

## Using Twitter/Instagram in your Club Strategy

### Before Fall Club Begins:

Before school started, we already had our Team YL (student leadership team) selected. We wanted to see how we could use Twitter to help promote club since “no one uses Facebook anymore.” So here is what we came up with:

We decided from the first day of school until the first club we would do either a funny picture/meme or a short video and would tweet it from our clubs twitter page. We also came up with a specific hashtag that would be attached to each tweet. For us it was #wewanttheYL. So, when the tweet would go out, all of the Team YL kids would retweet it to all of their followers.

Doing this caused more exposure for YL probably more than any flyer we have done. Also, it has made the unique hashtag #wewanttheYL a part of our communities YL vernacular. Below are links to a couple of these tweets for you to refer to.

<https://twitter.com/CentennialYL/status/243037830509629441>

<https://twitter.com/CentennialYL/status/240508822022676481>

Again, its about relationships and time with kids. We did a #wewanttheYL tweet for every school day leading up to the first club. So, that was 11 opportunities for leaders to be with kids creating funny pictures and videos together.

### #YLWeek

Our Team YL wanted to do something unique to raise awareness for YL and for the upcoming Mr. Christmas Tree. So, we have dubbed the week before Mr. Christmas Tree “YL Week.” Kids at schools will wear different things according to the days below, and take pictures together or “selfies” and put them on twitter and instagram with the hashtag #ylweek. Here are the YL Week days;

- YL Monday (club shirt)
- Team Tuesday (school spirit day)
- Wolf Shirt Wednesday (self explanatory)
- Throwback Thursday (wear your favorite old club or camp shirt)
- Freedom Friday (wear red, white, and blue)

By club kids wearing this stuff to school and using Twitter and Instagram to create awareness, it again gives great exposure to YL in the schools. Also, it just kids something fun to do during a school week that they aren’t normally looking forward to.

### **Thoughts on Instagram:**

While Instagram is a very popular avenue of social media for kids right now, it isn't quite as easy to use if you have a personal Instagram as well. Twitter allows you to switch between users if you have multiple accounts (yours and your club's), but in Instagram, you have to log out of your account and log on to a separate one in order to switch between them.

To solve that problem, we have one of our volunteer leaders (who doesn't have a personal Instagram) run our club's instagram page.

### **Other Thoughts:**

If you are new to Twitter and Instagram, or aren't as familiar with it as you would like, just ask one of you YL kids to give a crash course in it. I am sure they would be glad to show you (and its another chance to spend time with kids).

Social networking has opened up a lot of things for us to promote YL. Just remember that it does not replace personal relationships and pursuit of kids. It is about sharing our lives (1 Thessalonians 2:8) not tweets!