Club Promotion Checklist

Digital Footprint	▶ Review your digital platform/social media pages from the experience of a novice first-time guest. ▶ Do an audit of all club digital assets, online and media print listings. Maintain your club digital asset register, and hand over to incoming executive each year. ▶ Consider the purpose of how club uses each social media platform – to attract guests or to promote member achievements, or a combination of both?
Website	▶ **Get some recent photos up.** Try to capture your club's vibrancy and avoid more photos of trophies and certificates. ▶ **Make guest info front and centre.** Ensure a guest can quickly find all the essential information about your club on home page. ▶ Use only images royalty-free and not copyrighted. ▶ **Give it a spruce up.** If your website hasn't been updated for a while, it's time!
Facebook (ensure you have signed release)	▶ Update your Facebook regularly. ▶ **Photos, photos, photos.** Facebook is a very visual medium and so you should think of yourself as a photo-journalist. Capture your meeting and be a paparazzi. ▶ **Add some video.** If you know how to shoot video on your smartphone then do this from time to time as well, such in social or supper breaks. ▶ **Add your meetings as events.** Get members of your club to click 'I'm going'.
Find-A-Club	▶ Check all the details are correct. ▶ Click the [Contact Club] button, fill out the form and check that someone replies, and how long to receive a reply. ▶ Link your website and Facebook page if you have one.
Google It	▶ Can you find the club via Google? ▶ Is there old data?
Photos (ensure you have signed release)	▶ Are they personal? ▶ Are the photos a reflection of who you are trying to attract? ▶ Can the guest envisage themselves in that photo/position? Example – photo of speaker with a few audience heads in view (not members holding up certificates).
Media	▶ Are print media and community notice postings details correct?