



Reach Within to Embrace Humanity

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Meeting Apology

Please use the club website **before 3 pm** on meeting day to apologise or add a guest, or you will be required to reimburse the club for your meal cost.

<http://www.kuringgairotary.org.au>

www.kuringgairotary.org.au The club meets every Monday 6.30pm at West Pymble Bowling Club

This Week

Our Ivan Cribb at the Greengate

Chris Hoch—Red Shield

Red Shield appeal 19 May, Chris needs 9 volunteer drivers

Last Week

Ross Lambert Social Media

Membership Michael Tyler

Michael addressed the need for our members to maintain a relationship with the Businesses that were represented at our awareness evening

Club Changeover

Monday 25 June at Avondale Golf Club & for 7.30pm

RYDA

On Friday, Grahem Timms, Bob Ivey, Wally Forbes and Tony McClelland attended RYDA as volunteers to assist with students from Ku ring gai High school.

This is an excellent program for the students and a good refresher for the attending Rotarians.

Up-coming Functions

Sat 26 May - Dinner for 8 (host or attend)

TRIVIA NIGHT

Please come along with your friends to our Trivia night.

21st April at Warrawee Bowling Club, 7 for 7.30pm.

Cost will be \$15 per head and everyone to bring their own supper.

We will have the usual raffle and auctions, including a very special keg of port.

Dinner at Greengate

On Monday 14th of May we will be holding our meeting upstairs at the Greengate Hotel Killara, starting at the normal time of 6.30pm. There is underground parking available, the access being from Pacific Highway only heading South, turning into the Greengate lane next to the hotel and driving down to the parking area under the apartment block next to the hotel. The menu will be alternate courses at the normal price of \$30. Drinks will be available at the bar upstairs.

The guest speaker will be our fellow Rotary member, Ivan Cribb, who has been involved with many organisations and agencies working to improve services for people with disabilities. He has particularly contributed to the work of the Royal Blind Society. Ivan was made a member of the Order of Australia in 1994 in recognition of his service to the community and vision impaired people.

All members and partners are invited to attend this night.

Ross Lambert Guest Speaker

Social Media for You, Your Business and for Rotary

*"If everything seems under control,
you're just not going fast enough."*

~ Mario Andretti

Social Media for the Voyeurs, our elite group of Senior Boomers and beyond who are stealth fully watching Social Media with great interest, disbelief and at times criticism.

For your business, let me tell you if you are in business today and you don't have a serious Social Media presence within the next two years you will have a serious problem in your business.

Tonight I set out to give an overview of how important Social Media is becoming in this world today. How important Social Media is to communicate with your children, your grandchildren, your friends and family in Australia and around the world.

Just fifteen months ago Social Media was not playing an integral part of business. Today it is the fastest, most accurate, most cost effective way of marketing any product or service.

By June this year there will be 1 billion Facebook accounts around the world. If Facebook was a country today it would be the third largest country on planet earth. Here in Sydney we have more than half the entire population with a Facebook account. Whether you love it, or hate it, you can't ignore it. Facebook is a sustainable model that is today a substantial part of our personal social lifestyle and is growing at a rate of knots.

3 Steps to Get Up and Running on Facebook

Step #1: Create It

If your business does not have its own free Facebook Brand Page yet, simply take 10 minutes today to set one up.

Go to <http://www.facebook.com/pages/create.php>, follow the directions, enter your business' description and some photos, and you're done. Don't spend too much time on this right now, just get one up and running quickly to start.

Then, ask friends and family members in your contact list (your email contact list or Facebook friends you already have) to 'Like' your business and become a fan. Your immediate goal is to get 25 fans, at which point you can ask Facebook for a 'vanity URL.' In other words, you will be able to choose a custom Facebook address to give people, rather than the lengthy one they give you.

To do this, go to Facebook.com/username and follow the instructions.

Then what?

Ross Lambert Guest Speaker

Step #2: Grow Your Fans

The next step is to work on getting found by more people, so you're not posting to an empty room. You want maximum results for your efforts!

Here's 3 helpful ways to increase your Fans over time:

Give your customers your Facebook web address.

You can print it on your business cards, signs, and other marketing materials you use. Give them your vanity URL to find you directly, or at the least, tell them you're on Facebook and what they will get there (discounts, updates, fun, etc.) and they can search for you once they're there.

Run Facebook Ads. You've seen those ads with pictures on the right sidebar as you use Facebook. Did you know you can run them, too? Just go to Facebook.com/advertising and follow the instructions. Facebook gives \$50 vouchers for ad credit for new advertisers-you'll see them in business magazines or various online ads from time to time. Use one of them or kickstart your campaign for \$50-100. Send the traffic to your Page and see how many likes you get. Make sure to note your Cost per Visit and Cost per Like. Sometimes it's only a few cents each!

Incentivise sharing. Your goal is to get people to participate in the Facebook discussions you start with your posts. This will happen naturally as you engage your fans, covered next. But it also helps to *give people something* in exchange for Liking your Page or sharing it with friends. You can do this by offering a free report, checklist, video, discount, coupon, giveaway raffle, or anything else to motivate them to spread the word.

Step #3: Engage Your Fans

Okay, so now what do you post and when? And how can you take care of this quickly with all your other business projects and tasks going on?

My advice is to start small and keep it simple. Commit to making one simple post per day, which can be as short as 1-2 sentences. It helps to sit down and write them in one sitting, over 15 minutes or so, rather than logging on every day and starting from scratch.

Once you have written the next week or two of Wall posts in advance, you can use a free service like Postcron.com to schedule the day and time they appear, so you don't have to remember to log in and do it manually each time.

The best times to post are just before people most typically visit Facebook; a recent study on social media revealed that these peak times are at 11:00 am, 1:00 pm and 3:00 pm (Eastern Time), with Wednesdays being the most popular day of the week.

Publishing your content a few minutes before these times keeps it in the public's eye when the most people can see it and participate.

And here are some ideas to get you started writing posts:

Ross Lambert Guest Speaker

Post photos...people love them! Take photos of your customers, your location, yourself, your employees, and your events. Each of them gets attention, describes you better than 1,000 words, and gives you something interesting to post without having to be super-creative.

Ask Questions. This invites a response, especially with questions like "What do you think?" or adding "Tell us why" following a Yes-or-No question.

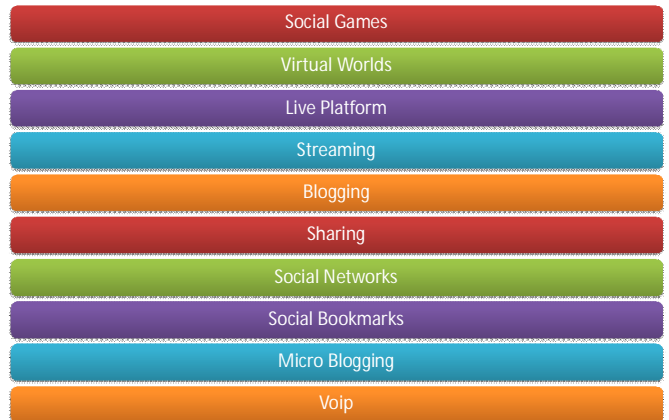
Show behind the scenes. People are always intrigued by mystery and want to know what really goes on in a business behind closed doors. So show them! You can give your fans updates on your business' plans and what you're working on now, show photos from behind the scenes, and more.

So there's the list! Create your page, grow your fans, engage them continually, and you will have opened up a new avenue for increasing customers, relationships, and sales.



Ross Lambert Guest Speaker

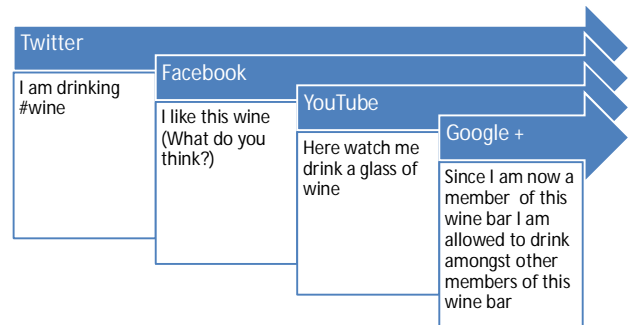
The Current Division of Social Media



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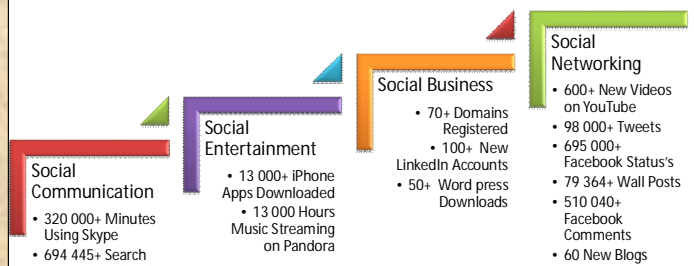
Social Media Explained Through Wine



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60 Seconds on the Net



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Hat Monday

Monday 21 May is "Hat Monday" at the Rotary Club of Ku-ring-gai. Everyone is asked to wear a hat to our meeting on 21 May and bring a gold coin or two as a donation to Australian Rotary Health. More details about Hat Day are in the April issue of Rotary Down Under (page 28). Any hat will do and fines will apply if you are hatless! Be prepared to swap stories on why you chose THAT hat. Join in the fun and raise funds for a good Rotary cause at the same time.

De Bono's Six Thinking Hats

The White Hat

The White Hat calls for information known or needed.

The Red Hat

The Red Hat signifies feelings, hunches and intuition

The Black Hat

The Black Hat is judgment -- the devil's advocate or why something may not work.

The Yellow Hat

The Yellow Hat symbolizes brightness and optimism.

The Green Hat

The Green Hat focuses on creativity: the possibilities, alternatives and new ideas.

The Blue Hat

The Blue Hat is used to manage the thinking process.

Remainder of 2011-2012 Calendar

DATE	Speaker (BM = Board meeting)
Monday 14 May	Restaurant night at the Greengate Hotel: Ivan Cribb to speak
Monday 19 May	Red Shield collection
Monday 21 May	May Hat day; Graeme Davies & De Bono's six thinking hats
Saturday 26 May	Dinners-for-eight
Monday 28 May	John (Kenny) Aitken—some interesting new moulding equipment
Monday 4 June	June Lower North Shore Rotoractors BM
Monday 11 June	Queen's birthday – no meeting
Saturday 16 June	Trivia night
Monday 18 June	3 x 10-on-me
Monday 25 June	Changeover