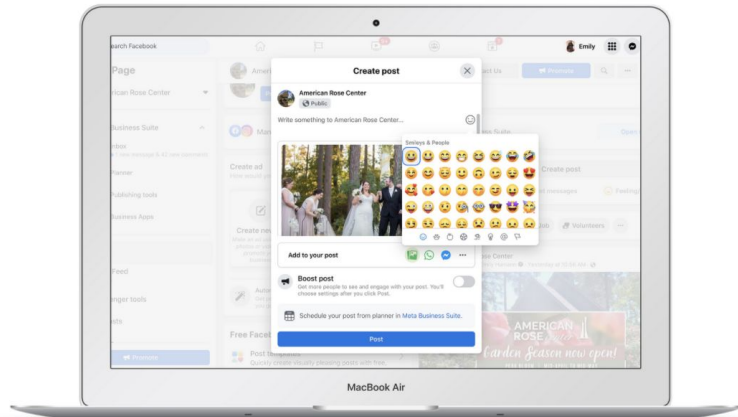
# Who Posts

Remember that team we talked about?

Who can post?

- **Facebook**
    - Admins, editors, etc.
    - [Mini Tutorial on Facebook Roles](#)
  - **Instagram/YouTube/Twitter/Etc.**
    - Anyone with the login
    - Make sure you use a secure email everyone has access to.
    - Once again, I recommend setting up a rose society Gmail.
-

# How to Post



## Facebook/Instagram:

- Business Suite (publishing tools)
  - Insights
- There's other softwares (Hootsuite, Later)

## Post Checklist:

- Create a graphic/Procure an Image
- Type up the body copy
- Add hashtags to target preferred audience
  - Check prominent rosarian's Instagrams for examples of popular hashtags.
  - This helps with SEO! It helps you get FOUND

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Mini Tutorial Time

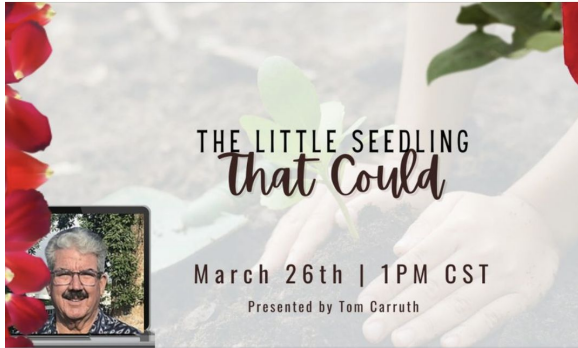
# What to Post

- Rose photos (and I cannot stress this enough)  
BLOW UP
    - Ask your members/followers for rose photo submissions
    - People love to be recognized
    - It encourages engagement
  - Events
  - Share from reputable sources
    - It doesn't all have to be new dynamic content!
  - If you need input, ask a question!
  - Have people vote on their favorite rose in a collage
-



American Rose Society created an online event.

March 3 at 10:02 AM · 🌐



# THE LITTLE SEEDLING That Could

March 26th | 1PM CST

Presented by Tom Carruth

SAT, MAR 26 AT 1 PM

The Little Seedling that Could

32 people interested



American Rose Society is celebrating Valentine's Day at American Rose Society.

February 14 at 1:20 PM · Shreveport · 🌐

Happy Valentine's Day from ARS! 🌹❤️

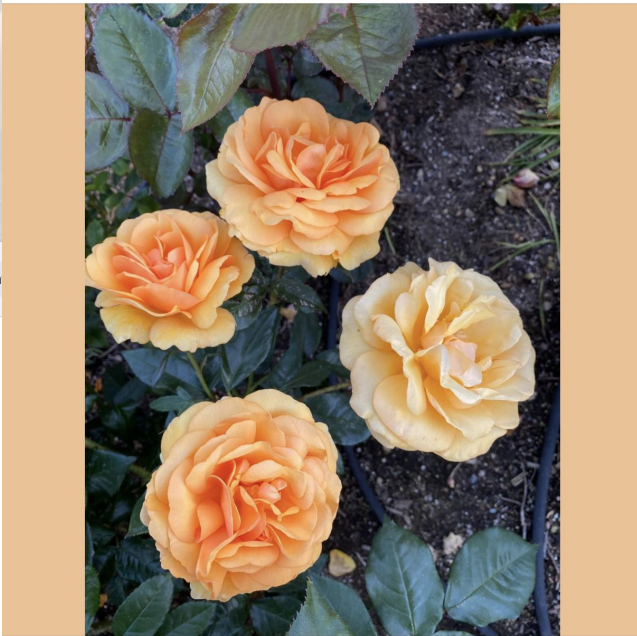
We hope you have a lovely holiday!



FROM YOUR FELLOW  
ROSE LOVERS AT THE:



Prolific, blooms in flushes throughout the season.  
V... See more



📣 Boost this post to get more reach for American Rose Society.

Boost post

👍❤️ Lisa Avant-rogers, Lucy Rutledge Medvec and 120 others

7 Comments 15 Shares

NEVER  
QUIT

Bertrando Test added a new photo.

Just now · 🌐



Boost Unavailable



American Rose Society is at American Rose Society.

February 2 · Shreveport · 🌐

🌹 Check out the article below from ARS friend Rita Perwich! Learn about the benefits of pruning your roses and how to get started. 🌹



SANDIEGOUNIONTRIBUNE.COM

Perfecting the bloom: It's rose-pruning season in San Diego

Pruning helps your plants rejuvenate — here's how to get started

# When to Post

Frequent posting is **KEY!**

How much?

1. Ultimate Dream: once a day
2. Median: A couple times a week
3. Bare Minimum: Once a week

But hey, something is better than nothing.

When: ever-changing, a quick google shows up to date.

- Tuesdays, Thursdays 1-2
  - Think about your audience, when do they get out of church, when are they on breaks, when do they work?
-

# Why You Post

Frequent posting is **dormancy protection!**

- It keeps your page pulling in newsfeeds organically.
- This helps expand reach and grow your page.

**It Indicates:**

- Someone is running the page
- You are actually an operating society

Therefore, the algorithm is more likely to show your posts, pull you up in searches, and help you reach more people!

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# Let's Get Growing!

Tips on how to increase your following, reach more people, and grow your society.





# Growing a Following

## Facebook:

- [Invite](#) all of your friends
- Invite people who liked your posts ([Mini Tutorial](#))
- Offer [giveaways](#) if you can
  - “like this post & our page to be entered”
- If you have the budget for it, run ads/Boosts
- Convert those page “lurkers” to members
  - Hold fun events aside from meetings and seminars to reel people in and convince them in person
    - (wine and roses in the gardens, etc.)

## Instagram/YouTube/Twitter/Etc.:

- Use Hashtags to be found by people with similar likes and interests
- Follow others! Chances are, they’ll follow you back.
- Offer [giveaways](#)
- If you have the budget for it, run ads/Boosts



# But what now?

Take the plunge. Like anything else, this takes practice.



# You've got this!

I encourage you to...

- **Read tutorials**, to reach out to me for help!
  - There are thousands of help articles that exist for you.
- **Reach out** to us for guidance if you ever need
  - [emily@rose.org](mailto:emily@rose.org)
- **Never give-up**
  - It's not hopeless, it just takes diving in and trying!
  - Seriously, what's the worst that could happen?

What would most (I hope) of you tell me if I said there's no way I could learn to grow roses?

- "It's not impossible! Try container growing, try this, have you thought about this? etc."





# So how can I help?

Between Google, and the American Rose Society, and myself, if you want to reach new members for your local society, we'll help make that happen.

