

KEY LEADER[®]

Using your district's Key Leader Facebook page

1. Helpful links to get you started
 - a. <http://www.facebook.com/help/pages/admin>: This page has questions and answers about creating, editing and administering your Facebook page.
 - b. <http://www.facebook.com/business/pages>: This page is geared toward businesses, but many of the tips and suggestions can be used and adapted to get the word out about Key Leader in your district. Scroll down to the bottom of the page for an especially useful tool – *The Pages Optimization Guide*. This guide gives suggestions for starting the conversation, expanding your fan base, and analyzing and optimizing your page.
2. Ideas for status updates and posts to engage and inform
 - a. Dates and locations of the Key Leader weekends in your district. Post these periodically, and more often as the event gets closer.
 - b. Blog posts of interest to Key Leaders and high school students – service project ideas, balancing academics and extracurriculars, college application/financial aid tips, etc.
 - c. Ask questions such as, “what’s your favorite Key Leader principle,” “how have you been a Key Leader in your community,” or “share your favorite memory from Key Leader.”
 - d. Opportunities for high school students – scholarships, youth advisory boards, study abroad opportunities, etc.
 - e. Inspirational and motivational quotes and stories.
 - f. Whenever possible and relevant tag other pages – Kiwanis and Key Club district or individual club pages, other youth serving organizations, the camp where your event is held, etc. This will increase the number of people who see your posts.