

## Social Media Committee

The Social Media Committee is tasked with utilizing on-line social networking sites such as Facebook, LinkedIn, Twitter, YouTube, etc. These mediums are employed to enhance the exposure of the Las Vegas Rotary. Postings on the Las Vegas Rotary Facebook page illustrate our projects, events, members and social gatherings. Special Landing Pages are designed for special events such as Santa Clothes and Press Releases are converted into Notes so that the Facebook audience can be kept informed of our activities. We look to continue to engage new Fans of our Facebook page by asking our fellow Club members to connect to the page and spread the word through their Facebook Posts.

By engaging with Rotary International on LinkedIn we are able to converse with Rotarians around the world about various subjects and learn how they are fundraising; recruiting new members, retaining existing members, various programs and many other subjects relevant to Rotary. We often have international and domestic visiting Rotarians at our Club and sharing information on LinkedIn can not only enhance our experience as Rotarians but welcome others to visit when they are here in Las Vegas. We are currently working on a "closed" group on LinkedIn that will allow members of our Club to share ideas, network with each other and communicate about projects.

Membership on the Social Media Committee involves utilizing social networking sites to educate others about Rotary and our Club. It can also involve, but is not limited to, graphic design work for specialty pages; video production to create short videos, and photography events. We work closely with all the members of the Public Relations Committee and its various subcommittees to bring public awareness to who we are and what we do. We welcome new ideas and creative approaches.