

Utilizing Promotional Media

Facebook

Facebook statuses can be utilized to promote Key Club because everyone who can see the status will be informed of what is being promoted. Facebook statuses are also helpful when utilized in Facebook groups because the information is shared with the people who are specifically relevant to the post.

Twitter

Twitter posts can be greatly utilized to promote Key Club events because of the many “followers” an account can have.

Instagram

Instagram can be utilized for promotion by posting a picture representative of the Key Club organization and the specific thing being promoted. Infographics can also be posted to provide a helpful photo many people can view. The caption and hashtags for the picture can provide more information and easy access to something else Key Club related.

Videos

Videos that are created can be posted to a club website or YouTube in order to have a wide range of viewers. This helps promote to the many people who have access to the internet,

but aren't necessarily part of a Facebook group or a Key Club member, yet.

Cover

Cover photos are useful mainly on Facebook. Many people can view a cover photo simply by looking on a friend's Facebook wall. Seeing a uniform cover photo repeatedly will draw people's attention to look at the cover photo and see what it's promoting.

Overlays

Overlays are a popular eye-catching form of promotional media. When many people have a overlay, it causes more people to want to obtain one of their own. This helps promote the cause even more and creates more publicity.

Flyers

Flyers can be sent electronically through email or posted as a picture to provide people with information. Flyers can also be hung up around local neighborhoods and businesses to attract attention to what's being promoted. They can also be passed out to people at events and meetings so people can be informed and pass the information on to other people.

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Text Messaging

Many people have cell phones and can text. Group text messaging is very useful for informing many people of something being promoted at a common personal level.

Email

Email is a more professional medium of communication that is useful in promotion because many people can receive the same email at once.

Infographics

Infographics provide a concise overview of what's being promoted. Infographics can be posted on different forms of social media and sent electronically easily.

Newsletters

Newsletters can promote many different things and give more detail about each thing. Newsletters are easily spread electronically but a printed version can be passed out at local events as well.