



SOROPTIMIST®  
Investing in Dreams

# ARE YOU SOCIAL MEDIA SAVVY?

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TEST YOUR KNOWLEDGE!



BRAND RECOGNITION PRESENTATION





# INSTRUCTIONS

- Presenter will ask questions.
- Raise your hand if you know the answer.
- Test your knowledge!



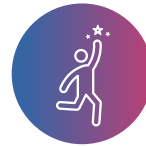


# QUESTION 1:

How would you describe yourself as a social media user for your club?



Beginner Bee



Enthusiastic  
Engager



Digital Maestro



# QUESTION 2: TRUE or FALSE

It is considered a best practice to have an online presence on as many social media platforms as possible.





**ANSWER2:**

**FALSE!**

It's better to have a strong presence on a few platforms where you can engage effectively rather than spread yourself too thin across multiple platforms with limited impact.



## QUESTION 3:

Why is it important that the branding across your club's social media platforms be consistent with SIA's branding?





# ANSWER3:

## CONSISTENT BRANDING

Helps establish recognizable identity

Builds trust and credibility

*Ensure social media presence is aligned with Soroptimist brand*





# QUESTION 4:

Name at least one way to engage with your target audience on social media.







# ANSWER4:

## ENGAGE TARGET AUDIENCE

- Create visually appealing content
- Use hashtags
- Keep posts concise and informative
- Respond to comments and messages
- Encourage members to share experiences



# QUESTION 5:

What does a hashtag look like and what is the purpose of using hashtags on social media?





# ANSWER5: #HASHTAGS

- Start with # symbol
- Organize and categorize content
- Make content more discoverable
- Great for events, campaigns and awareness
- Use a mix of broad and niche hashtags



## QUESTION 6:

Facebook Ads

**Boost  
Facebook  
Posts**



  **DIGITAL REACH PLATFORM**

Name one benefit  
AND  
one limitation of  
boosting ads on  
Facebook.



# ANSWER6:

## BOOSTING ADS

### Benefits

- Cost-effective
- Can target audience
- Increase visibility
- Increase interactions

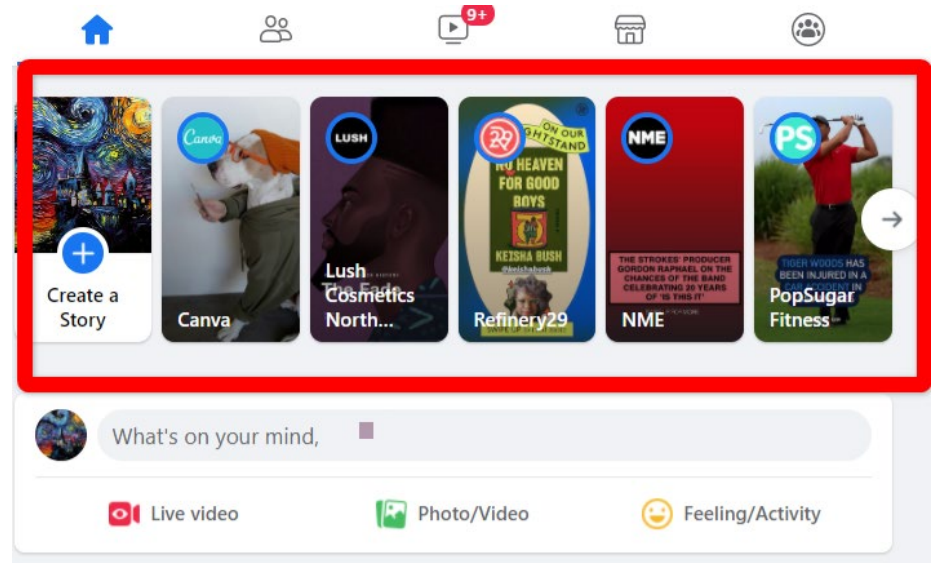
### Limitations

- Reach may only go so far
- Can't control algorithms
- Ad fatigue
- Hard to measure



# QUESTION 7:

What social media feature allows you to share temporary content that disappears after 24 hours?





# ANSWER7: STORIES

- Temporary content in form of photos or videos
- Disappear after 24 hours
- Highly visible on users' feeds
- Include interactive features such as polls, quizzes, question stickers, swipe-up links, etc.



# QUESTION 8:

What are some ways to promote club events on social media?



**APPLICATIONS ARE OPEN!**

**CASH GRANTS TO HELP YOU LIVE YOUR DREAM**

Are you a woman that has been enrolled or accepted into a vocational/skills training program or an undergraduate degree program? Are you the primary financial support for yourself and dependents?

**APPLY NOW**

[soroptimist.org/lyda-apply](http://soroptimist.org/lyda-apply)

live **YOUR dream**  
education & training awards for women®



SOROPTIMIST INTERNATIONAL OF THE MARIANAS PRESENTS

## PINS FOR A Purpose

A Back to the 80s Bowling Event

**GRANDPRIZE \$500**  
Donated to a local charity of the winning team's choice

**CENTRAL LANES BOWLING CENTER**

Saturday, September 23

5-Man Team Registration: **\$400**  
Entry fee includes (2) games and a light lunch

Other prizes for:  
-Overall Highest Individual Scorers  
-Best Dressed 80s Theme  
-80s Themed Dressed Teams- 20 points added to team score for full participation

Registration: 2PM  
Start Time: 2:30PM

RSVP TO TASI CASTRO AT 671-689-0945 OR EMAIL TASICASTRO@YAHOO.COM



SOROPTIMIST International of Vacaville  
Investing in Dreams presents

# ROCKTOBER FEST

SATURDAY 10-21-23 | 5PM TO 9PM | \$65 EACH | \$75 AFTER 10-1-14

German Potatoes & More!  
Live Music! Silent & Live Auctions!

Center, 1000 Ulatis Dr., Vacaville



# ANSWER8:

## PROMOTE EVENTS

- Design eye-catching graphics with event info
- Include CTA that encourages users to register, buy tickets or share event
- Highlight key benefits or unique aspects
- Use hashtag
- Create teaser videos
- Leverage Facebook events

# DELTA DREAMERS

The Delta Dreamers award was created by Soroptimist International of the Delta to celebrate women and girls who have faced obstacles and are pursuing courses or higher education to change their economic outlook.



Apply Now!

Deadline for application submission:  
December 15, 2023



2023 Delta Dreamers  
Award Recipients

*Soroptimist International of the Delta*

FRIENDSHIPS  
BETWEEN WOMEN, AS  
ANY WOMEN WOULD  
TELL YOU, ARE BUILT  
OF A THOUSAND  
SMALL KINDNESSES...  
SWAPPED BACK AND  
FORTH AND OVER  
AGAIN.

*Michelle Obama*

Soroptimist International of the Delta






*Soroptimist International of the Delta* 

Ready to begin a new life?

live **YOUR** dream 

award

You are eligible to apply if you:

-  Are a women with primary financial responsibility for yourself and your dependents.
-  You are attending an undergraduate degree program or a vocational skills training program.
-  Have a financial need

Scan me to apply 



## How do I become a Soroptimist?

When women help other women, amazing things happen! Our members breathe life into our programs and truly come together to make a difference.

Interested in joining?  
Need more information?

*Message us!*

*Soroptimist International of the Delta*



*...the one where SI of the Delta delivers school supplies to Shepherd's Gate*



## NEW MEMBERS





# QUESTION 9: TRUE OR FALSE

Non-digital/traditional PR is no longer relevant in our digital world.

Do you run newspaper ads?





**ANSWER9:**

**FALSE!**

Digital platforms have transformed the way we communicate, but traditional PR still has a place.

In fact, a combination of both digital and traditional can be highly effective.



# QUESTION 10:

What are some effective strategies for fundraising on social media?





# ANSWER10: FUNDRAISING

- Leverage peer-to-peer fundraising
- Share compelling stories
- Emphasize need for support
- Use built-in fundraising tools on Facebook and Instagram designed for nonprofits





# BONUS QUESTION

Does SIA have tools to help clubs with their social media and other publicity efforts?



**Soroptimist**  
[suh-rop-tuh-mist]



**noun.** A global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.

Our name means “best for women.” And that’s what we strive to be—women at our best, investing in other women and girls to be their best.

See [SOROPTIMIST.ORG](https://www.soroptimist.org)

Contact us **TODAY** and learn how you can get involved:



# ANSWER

YES!

## Templates

- Publicity kits and sample news releases
- Brochure
- Banner and flags
- Recruitment ads

## Guides

- Branding and style
- Social media
- Photo and video
- Website

*Visit Recognition & Branding page on SIA website!*



## FIND YOUR JOY. VOLUNTEER!

Helping others can make you happy and keep you healthy throughout your lifetime.

Pay it forward. Change the world.

**Become a Soroptimist today!**

A global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.

[SOROPTIMIST.ORG](http://SOROPTIMIST.ORG)



**SOROPTIMIST®**  
Investing in Dreams

Contact us to learn how you can get involved:



## FIND YOUR INNER SUPERHERO. VOLUNTEER!

You have the power to strengthen your community and make the world a better place for women and girls.

Be a hero. Become a Soroptimist today (no cape necessary).

A global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.

[SOROPTIMIST.ORG](http://SOROPTIMIST.ORG)



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Investing in Dreams

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## 2023 Live Your Dream Awards Recipients, Congratulations on Graduating!

*Congratulations on Graduating!*

Your perseverance and dedication to success is an inspiration to us all. View our virtual graduation card for well wishes from our members and supporters!



**SOROPTIMIST®**  
Investing in Dreams

live **YOUR DREAM**  
education & training made for women®



# Soroptimist

International of the Americas, Inc.®



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**THANK  
YOU!**

