



## THE OFFICIAL GUIDE

### Message

How do you promote Key Club on social platforms?

[Learn more!](#)

[OK](#)

TO  
EFFECTIVE  
PROMOTIONAL  
MEDIA

# WHAT'S INSIDE

Useful tools and ways to effectively promote Key Club!

Text Messages.....	pg. 3
Digital Ads.....	pg. 5
Videos.....	pg. 7
Social Media.....	pg. 9
Miscellaneous.....	pg. 10



# TEXT MESSAGES

## MESSENGER



Is a free app that can be used to message members, allowing 250 people onto one group chat at a time!



## REMIND

**Remind** is a free app that can be used to message a list of members who have subscribed to your “Group”. Messages are sent as texts and messages can even message back to ask further clarification!

## BENEFITS

- Free download on member's phone or can text a message to 810-10 with group's code (@\_\_\_\_\_)
  - Also works on other devices like a laptop
  - Can send mass messages with one click
- \* BEE mindful of the character count!

# TEXT MESSAGES

## DISCORD

is a free app that allows members to communicate with one another regarding any topic (make sure it's safekey!). It can be organized through different channels to allow easier navigations on topics.

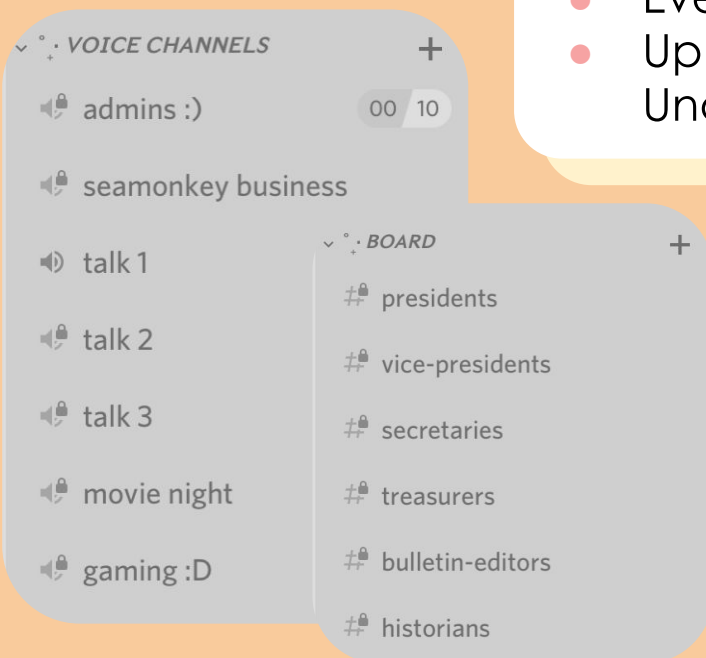


### TIPS:

- **Make sure Discord is approved by your advisor first!**
- Have the board members monitor what is being put in the chats
- Have different channels for different things

### EX.

- Events + Reminders Channel
- Upperclassmen and Underclassmen Channel



# DIGITAL ADS

## PHOTO OVERLAYS

allows members to feel personalized by using a photo of their choice while they promote and raise awareness about events such as Regional Training Conference or “What is Key Club?”.



Photo overlays can also advertise our preferred charities or other causes Key Club supports.

## INSTAGRAM FILTERS

allows to take a quick photo of themselves promote Key Club (in a safekey manner). This allows tons of creativity to flow in terms of design and what club/division/district decides to promote.

### Ideas of filters made

- Pay your Dues
- Regional Training Conference
- Your Club/Division
  - Ex. Having a D28S and a Seamonkey to promote your division

# DIGITAL ADS

## FLYERS



can be sent electronically through email or posted for members to reshare. Flyers can also be hung at school or around the neighborhood to gather a larger audience. Flyers can be passed out as well during meetings to inform others and get passed along.



## INFOGRAPHICS

are easy-to-follow instructions on certain tasks (like joining the email reflector). They are simple and straightforward to help guide members step by step. It can also be organized information in a neat manner like this guide you're reading!

**Benefit:** Simple to follow with all the information needed in one place

**COLLEGE APPS SEASON: UNDERCLASSMEN EDITION**

While the seniors are preoccupied with College Application Season, the futures of you and your clubs lie in underclassmen hands! Applications are only the start of major changes being made. Here's some things you can do to make sure that these changes run as smoothly as possible!

**Taking The Leap**  
As underclassmen, you have the opportunity to find out what activities you enjoy doing! Try extracurriculars that are out of your comfort zone, while slowly dropping out of those you do not wish to dedicate time to. By focusing on activities you are passionate about, your applications will shine!

**Stress Management**  
School can definitely be difficult at times! It is important to not only have a support system, but also be there for your friends. Make sure to dedicate time for self care and your hobbies, as there is no shame in maintaining your mental health.

**Positive Affirmations**  
Stop thinking about "I am never getting into college" and instead replace it with "I WILL get into college". Having self-confidence and a growth mindset is crucial to doing well in all of your endeavors; BEElieve in yourself!

CNH District Communications and Marketing Committee  
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# VIDEOS

Videos are great for publicizing information in one-go using a direct link and can be posted on a wide variety of platforms, like social media and emails.

## PROMOTIONAL

**Benefit:** They are fun to watch (and make!) Use your creativity when producing these videos, whether it's skit or telling a story! Promote in a positive manner to get viewers excited about the event or Key Club in general.

Try to not use many words or text on the screen, focus on what's being presented on the screen to keep the audience engaged.



Promote on every platform like Youtube and Instagram!



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## INFORMATIONAL

**Benefit:** They are more content based than promotional videos. Focus on educating the audience in a simple yet enjoyable way. The knowledge taken from the video should be easily retain the audience's memory to help spread the word to others.

Especially during recruitment season, you can draw new members through a video explaining what Key Club is! They have the accessible to replay and reshare the video to anyone too!



# SOCIAL MEDIA

- \* Experiment with different methods on delivering the information
- \* Don't forget to repost social media ads from CNH!



## FACEBOOK

is a widely used form of social media. Utilize it well to promote Key Club as a whole. You can also a group for the club you serve!

**Benefits:** Members receive notifications whenever new information is posted. More focused on information so you can post Google Forms to sign up for events here!

## INSTAGRAM



is very effective for promotion through visuals. Members following the account will be remained of upcoming events with every photo posted on their feed.

**Benefits:** Allows creativity with photos and videos

# MISCELLANEOUS

## EMAIL



are the best way to **communicate** with members you serve while **remaining inclusive** as not every member may have access to the other platforms.

**Tip:** Create a Google Group to organize the members into one email instead of copying and pasting multiple members each time.



## NEWSLETTERS

is made the CNH News Editor. It gives updates on what's going on the **district level** along with useful information that can be relayed to the **division** and **clubs**. The newsletter summarizes what has been accomplished in the past month along with upcoming events. It also highlights member recognition and official announcements.