

Social Media Guideline:



It's hard to ignore social media. Some BPW clubs have realised the power of social media to promote events and connect with members and others.

Social media is changing the way we interact with friends, colleagues and same-interest groups. It makes sense that BPW Australia benefits from having a strong presence online. Clear guidelines are provided to members on how to use BPW branding, mission statement, goals and strategies to communicate with members. Social media also incorporates opportunity to foster community relationships,

recruit new members, interact with other BPW clubs and BPW Australia while keeping up with everything that is going on in the fight for equality for women and girls.

What Is Social Media?

For our purposes, social media refers to large, online websites or platforms where people interact, discuss, and become informed. Social media is especially valuable for building relationships across geographic distance; social media help people work together to make their individual voices a strong, collective whole. While BPW clubs and BPW Australia primarily use Facebook pages and Twitter accounts, there are other social media platforms that can be used, including LinkedIn, Instagram, and Pinterest. Often these platforms have their own advantages and disadvantages.

Why BPW Clubs Use Social Media

It's likely that members already use social media to stay in touch with family and friends. For the very same reasons you use social media like Facebook for our personal lives, social media serves as an invaluable tool for your club.

Here's how social media will help your club.

- **Engage:** Grow your club's membership by engaging with your local community, including donors, potential members, business women, professional women, partner organisations and more.
- **Excite:** Maintain a captivated audience and drive attention to your club's work (and traffic to your Club Webpage on the BPW website) by sharing news, events and information.
- **Educate:** Position your club as a go-to resource for issues affecting women and girls, especially in your local community.
- **Inform:** A consistent and strong online presence will create loyal followers and supporters who will not only share your posts but may also become members, register for events or donate to BPW projects.

Your BPW club needs to be on the social media map.

Creating Your Facebook Page

By far, Facebook is the most common social media tool that BPW clubs use. Creating a Facebook page is fairly simple. To get started, you'll need a computer, smart phone, or tablet that is connected to the internet as well as either 1) A current personal Facebook account; or 2) A personal, active e-mail address.

If you already have a personal Facebook account: Follow [this guide for setting up a page](#). If you're concerned about tying your personal Facebook account to your club's page, rest assured that the public will not be able to see your personal account through the club Facebook page.

If you don't already have a personal Facebook account: Facebook has a great [help centre](#) that details how to start an account using your personal e-mail address.

If you want to see what the process looks like, [Mashable has an excellent guide](#) that shows you what to expect. Read the FAQ below for more on setting up your club Facebook page, including important notes on locating and uploading your club's logo as your profile image. These will be found by administrators on the BPW Australia Website under a club vault (member resources page).

Establishing “Page Roles” for individuals who will run your club’s Facebook Page.

- As the creator of the Page, you are automatically the moderator, and you can assign other people roles on the Page at any time. (While anyone who likes your Page can post on your wall, only those users assigned as Page “admins” can manage all aspects of the Page, including posting to the Page as your club, sending messages, creating ads and adding additional users as Page admins or related roles.)
- It is essential to have at least two administrators for your page. We recommend clubs assign multiple club members as Page editors, so that members can share the duties of posting content and monitoring the Page. The different roles are outlined here, although you’ll probably only ever need to assign other club members to be editors and moderators.

BPW Club Facebook Admins need to be advised to BPW Australia Marketing with name, email, mobile and Admin Role given. Once your club Facebook page has been set up, please email link and login details to marketing@bpw.com.au. This will allow BPW Australia continuity of records and provide the clubs with security of login information.

Facebook has a few excellent features that allow your club to do things like post events or photos and schedule reminders to your guests.

You will be able to go back and edit or add to your page at any time. After your page is complete, or at least good enough for now, you can begin to invite your club members to like the page by either using Facebook’s invite tool or by sending them the web address (URL). When letting your club members know about your Facebook Page, we recommend that you encourage them to turn on “notifications” for when your club Page shares content, so that they can be sure not to miss a beat.

All of this may sound a bit complicated, but Facebook is made to be user-friendly and intuitive and has an excellent and extensive help section. Additionally, the BPWA Director of Marketing is always here to help.

What about Twitter?

While many BPW clubs use Facebook, less clubs tend to use Twitter. We recommend that clubs first master running a Facebook Page before exploring Twitter, as Twitter can be more time-consuming. An effective Twitter account is sustained through consistent conversation and engagement with other Twitter accounts. So while a Facebook Page only needs to be updated a few times a week to stay healthy and valuable, a Twitter account should usually be active at least multiple times a day. After all, the typical life cycle of a single tweet (or message) is only about an hour.

Why might your club decide to use Twitter? The platform has a very fast conversation pace and allows users to easily access discussions through the use of hashtags, which is why Twitter has become a favourite tool of grassroots advocacy groups. Twitter is also useful whenever you want to promote speakers or events online (this is known as live-tweeting), reach out to partner or community groups about your club’s events or programming, pitch to journalists or media outlets.

If this kind of account sounds like something your club can do, then dive in! Creating a Twitter account is fairly easy, and there are plenty of resources to learn how to make your tweets great.

Other Resources

There is no shortage of online resources to help you create and maintain your social media presence. Check out blogs like Social Media Today, Mashable or Social Media Examiner.

How to Promote BPW on Social Media

With a presence on social media, your club has an ideal tool for promoting meetings, special events, speakers and all activities.

In addition to Social Media, BPW events use third party booking facilities like Eventbrite, Trybooking, Sticky Tickets and others. All BPW events, wherever promoted, need to adhere to the branding guidelines.

Once you've established a presence on social media, your next step is to keep the accounts active and growing. It's important, of course, that you avoid the Page falling dormant, lest it appear that your club is defunct or inactive. Make sure that any content you post is interesting and relevant to your followers. You may want to start by asking your club's members, either online or face to face, what they want to see. Here are some ideas to get you started.

- Reminders or announcements about meetings or [events](#)
- News related to BPW's core issues
- Updates on [BPW's policy work](#)
- The latest posts from [BPW's blog](#)
- Content from BPW's [Facebook](#) or [Twitter](#) pages
- High-quality photographs of BPW members or events, or any images from [BPW's Facebook Photo Album](#). Photos containing people need permission from them to allow publicly posting or re-use.
- Videos or Facebook Lives increase your social media reach
- Other community events that may interest club members

Be aware of the balance of content on your page. BPW touches a lot of points and we need to ensure that the breadth of interest is covered. If your page only posts on one policy area, you may deter other followers.

From your club Page, be sure to "[like](#)" the [BPW Australia](#) and [BPW Equal Pay Day](#) Facebook Pages as well as the pages of other BPW clubs and alliance organisations. You can also [turn on "notifications"](#) for when BPW Australia posts to Facebook, so that you can easily reshare BPW's content. To find BPW clubs that are on Facebook, visit BPW Australia website under Member Resources. BPW Australia has many alliances which are available on the website, you can view [the organizations that we align with here](#).

Aside from BPW's website and social media outlets, there are plenty of places to find interesting stories and links to post on your social media accounts. You can always follow news websites, local community groups, other women's organizations, feminist blogs or thought leaders in the women's rights community for a good sense of the stories that are popular.

Social media is a conversation, not a monologue. Social media is only effective if you consistently engage and interact with users and other pages and accounts. Be sure to actively respond to comments, posts and messages directed to your account. It's also helpful to actively interact with social media posts made by partner organizations or related groups, including liking/loving, commenting on and sharing their posts. These interactions help increase your club's online visibility while also helping to foster relationships with both your followers and other groups.

Of course, there's content with which BPW-affiliated social media accounts should not interact. Please keep these suggestions in mind as you choose content for your social media.

Do not post

- Anything endorsing a political party or political candidate. BPW is legally non-partisan and cannot support or endorse any candidate or party.
- Anything that could be offensive on the basis of race, creed, sexual orientation, gender identity, national origin, religion, disability, age or any similar grounds.
- Anything on a topic that is not in line with BPW's mission.

Disclaimer for sharing political manifesto information where it reflects BPW stated policy positions, ensuring it aligns with BPW Australia policy and guidelines:

- Information for discussion purposes only, does not imply support or endorsement of any political party.

Social Media FAQs

Can we post pictures of members or meeting guests on our social media?

BPW meetings should always include a reminder to members and guests that photographs may be posted publicly. Guests can be given an opportunity to opt out by approaching a BPW member. The member notified will pass on the request to not use their photo onto the appropriate committee.

It is always good to have a [photo / video release form](#) to ensure that you have permission from high profile speakers and civil servants and in the case of a minor, from her or his parents or guardians. Even when you have the required permissions, you should always be prepared to promptly take a photo down if the subject asks you to. BPW members will be asked on membership renewal to advise BPWA if they do not give permission for their photo to be used for BPW promotional purposes. Bear in mind that only high-quality images should be used, and unflattering photos should be cropped, if necessary. All photos should maintain BPW professionalism and dignity and remember to be kind.

I don't have time to keep a Facebook or Twitter account active. Are there tools that make this easier?

There are shortcuts you can take. For example, Facebook also has a [tool](#) that lets you schedule posts ahead of time. If you are too busy during weekdays, you may consider scheduling a week's worth of posts on the preceding weekend. For Twitter, [Hootsuite](#), [TweetDeck](#), and other websites allow you to schedule tweets ahead of time.

What's the best way to use our BPW social media account for advocacy?

[This guide](#) can help you make your social media more successful while also advocating for the causes we champion.

Facebook Hints and Tips

Ensure you are setting your club up with a Facebook Page and not a Personal profile for your club.

Club Pages make it easier for member and potential members to "LIKE" your page and follow. With personal profiles, you need to be friends with each person. **This is not recommended.**

Why should we create a Facebook Page rather than a Group? I'm not sure we want the public to see all that we do.

Facebook Pages and Facebook Groups [have key differences](#). Facebook Groups are a space for small group communication. Facebook Pages are for communicating with larger, public audiences.

While some clubs choose to operate both, a Facebook Page is invaluable in helping your club reach new audiences and attract new members. Your club can effectively run a Facebook Group to meet the goal of fostering internal conversation among active members and a Facebook Page to help spread the word about your club programming to outside audiences.

Is my club Facebook page considered a "company, organization, or institution" or a "cause or community"?

Choose "company, organization, or institution."

What kind of "company, organization, or institution" are we considered?

A not for profit organization.



How should we name our club Facebook page?

All clubs should follow this naming format: BPW Club. This will help make BPW club pages more searchable while showing the local presence and national reach of BPW. Remember to edit the @Username in the page info section to ensure your club is show e.g. facebook.com/BPWclubname @BPWclubname. Club names can be tagged in posts using the @ symbol.

How do I get a logo for my club Facebook page? Should I make my own?

We've done that for you. All you have to do is follow the directions in our [BPW Branding Tool Kit](#) (you have to use your BPW member login to access it). Your club already has its own version of the BPW Facebook logo to use plus other logos for other publications, emails, invitations and websites. Administrators will have access on the BPW Australia website through the Member Resources page.

For new clubs, please contact Director of Marketing on marketing@bpw.com.au for a logo to be created.

Some of our club members don't use Facebook, but we still want them to see what we talk about. Can they see the page?

Anyone can view a public page, even if they aren't on Facebook. Simply send them to the web address of your Facebook page. Explain they can view and not sign up themselves if they choose.

Is there anyone at BPW Australia whom I should notify if my club makes a Facebook Page?

Please e-mail marketing@bpw.com.au so that we can follow and support all of the great work that you do!