

# How Your Club Can Make the Most of Using Social Media for Free

AN INTRODUCTION FOR REGION 5 CLUBS







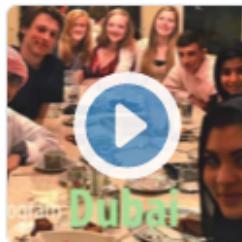






FAWCO @FAWCO · Mar 22

Inspiring women worldwide for over 85 years. See just a few of them in our #anniversary video:  
[youtu.be/bYznoKyVESw](https://youtu.be/bYznoKyVESw)  
#WomensHistoryMonth



**FAWCO's 85th Anniversary Video**

To celebrate FAWCO's 85th Anniversary in 2016, member Rick Chizmadia made this part series looking back at FAWCO's history in **Dubai**.  
[youtube.com](https://www.youtube.com/watch?v=bYznoKyVESw)

🔄 1 📌 📁 ❤️ 3



Girl Effect @girlffect · 1h

Transform attitudes to #girlseducation. To give them skills to transform their lives.  
[girlffect.org/media?id=5650](https://girlffect.org/media?id=5650)

**LET GIRLS LEARN**

FOR **EVERY YEAR OF EDUCATION** IN A DEVELOPING COUNTRY A GIRL'S LIFELONG INCOME RISES

**18%**

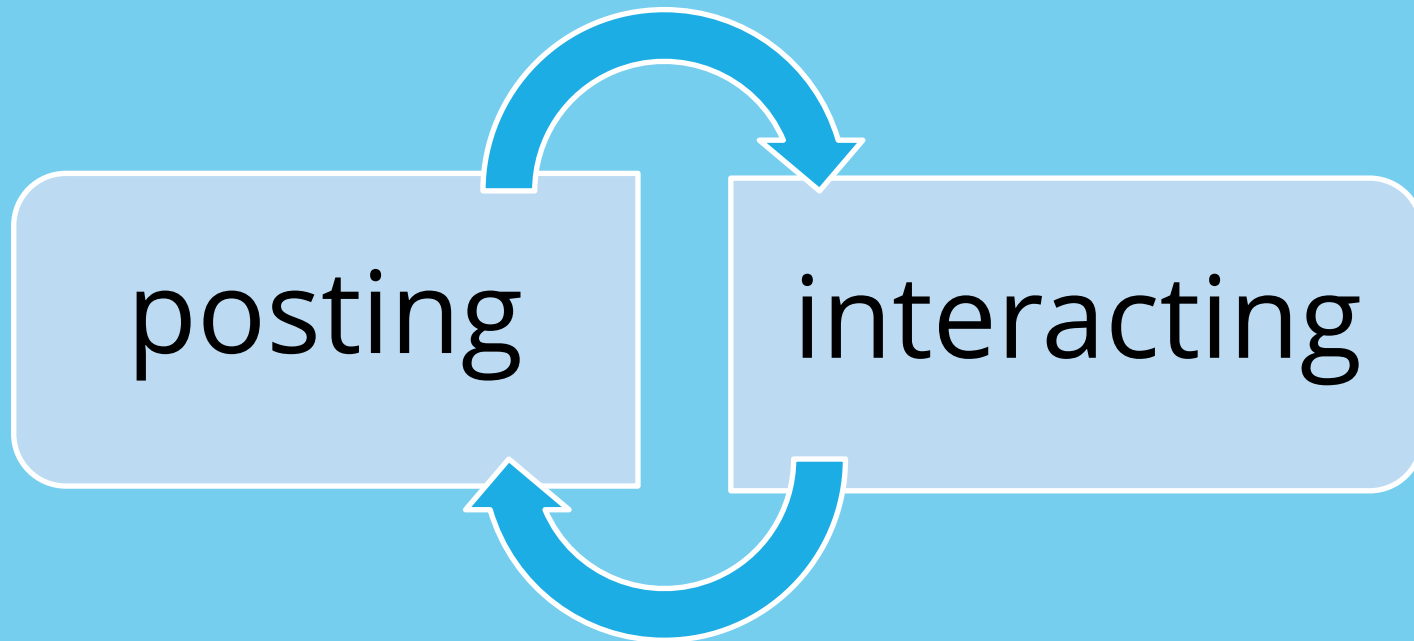
**G**  
GIRL EFFECT

🔄 15 📌 📁 ❤️ 15 ⋮











- **Goal:** attract new members to your club; or gain new advertisers
- **Question:** “What would my ideal member LOVE to share?” and “What would she/he find inspirational, entertaining or interesting?”

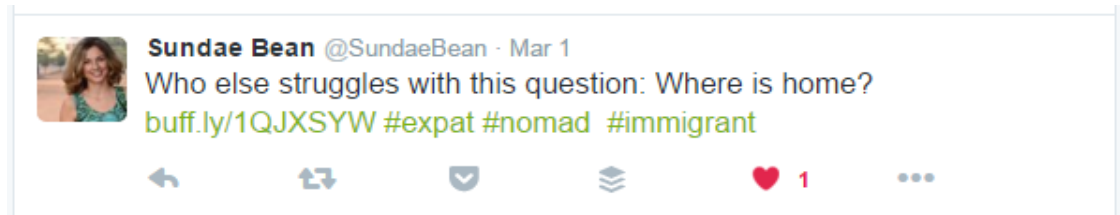


- **Goal:** to establish yourself as an expert in your field and interests
- **Question:** “What questions are my community or potential members asking?” and “How can I help solve my member’s problems?”



# Engagement

- **Goal:** to get your community involved and create conversation
- **Question:** “Does this provide value?” and “Is this relevant to my target audience?”



- **Goal:** conversion, what is the next step for your followers to take?
- **Question:** “What is the next step for my followers to take?” and “Is this interesting?”



**The FAWCO Foundation**  
December 8, 2015 · 🌐

Give the gift of economic empowerment this holiday season! The FAWCO Foundation is matching all donations to our Human Rights for Women Target Program: Free the Girls. Should you spend \$20 on a new blouse or dress – or would you like to help supply up to 400 bras to help women in need get dressed? Please donate before Dec. 31st to get your donation matched! Go here to donate: <http://bit.ly/1LSqOX7>



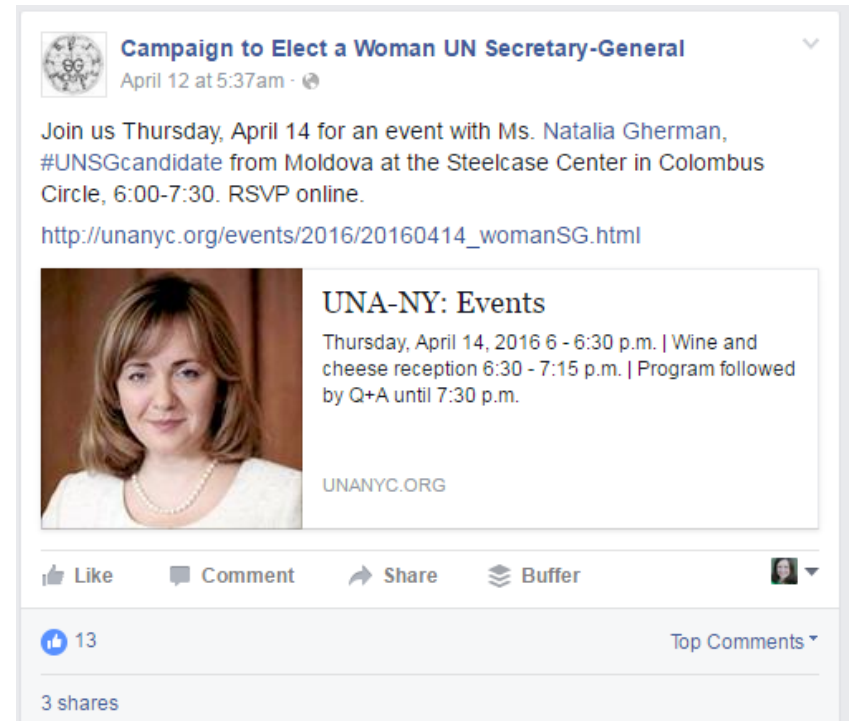
### Target Matching Donations

FAWCO, The Federation of American Women's Clubs Overseas, Inc., an NGO in special consultative status, is an international organization of over 70 member clubs and associations with a combined membership of approximately 18,000 in 35 countries. FAWCO

FAWCOFOUNDATION.ORG | BY CYNTHIA SMITH-AY...


Like Comment Share Buffer

Tia McLaughlin



**Campaign to Elect a Woman UN Secretary-General**  
April 12 at 5:37am · 🌐

Join us Thursday, April 14 for an event with Ms. Natalia Gherman, #UNSGcandidate from Moldova at the Steelcase Center in Columbus Circle, 6:00-7:30. RSVP online.  
[http://unanyc.org/events/2016/20160414\\_womanSG.html](http://unanyc.org/events/2016/20160414_womanSG.html)



### UNA-NY: Events

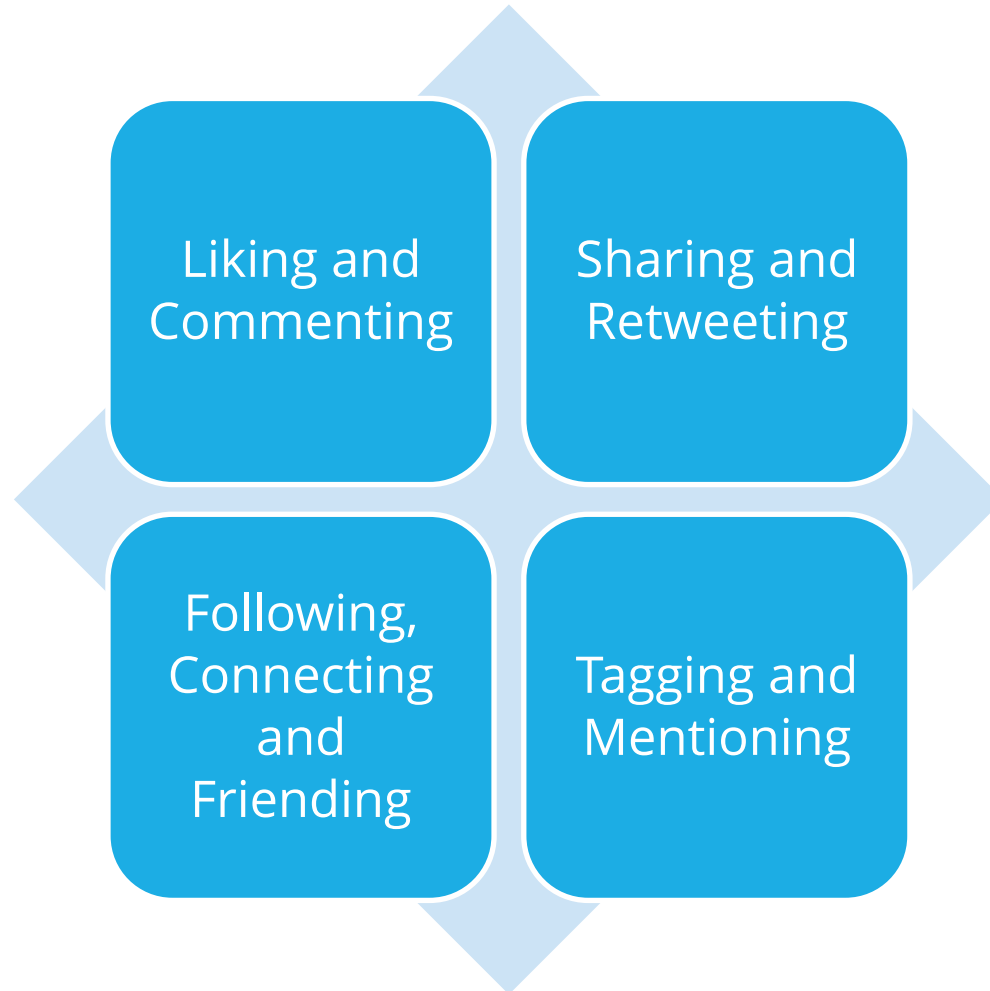
Thursday, April 14, 2016 6 - 6:30 p.m. | Wine and cheese reception 6:30 - 7:15 p.m. | Program followed by Q+A until 7:30 p.m.

UNANYC.ORG

Like Comment Share Buffer

13 Top Comments ▾

3 shares



# Liking and Commenting

**"GIRLS AND WOMEN MATTER. AND THE MORE OF US THAT AGREE ON THAT, THE BETTER OFF WE'LL ALL BE."**

- CHRISTY TURLINGTON BURNS

#STATEOFWOMEN

uswomen2016 Following

1,154 likes 22h

uswomen2016 Because when women do better, we all do better. #StateofWomen  
bootyluvfitness A million times YES.  
spiceeegirl Yes!!  
cindyfrey YES!!!!!!

National Geographic shared: Following · 13h

NATIONAL GEOGRAPHIC

Adorable New Peacock Spiders Will Rock Your World  
news.nationalgeographic.com · The team that brought you Sparklemuffin and Skeletonus has introduced even ...

Like · Comment · Share · 84 3

Show previous comments

Rich Lawson Dancing fun down under 5h  
Like · Reply · 1

Neil Curtis No spider is 'adorable!' 12m  
Like · Reply · 1

Add a comment...

UN Women @UN\_Women · 5h

This 60-year-old Colombian lawyer managed to overcome her fears, ran for local office - and won: [ow.ly/RiFs300YRxi](https://ow.ly/RiFs300YRxi) #FromWhereIStand

40 46



# Liking and Commenting

FAWCO  
Published by Christine Funke [?] · March 13 ·

Today we enter a new era for FAWCO: we have voted upon and accepted FAWCO's new logo and tagline, Inspiring Women Worldwide. We are thrilled to move forward with this rebranded identity!

A huge thank you to Kathleen Simon with the Rebranding Committee and Accent Brand Consulting for their hard work, enthusiasm and dedication to this rebranding effort.

#fawco2016

1,608 people reached Boost Post

Like Comment Share Buffer

Michele L Jackson Gustavsson, Janet Munger Davis and 28 others Chronological

16 shares

The International Women's Club of Stuttgart It looks great!! Emily  
Unlike · Reply · Message · 1 · March 16 at 6:17pm

FAWCO Thanks for your support!  
Like · Reply · Commented on by Christine Funke [?] · March 17 at 8:42am

The International Women's Club of Stuttgart It looks great!! Emily  
Unlike · Reply · Message · 1 · March 16 at 6:17pm


FAWCO Thanks for your support!  
Like · Reply · Commented on by Christine Funke [?] · March 17 at 8:42am

The International Women's Club of Stuttgart It looks great!! Emily  
Unlike · Reply · Message · 1 · March 16 at 6:17pm

FAWCO Thanks for your support!  
Like · Reply · Commented on by Christine Funke [?] · March 17 at 8:42am

# Sharing and Retweeting

FAWCO updated their cover photo.  
Published by Sallie Wise Chaballier (?) · March 14 · 🌐



168 people reached Boost Post

Love Comment Share Buffer

FAWCO, Katherine Balfour, Yany Yany and 15 others Chronological


2 shares

Mary Dobrian ❤️  
Like · Reply · Message · March 14 at 8:24am

Write a comment...

FAWCO Retweeted

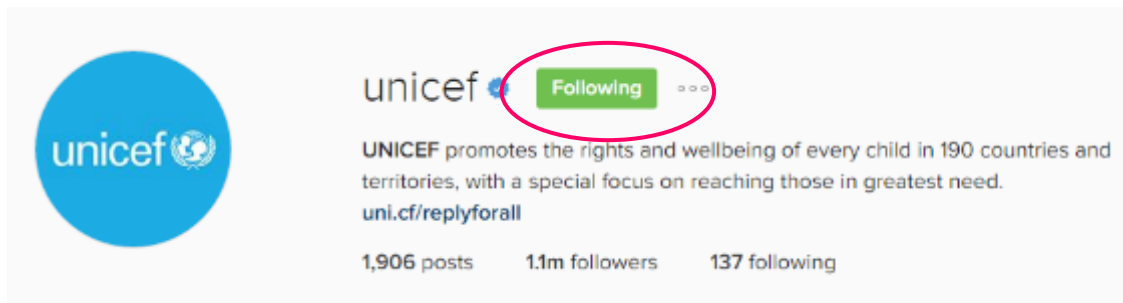
**Lettre de Paris** @LettredeParis · Apr 12  
NEW ARTICLE: The 2016 AWG Paris Annual Gala..  
[lettredeparis.com/2016/04/12/2016-awg-paris-annual-gala](http://lettredeparis.com/2016/04/12/2016-awg-paris-annual-gala) #paris #gala #charity #women #AWGPARI @FAWCO



3

3

# Following, Connecting and Friending



unicef **Following** ...

UNICEF promotes the rights and wellbeing of every child in 190 countries and territories, with a special focus on reaching those in greatest need.  
[uni.cf/replyforall](http://uni.cf/replyforall)

1,906 posts   1.1m followers   137 following



**FAWCO FOUNDATION**

The FAWCO Non-Profit Organ...

Timeline   About



**FAWCO**

TWEETS 360   FOLLOWING 118   FOLLOWERS 262   LIKES 7

**FAWCO** @FAWCO **FOLLOWS YOU**

A recognized non-governmental organization (NGO) since 1995, FAWCO was granted special consultative status

Tweets   Tweets & replies   Media

**FAWCO** @FAWCO · Jun 2  
New data shows there were 15,846 registered victim trafficking in the EU in 2013-2014, #fawcosymposi

Non-Profit Organization

Search for posts on this Page

559 people like this  
Susanne Lin Hirschberg and 25 other friends



**UN WOMEN**

**UN Women** **Following**

@UN\_Women

UN Women is the #UN entity for #genderequality & women's empowerment. Executive Director: @phumzileunwomen.

# Tagging and Mentioning



**American Women's Club of Berlin** added 3 new photos. January 28 · 🌐

Another excellent Speakers evening - this time on US Tax Obligations for US persons living overseas - with Jimmy Sexton, president and CEO of Esquire Group, LLC

Like Comment Share Buffer

Esquire Group ←

Write a comment...

**unwomen** Following

3,999 likes 20h

unwomen Canadian Prime Minister @justin Trudeau reaffirmed his commitment to #HeForShe at a meeting with our Executive Director and Deputy Executive Director in Ottawa this week. Photo: Office of the Prime Minister of Canada #unwomen #justin Trudeau #HeForShe

view all 56 comments

ashnlaw @kylie\_\_coyote @antisocialkels  
eamonn\_schwartz @lilbeanhfax !!!!!  
kaiamnissr Yaasssss @phoebecmm my man  
phoebecmm @kaiamnissr I lovvveeeeeee  
espilgray @madelaine.diaz

ven't to it. He's

**FAWCO** @FAWCO - May 31

Cartoonist reimagines world where girls haul books, not water  
ht.ly/Z3Ak300LYV9 via @HuffPostImpact #TargetEdu

ven't to it. He's





[www.sparkvirtualassistance.com](http://www.sparkvirtualassistance.com)