

TEXAS TUESDAY CONNECTIONS • Tuesday, June 22, 2021

Public Relations vs. Social Media

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What is the definition of each?

pub·lic re·la·tions *noun*

the activity of *providing the public with information about your organization* so that people have a positive idea of the organization's work.

so·cial me·di·a *noun*

websites and applications that *enable users to create and share content* or to participate in social networking. Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. By design, social media is Internet-based and gives users quick electronic communication of content.

Social media programs include Facebook (free), Instagram (free), Twitter (free), WhatsApp (free) and many others too numerous to list here. Notice the ones mentioned above are all FREE?

Does your Lions club have solid public relations/social media presence within your community?

Do you have connections/relationships with local newspaper staff, local Chamber of Commerce staff, area newsletter/public magazine editors, etc.? If not, why not? Newspapers and print media are facing uncertain futures as much of today's news is online, easily accessible from any smart device, and is usually free. They're always looking for great LOCAL news to print, and your club's activities/accomplishments are certainly newsworthy! Know what happens when you don't advertise? *Nothing*. So don't be shy, advertise your club far and wide to let people in your area know all of the great things Lions are doing *in your community!*

Does your club have a member(s) with the time and willingness to keep up with your club's social media presence on a regular basis?

If your Lions club currently has a Facebook page, but the last update or post to it was in 2019, it is not doing your club any good. Time to refresh it with new content/new masthead/new "Likes" and current (weekly) content about your club's activities, meetings, etc. What are you waiting for?

“No one in our club is creative or has any artistic ability to create/post graphics...what can we do?”

I'm glad you asked, because help IS available (and it's FREE)! I use software programs that are expensive to operate and maintain in my design business, but an online program called “Canva” will be your new best friend! Canva.com has a free version available with great graphics in it for your use, or you can opt for CanvaPro for more features. I'll show you easy (and fun) it is to use! Best of all, you can create eye-catching graphics to use for online programs (Facebook, Instagram, etc...) AND in print if you need hard copies of flyers, posters, bulletins, etc.*

**Print material costs vary depending upon quantity ordered, but having a graphic both online and in print to distribute to folks in your community is a great way to brand your club, fundraising event, vision screening, etc.*

“How do we get started with public relations?”

Simple. TELL YOUR COMMUNITY WHAT YOU'RE DOING! Tell them face-to-face at your next fundraising event, Chamber meeting, business gathering, at church, keep your Facebook/Instagram/Twitter feeds up-to-date with the latest information (keep it current, post interesting pics/graphics/information at least every other week—or more often—to keep it interesting and worth visiting), through your local news outlets (don't forget radio station interviews and/or Public Service Announcements, as many stations offer PSAs for free). Consider partnering with area businesses as well, as they are often supportive of Lions' efforts (it's great PR for *their* business, too). A plus? Local businesses may be helpful when sponsorships are needed. Be sure to feature their names/products and positive reviews on your social media page(s) to help their business in return.

“How do we make our photos more interesting?”

Crop out unnecessary stuff first before you post them! What's unnecessary stuff? The person in the background you can only see half of, the ugly wall with bad art on it, the ceiling fan/lights that no one wants to see (we've all taken those), etc. Take photos with your smartphone, then use the Edit feature in your phone to crop the image to “zoom in” on who or what is most important, lighten it if it needs it, and avoid posting the usual “presenting a check with a smile to...” photos. Catch people interacting with each other or doing something interesting (unaware of the camera), laughing and having a great time (always a fun pic), etc. If you take a photo of an entire room of folks whose faces are unidentifiable, it's not a very interesting pic. Get close to your subjects and take fun pics! Everyone loves to see themselves in a fun photo, so take many and *post them often*. Don't forget to tag everyone in the photo so that photos are shared far and wide. That's how you get the word out to a lot more folks who will hopefully want to be a part of your Lions club. *You can do it!*

EXAMPLES OF CROPPING A PHOTO TO MAKE IT MORE INTERESTING



Original photo

Original photo at left that has too much sky and clutter in the background (along with a purse in the lower right corner). Photo at right was lightened and cropped to what you see on the right. MUCH more interesting to view and it puts the focus directly on these two fine folks, don't you think?



New and improved cropped photo



Here's a typical "Lion presenting something to someone" photo, but it's made more interesting because of the nurse's smile, and that she's not looking directly at the camera. Makes the viewer wonder what she's looking at, and her smile is contagious.

(RIGHT) Show your members doing something! As you can easily see, the two Lions in red are being pinned by the two in front. It's an interesting photo because they're not all looking right at the camera.



(RIGHT) Pay attention to what is in the background! These two were just pinned as the new Co-Presidents of their club and their joy is easily seen. One is also standing, which makes for great composition, and you can see their club's ID clearly in the background.



THINK OF WAYS TO MAKE YOUR PHOTOS MORE ENGAGING AND SNAP AWAY!

PRESS RELEASE

For immediate release

Date: June 22, 2021

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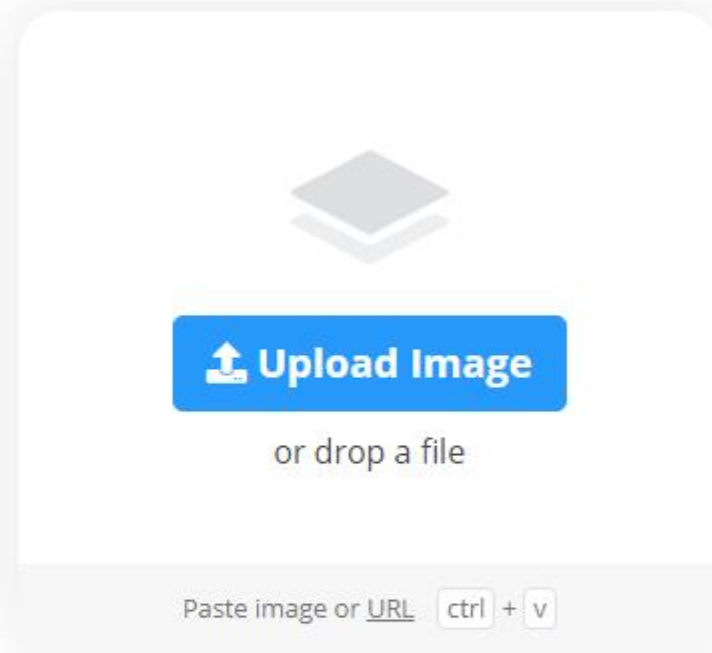
LIONS TO PROVIDE FREE DIGITAL VISION SCREENINGS FOR AGES 0-8

The Waco Women's Lions Club will provide digital vision screenings free of charge on Saturday, June 26 from 1:00 to 4:00 p.m. at Richland Mall in Waco. Children ages 0-8 are welcome for the free screening, as vision problems are easily and quickly detected by the Welch-Allyn SPOT vision digital vision screener. Issues such as strabismus, amblyopia, anisometropia, gaze issues, and more are quickly detected in a painless screening that takes only seconds. A Lion screener will stand 4' away from a child to be screened and will simply take a digital photo of their eyes with the device. If a child's vision issue can be detected before the age of 7, chances are good that the issue can be fixed or greatly improved by a licensed eye professional by the time the child starts first grade—enhancing their life's path to succeed in whatever endeavors they may choose. If a child cannot see, they do not learn.

The general public is invited to participate, but priority will be given to young children first. Bring your child to this free event and let Lions help make a difference for your child.

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