



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

SOROPTIMIST INTERNATIONAL OF THE AMERICAS, INC.®

2019-2020 Social Media Membership Campaign Participation Guide for Regions and Clubs

Purpose

The social media membership campaign is intended to demonstrate the value of Soroptimist membership across social media platforms. Using a unified hashtag **#SoroptimistsAtWork**, SIA, the regions, and clubs will post photos of Soroptimists volunteering and having a great time in fellowship and friendship together –two things that members value most about SIA membership.

A friendly competition among clubs and regions will support the campaign by encouraging engagement with the hashtag, as Soroptimists compete to have the largest post “reach” across various social media platforms!

Hashtag

To select the hashtag for this campaign, SIA Staff collected feedback from members using a survey link in the September 2019 club mailing, as well as engagement with Soroptimist members through a Facebook post in November 2019. Overwhelmingly, Soroptimists responded in favor of the following hashtag:

#SoroptimistsAtWork

A note about using hashtags:

In order for our campaign to be most effective and to gain traction on social media platforms, we must all use the same hashtag. Pay attention to the following rules of thumb when writing your post:

- Be sure you spell the hashtag correctly – double check the tricky spelling of **Soroptimist!**
- Do not include any spaces in your hashtag.
- The hashtag should be written exactly as follows: **#SoroptimistsAtWork**

To be included in the campaign, any post by a Soroptimist club or region must include the campaign hashtag.

Timeframe

The social media campaign for membership will run from December 2019 through May 2020.

During September – November 2019 SIA headquarters staff gathered input from Soroptimist members and leaders to select the hashtag **#SoroptimistsAtWork**.

On December 16, 2019 the campaign hashtag is announced with the campaign launch to all clubs.

From the campaign's launch through May 31, 2020 all clubs and regions are invited to post to Facebook, Instagram, and Twitter using the campaign hashtag, in pursuit of creating a post with the farthest reach on each platform. During this period, all clubs and regions may submit posts for consideration in the competition for prizes.

During June 2020, SIA Staff will review the submissions to determine the winners.

Submissions

To submit a post, the club or region should wait until they believe the post has reached its maximum “likes,” “impressions,” or “reach” on the platform. Then they should take a screenshot displaying the post and its metrics on the platform (see examples at the end of this document). Using the following link, clubs and regions will provide the basic social media metrics to SIA staff as well as upload a screenshot of their post, to enter a post submission to the contest: <https://www.surveymonkey.com/r/2SWY52T>.

Rules

The social media post must feature the campaign hashtag **#SoroptimistsAtWork**.

The social media post must appear on the Facebook Page, Twitter account, or Instagram account of a Soroptimist club or region, not of an individual member.

Clubs and regions may submit multiple posts for consideration in the contest.

If multiple posts are submitted for consideration, a separate submission form must be completed for each individual post.

Any post to be considered in the contest must have been published on social media between December 16, 2019 and May 31, 2020.

For a post be considered in the contest, a submission form including the required metrics and a screenshot verifying this information must be submitted to SIA through [this link](#) no later than June 7, 2019.

Prizes

SIA will offer incentives for participation and submissions to the campaign and contest. All award funding is granted to Soroptimist clubs and regions to be used in support of their Dream Programs. The following recognitions will be given at the end of the campaign:

Region Recognitions

- 1 award of \$200 to SIA Region Facebook Post submission with the greatest reach
- 1 award of \$200 to SIA Region Twitter Post submission with the greatest number of impressions
- 1 award of \$200 to SIA Region Instagram Post submission with the greatest number of likes

Club Recognitions

- 1 award of \$100 to SIA Club Facebook Post submission with the greatest reach
- 1 award of \$100 to SIA Club Twitter Post submission with the greatest number of impressions
- 1 award of \$100 to SIA Club Instagram Post submission with the greatest number of likes

Sample Screenshots for Submissions

A screenshot accompanying a submission should clearly show the post that is being submitted as well as the relevant metrics. A sample screenshot for each social media post follows.

Facebook

A screenshot submission from Facebook should show the name of the Facebook page (in this example, Soroptimist International of the Americas, Inc.), the post content including the hashtag **#SoroptimistsAtWork**, as well as the number of “people reached” (in this example, 1,412). Be sure that you are logged in as an administrator to your club or region’s Facebook page in order to view these metrics so you may take a screenshot.



The screenshot shows a Facebook post from Soroptimist International of the Americas, Inc. The post content reads: "We are thrilled to welcome our newest club, SI of South Yuba, CA in Soroptimist - Sierra Nevada Region as they join us in our mission to provide women and girls with access to the education and training they need to achieve economic empowerment!". The post is published by Soroptimist Headquarters on October 25 at 10:20 AM. The metrics shown are 1,412 People Reached (circled in red), 152 Engagements, and 52 likes. There are also 13 Comments and 12 Shares. A "Boost Post" button is visible.

Twitter

A screenshot submission from twitter should show the name of the account (in this example, @soroptimist), the post content including the campaign hashtag, as well as the analytics showing the number of “impressions” (in this case, 5,046). Be sure that you are logged in to the club’s or region’s twitter account to

access these metrics. To view the tweet analytics, click on the three small bars appearing in the lower right-hand corner of any individual tweet from your account.



× **Tweet Analytics**

Soroptimist @soroptimist
The members of SI/Kofu (Japan Higashi Region) are not only empowering women and girls in their local community, but they have extended their reach worldwide through a generous Club Giving gift. We are so grateful for their... <https://www.soroptimist.org/SI-Kofu.html>

Impressions times people saw this Tweet on Twitter	5,046
Total engagements times people interacted with this Tweet	24

Instagram

A screenshot submission from Instagram should show the name of the account (in this case, soroptimist), the post content including the hashtag, as well as the number of “likes” that the post received (in this case, 80)

