



**NGC Promotes**

# Social Media Presentation



**Our way of promoting our Projects, Events and  
our Garden Clubs**

# facebook Why and How to Use Social Media?



**Free Publicity &  
Reaching a new  
audience**

## **How do you find an Administrator for your Facebook Page?**

**If your State Club has Awards - Do you have a Facebook  
Award?**

**See if an award winner will become your Social Media  
Chair.**

**Criteria:**

**Willingness to Post or Schedule posts everyday.**

**Is aware of all events and programs the State Club has on  
the Calendar.**

**President and the Board work with Social Media to update  
and inform the Administrator of anything they need  
posted.**

# facebook



## **Set up Rules for your Club Facebook Page**

**Remember- not everyone understands that they need permission to post images of individuals. Avoid posting Children's faces on your page unless you have a signed consent form from the child's Parent or Guardian.**

**No political posts!**

**Post by 7am your Time zone.**

**Post images that are not copyrighted.**

**Give credit to the photographer.**



## **State or Independent Garden Club Facebook Pages**

**You need 2 Administrators. 1 Administrator that is active and 1 other Administrator in case something happens to the active Administrator.**

**If you only have 1 Administrator you will find it very difficult to regain your Facebook page if the active Administrator becomes incapacitated.**



## Balancing Social Media

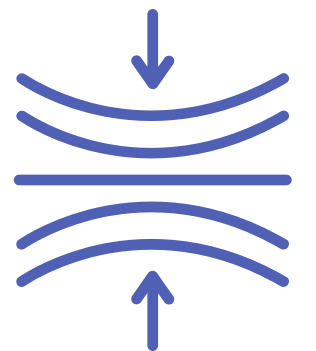
Having a Social Media Team to share the posting is ideal.

One work around is for your Social Media Chair to Schedule Posts.

If on Vacation ask the other Administrator to monitor comments made. Answer Messages.

Excellent way to deflate the pressure off your Social Media Chair is to make certain they know how to Schedule posts.

Ask Chairmen on your board to send post ideas and images to Social Media Chair.



# Instagram

## Instagram



**Your Administrator can also set up an Instagram Account and link it to your Facebook page.**

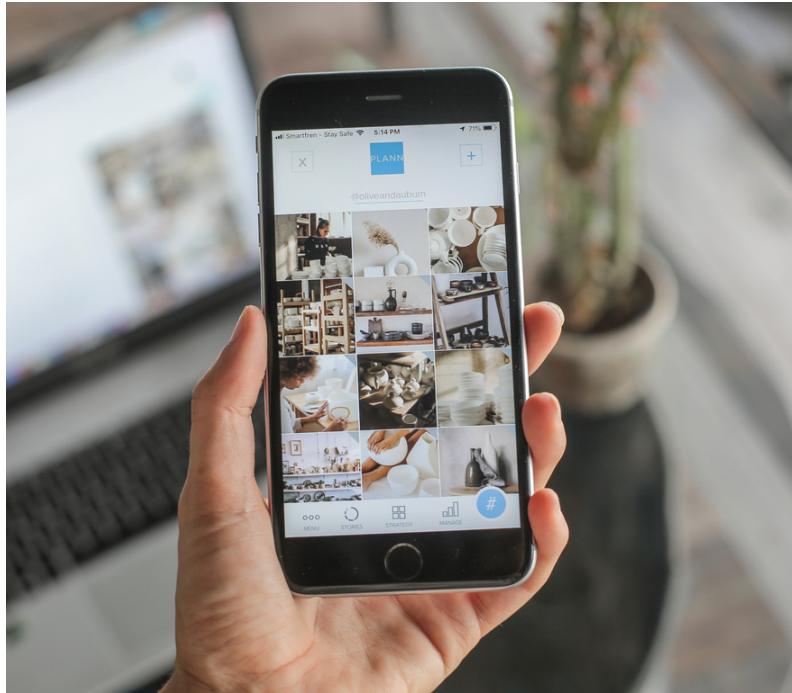
**Most posts can be simultaneously uploaded at the time of posting. There needs to be an email and password linked to this account, just like Facebook.**

**Once the Administrator moves on there will need to be a change of email address.**

**Post Everyday with short and sweet wording and don't forget the hashtags #.**

**Instagram followers love photos of Gardens and Horticulture. Follow other Clubs, Gardens and businesses that are Garden Related or Floral Designers.**

**REACH your Younger Audience on instagram.**



# Our Camera is always with us!

Smartphones and tablets have changed everything.

We can instantly share on Social Media as the event happens.  
We can create a video, edit images and post.



**Business Suite app- Free**

Your Facebook and Instagram Accounts can be monitored easily for Comments and Messages. Post can also be scheduled on this app.

## What works when posting

- **Inspirational Posts**
- **Shared Posts of Clubs Activities**
- **Upcoming Events**
- **Horticulture**
- **Stories about Members**
- **Fabulous Photography**
- **Consistent Posting**



# Facebook Posts

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## Facebook

How you can get the most out of your Posts



**PROMOTE Events**



**Create a video**



**Post Images**



**Go Live!**



**Humorous Posts**



**Post Daily**

# Canva

**The most exciting Tool we use  
when creating Posts is Canva.  
You can access the Canva App on  
your desktop, tablet and on your  
smartphones.  
Create a post on the fly!**

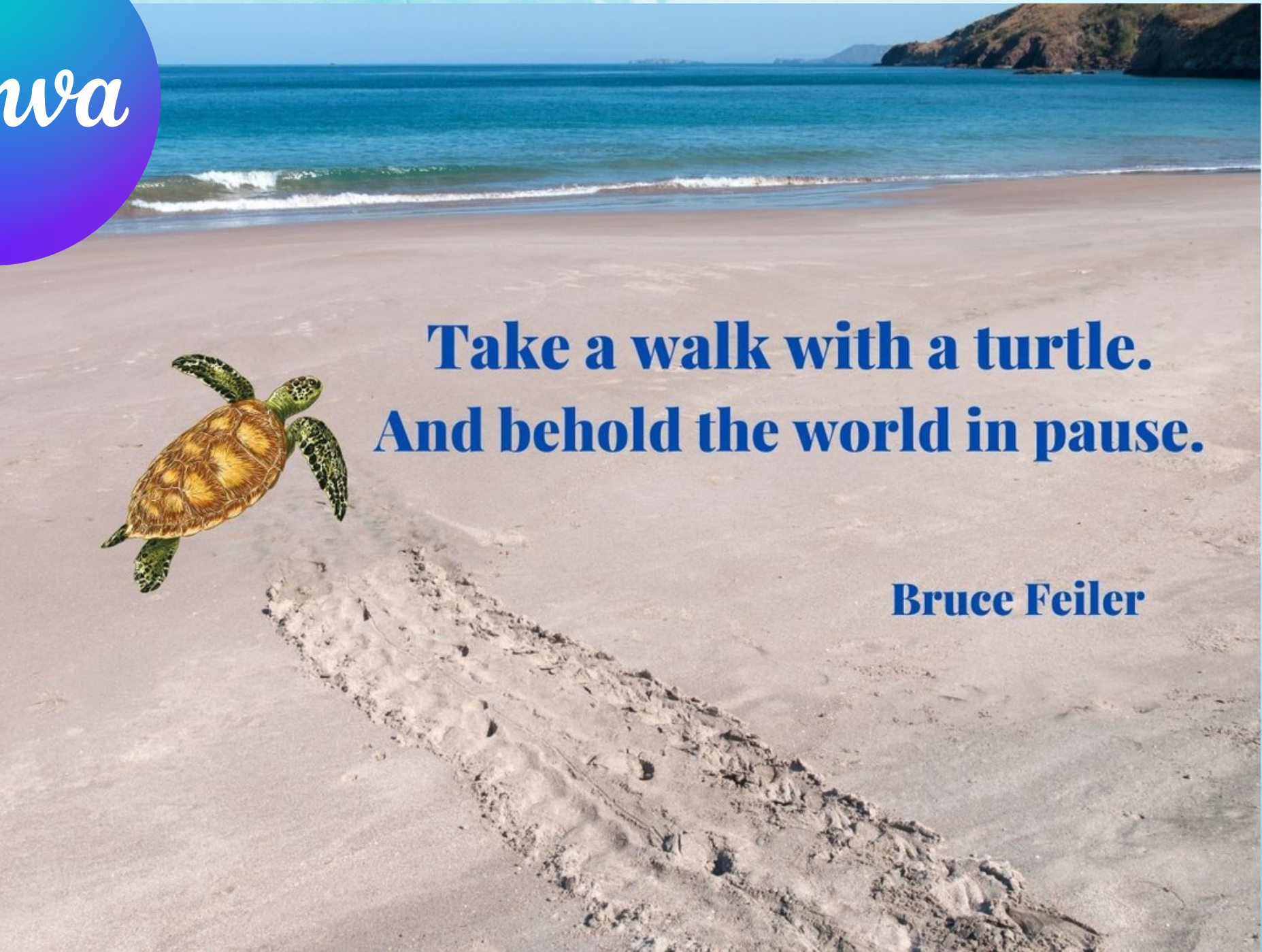


[www.canva.com/pricing/](http://www.canva.com/pricing/)





Take a simple image and create a meme.



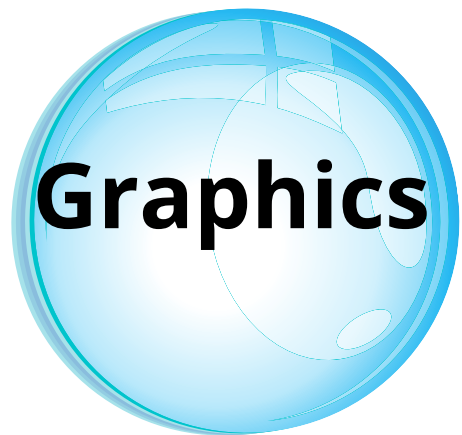
Canva

# Canva

## An App that changes how you Create!

**So many uses for  
the Canva App!  
Present Live on  
Canva!**

**Create in jpeg, png,  
pdf, svg, mp4, pptx  
files**



# Canva

**This App will change up your Image**

**FREE!**

**or you can upgrade to PRO!**

**5 Team Members can be on the  
same account.**

**Webmaster, Editor, Facebook,  
Officers**

**See if your Club qualifies for a  
Non-Profit Account**

[www.canva.com/pricing/](http://www.canva.com/pricing/)



# Why YouTube? Why Videos?

## NGC is all about Education!

Your State Clubs can also offer short educational videos. Youtube audience is growing everyday.

Local Garden Clubs can offer links to all of the NGC Videos on their websites, facebook posts, and newsletters. One can embed a video on Facebook for better results.

## Check out our NEW Video Café

NGC is constantly adding more informational videos to our Café. Sit back and be entertained and learn a thing or two.



The graphic features the National Garden Clubs Inc. logo on the left, which is a circular emblem with a green background and white text. To the right of the logo, the text "VIDEO CAFÉ" is written in a large, white, sans-serif font. Below this, the phrase "Open for Business" is written in a white, cursive script. Further to the right is a white clock face with black hands and numbers, with "OPEN 24 hrs" written in a white, sans-serif font above it and "24h" in red below it. Below the main text, a dark brown banner contains the text "NGC Video Menu" in white. Underneath this banner, the text "Watch videos when you want." is written in a smaller, white, sans-serif font. The bottom section of the graphic is divided into three columns, each featuring a top-down view of a coffee cup. The first column shows a white cup with a light brown coffee, with a white circle containing the word "Free" overlaid on the top left. Below the cup, the text "Gardening Tips" is written in white. The second column shows a white cup with a dark coffee, with a white circle containing the word "Free" overlaid on the top left. Below the cup, the text "Club Resources" is written in white. The third column shows a brown cup with a light brown coffee, with a white circle containing the word "Free" overlaid on the top left. Below the cup, the text "Webinars" is written in white.

**NATIONAL GARDEN CLUBS INC.**

# VIDEO CAFÉ

*Open for Business*

OPEN 24 hrs  
24h

## NGC Video Menu

Watch videos when you want.

Free  
Gardening Tips

Free  
Club Resources

Free  
Webinars

# NGC's website has added to their toolbox

- Videos on demand in our Video Café
- Blog: that can be subscribed to.
- *The National Gardener* can be subscribed to.
- Coming soon an Events Calendar
- Every club should have a website, even if it is a small club.



**SUBSCRIBE**





**Creating and Using Social Media**  
[www.gardenclub.org](http://www.gardenclub.org)

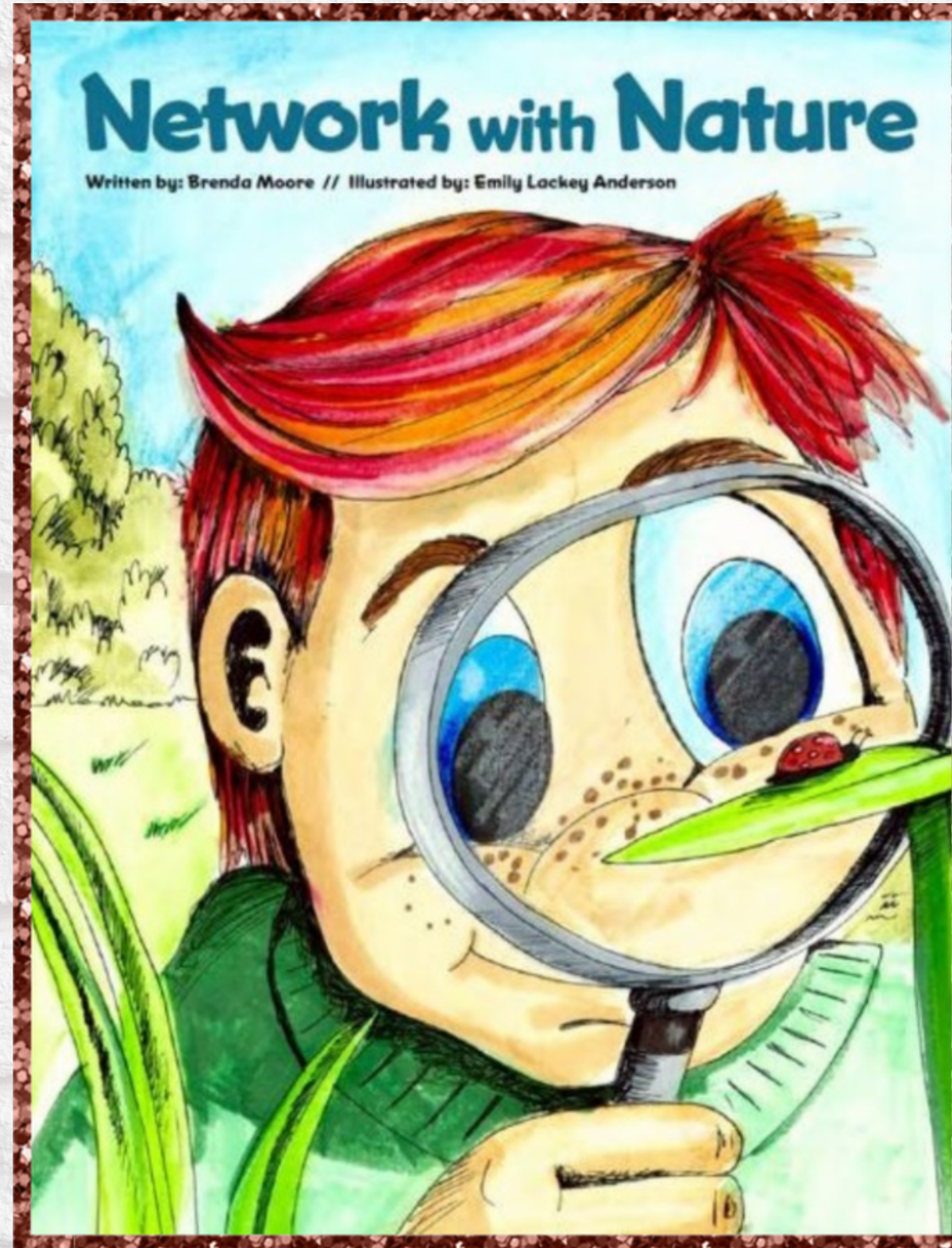
# Creating and Using Social Media

Visit our NGC Website and download a 4 page document to get your Social Media Team started.

<https://gardenclub.org/sites/default/files/2021-11/creating-and-using-social-media.pdf>

# While Social Media has brought us together...

We still encourage you to put down your smart phones and play outdoors and encourage our children to do the same.



**Brenda Moore**