

Social Media 101— What Is There Besides Websites?

Technology has now vastly improved in the past years, going far beyond just websites in the digital realm. For any organization or business to be successful in this 21st century, utilizing social media has become vital. On the International, District, Divisional, and Club level, social media can be used to greatly benefit our organization. Key Club International utilizes a variety of social media including Twitter, Facebook, YouTube, and Flickr. Let's explore more closely the world of social media!

Twitter:

Find out what's happening right now with 265,4565 other amazing Key Clubbers! As you continue on throughout the day, 4,000 tweets are being sent every second! That's 340 million tweets per day! Started up just under six years ago, this social network is one you won't want to miss out on! Follow Key Club International ([@keyclub](#)) as well as WIUM's very own twitter-feed ([@WIUMKeyClub](#)) right now! It's a great, simple way to stay up-to-date with everything that's happening! Whether you're on an iPad, computer, or even a smartphone, tweeting can be done in seconds! Tweeting is also an awesome networking tool that all clubs should consider using!



Facebook:

With just under one billion active users, Facebook has become the #1 social media site the world has ever known. In seconds, you can chat with friends, share pictures, explore newly developed apps, and much much more! "Like" [Key Club International's Facebook](#) page to get updates, and join your own Divisional Facebook group as well! If you aren't sure where to join, ask your Lieutenant Governor and they'll help you! Facebook is a quick, easy way to share information with one another, especially if you have a large club. Members can share information or ideas on a service project, and others can comment! If your club doesn't have a Facebook group yet, take the lead and create one now!

Flickr:

You may have heard the phrase before, a picture is worth a thousand words. With Flickr, you can share great memories through pictures you love in [Key Club International's](#) account to other platforms such as Facebook, Twitter, and e-mail! It's that simple! As with any information sharing site (especially photos), privacy and safety are important issues to be addressed. Since most Key Club members from your club will be under 18, if you'll be uploading pictures of them, make sure you have all your club members and advisor's consent first.

YouTube:

Do you know what's hot and trending right now on the internet? All you have to do, is go to YouTube's top 100 viewed videos and see! Similarly, find out what's all going on in Key Club by visiting [Key Club International's channel](#)! Subscribe to International's channel, comment on the awesome videos, and share them! If your club is very interested in making Key Club videos, consider starting your own school's Key Club channel to share all the wonderful happenings going on in your club!

More Tools In My Toolbox

Utilizing Twitter, Facebook, YouTube, and Flickr, along with Social Media in general, is another tool as webmaster you can utilize for your home club. Depending on your club's situation, some tools might be more useful than others. There's no reason why you should be using all the tools found online, or be using none, since it's plainly ineffective and a waste of time. Each tool you stumble upon as webmaster brings it's own unique qualities to the table, and it's your responsibility to determine their usage and whether it's appropriate for your club or not. It might take some time to experiment or explore all the options, however in the end, I promise you it's well worth the time for your home, school, and community to utilize these social media tools. Below, is a table representing some pros and cons of each platform.

	<i>Pros</i>	<i>Cons</i>
<i>Twitter</i>	<ul style="list-style-type: none"> * Simple messages / reminders * Quickly delivers information * Viewed easily on all electronic platforms (iPad, computer, etc.) 	<ul style="list-style-type: none"> * Can't post long messages / details * Can't post anything else * Minimal interaction with viewers
<i>Facebook</i>	<ul style="list-style-type: none"> * Can post everything (posts, pictures, videos, files) * Quickly deliver information * Lots of interaction with viewers 	<ul style="list-style-type: none"> * Only receives notification when viewed, unless post "opened"
<i>YouTube</i>	<ul style="list-style-type: none"> * Great for posting videos * Easily accessible 	<ul style="list-style-type: none"> * Can't post anything else * Don't receive any notifications for new posts/updates * Minimal interaction with viewers
<i>Flickr</i>	<ul style="list-style-type: none"> * Great for posting pictures * Easily accessible 	<ul style="list-style-type: none"> * Can't post anything else * Don't receive any notifications for new posts/updates * Minimal interaction with viewers

Any Questions?

As webmaster, utilizing social media platforms is just one of the many responsibilities you should be covering. Find a few application that suits your club's needs, and go with it! If you have any questions, feel free to contact your current District Webmaster, Brandon Li at webmaster@wiumkeyclub.com!

a Kiwanis-family member

www.keyclub.org

3636 WOODVIEW TRACE INDIANAPOLIS, IN 46268 USA

317-875-8755 US AND CANADA: 800-KIWANIS e-mail: keyclub@kiwanis.org