



**AMERICAN
KENNEL CLUB®**

Parent Club Best Practices

Social Media & Club Publications

1) Why does your club need social media:

7.7 billion total Earth population

3.4 billion total active social media users

116 minutes average daily user time spent using social media outlets

81% the number of businesses using some form of social media

WHY? Because it works!!

2) The Big 3 Platform Overview

These 3 platforms, in most cases, will provide a club with the tools necessary (videos, photos, Q&A, shareable content etc.) and the probable age ranges of the people you're trying to reach. If you want to target the younger market, the Tik Tok is your answer. Properly managing these platforms will require volunteer time and effort. A vibrant social media site will keep people coming back to your site. If content is static and uninspiring, your prospective user population will quickly evaporate. And, it's always harder to hook them a second time if their first couple of experiences were uninspiring.

Please item #6 below to familiarize yourself with 3 free tools that will make your periodic updates to your social media sites much easier for your volunteers. You need to get familiar with schedulers.



Twitter is good for short form content, 280 characters or less; sharing video is harder on this platform as it is mainly done via links and it moves quickly which is ideal for news but not easily seen. Twitter allows you to post real time responses to questions a visitor to you club's Twitter site might have. Twitter is geared toward younger adults. It is a visual medium. Uses hashtags: A hashtag—written with a # symbol—is used to index keywords or topics on Twitter. This function was created on Twitter, and allows people to easily follow topics they are interested in.

What makes Twitter Unique:

Twitter is unique because of the **real-time conversations users can join**. It offers immediacy to its users that they can read, report, and comment on concurrent global events.

How to sign up for Twitter

Go to twitter.com/signup. Click the sign-up button.

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After you Sign up for Twitter, the next step is to set up your account by following the steps below:

1. Customize your profile, including picking a profile photo and header.
2. Add a bio.
3. Set up your timeline by following people or Topics.
4. Tweet!



Instagram is highly visual. This platform is photo and videos only. This is great for promotion of an event and educational opportunities; captions can be longer with hashtags incorporated and video is 60 seconds or shorter.

How to sign up for Instagram

- 1) Go to Instagram.com
- 2) Enter your email address
- 3) create a username and password or
- 4) Click Login with Facebook to sign up with your Facebook account.
- 5) If you register with an email, click Sign up.
- 6) Start posting your photos and videos



With Facebook, users can not only post comments and photos, but they can also look through their local news feeds, create live videos, make an event plan, send messages to friends, ask for recommendations, and buy or sell items. Facebook also has a significantly wider audience than most social media sites.

Facebook works better with video and images; easily sharable content. Lends itself to longer captions and more content. Allows you to create event pages and public and private groups. Livestreaming can be incorporated easily. Facebook accounts for over 50% of social media traffic. ‘Nuff said.

How to sign up for Facebook:

1. Go to facebook.com
2. Enter the name you go by in everyday life.
3. Enter your email or mobile phone number.
4. Select your gender and date of birth, and choose a password.
5. Tap Sign Up.
6. To finish creating your account, you need to confirm your email or mobile phone number.

What social media outlets, the platforms you use should be based on the targeted age range your club is trying to attract. Example: Tok-tok for a younger target audience: Here's a web page that breaks down demographically the use of the most popular social media sites by age group and other demographics. Use this to target specific groups your club is trying to reach via social media. Demographics are included for

Facebook, Twitter, Instagram, Snapchat, YouTube, Linked In, and Pinterest

<https://khoros.com/resources/social-media-demographics-guide>

Here is an example of the breakdown for Facebook:

3) Demographic profile of Top 5 social media platforms

- 1) Facebook – 2.45 billion users – All ages
- 2) Twitter - 330 million users - 37% ages 18-29 25% ages 30-49
- 3) Instagram – 1 billion users – 67% age 34 and under
- 4) Snapchat – 360 million users – 73% of ages 18-24 / 47% ages 25-30 / 25% ages 30-49
- 5) Pinterest – 322 million users – 81% is female / 36% ages 18-29
- 6) Reddit – 430 million users – 25% of ages 25-29 use Reddit
- 7) TikTok – 1.2 billion users – 67% are in age group 13-24

4) When developing your club's social media strategy, the best solution is

- a) Based on demographics, figure out as best you can what your club's major demographic currently is
- b) Determine your club's best target demographic and use a social media outlet that matches that demographic

Do NOT try to hit every available social media platform because you'll short the ones that will most benefit your club and its membership.

5) Whatever social media outlets you decide to embrace, a club member volunteer must be assigned to monitor each platform. Questions and comments that go unanswered are a sure sign that the club is not serious about maintaining a vibrant, interesting social media presence.

6) Content Ideas for Club Social Media Outlets

Event Footage & Explanation --- There are 18 different events our dogs can participate in. People generally only know the Big 3 – Conformation Rally & Obedience

Historical Footage

Junior Participants

Meet the Breeds Info & Footage

Breed Education Videos

Dog Structure Videos

Judge's Education Seminars

7) Don't forget about schedulers

a) Buffer: *What Is It?*

Buffer is a software application for the web and mobile, designed to manage accounts in social networks, by providing the means for a user to schedule posts to Twitter, Facebook, Instagram, and LinkedIn, as well as analyze their results and engage with their community.

Web Address: <https://www.buffer.com/>

b) Hootsuite: *What Is It?*

HootSuite is a social media management tool that allows users to schedule and post updates to any page or profile for Facebook, Twitter, LinkedIn, Google+, Instagram, WordPress, and other platforms from one place

Web Address: <https://www.hootsuite.com/>

c) Bit.ly: *What Is It?*

Bitly is a URL link shortener and click tracker. Bitly is a powerful online marketing tool used to track clicks, see site referrals and get an idea of which geographical locations most clicks are coming from.

Web Address: <https://www.bitly.com/>

Additional Ideas to Advertise Your Club:

- 1) The best avenue for enhancing public awareness is, and always will be, interaction with that public. Dog shows, dog events, open air markets, dog parks provide ample opportunity for members to introduce their dogs to the public
 - a. Toward that end, consider encouraging members to purchase business cards. Your club officers and board should also be given business cards as well. You can purchase custom cards for as little as \$10 for 100. They may be generic or personalized.



CLUB PUBLICATIONS

Your club's publication provides a window into its workings for your members. Designed and executed properly, it can be one of the very best avenues you have to attract and, more importantly, retain members for your club. However, it's also, for most clubs, is one of its largest annual expenditures. What follows is a detailed discussion of all of the elements required to provide a high quality memorable, and engaging publication coupled with some ideas as to how you may be able to save some of that money while still maintain its quality.

- 1) Financing your Club publication
 - a. Expected Publication Costs

1. Annual budgets must be prepared for a club's Board of Directors
 - b. Expected Sources of Revenue
 1. Membership Dues
 2. Annual Board Stipend
 3. Advertising
- 2) Recruiting Volunteers to work on your publication
 - a. The importance of your publication's editor(s)
 - b. List of volunteer positions
 1. Engage Club members in various positions.
 - a. It's a good way to get members involved without a huge time commitment.
 2. Among potential volunteer Jobs
 - a. Editor(s) in Chief
 - b. Associate Editor
 - c. Proof Readers
 - d. Advertising
 - e. Graphic Design
 - f. Club Specific Feature Editors
- 3) Expected Costs of your publication
 - a. Publication Costs should be the primary decision-making element of the format of your club's publication.
 1. Color
 2. Black & White
 3. Paper Stock
 4. All Digital
- 4) Mailing Recommendations
- 5) The USPS says **bulk mail is typically 35 to 65 percent cheaper than first-class postage** for sales flyers, promotional postcards, newsletters or brochures.
- 6) Discounts vary depending on the destination, size, and type of mail piece.
 - a. A commercial printer will allow your club use their permit imprint. A permit imprint takes the place of a stamp the cost of which is based on the volume of mail issued by the sender. This allows a club to get the

greatest discount on mailing, as most printers who do this mail thousands of pieces per month. This also allows a club to avoid the costs associated with registering for their own permit imprint:

Here's a website that explains these options:

<https://pe.usps.com/BusinessMail101?ViewName=PermitTips>

- b. Mailer should in a plastic transparent wrapper. Less weight equals lower cost.
 1. This savings allows the club to mail issues 1st class and take advantage of the speed of delivery offered by this class of mail. The per-piece mailing cost is based on weight, so look for a paper that's sturdy enough to look professional but without being too heavy.
- 7) Format of Club Publication
- a. Digital, Hard Copy or Both
 1. Advantages of a Digital Format
 2. Cost-Effective Publishing
 3. Provides an Interactive Reading Experience to Users
 4. Editing Is Possible Even After Publishing
 5. Wider Reach
 6. Ability to obtain user analytics to maximize user engagement
 - b. Advantages of a Hard Copy Format
 1. More Personal
 2. Easier Access
 3. Members consider issues as collectibles
 4. Well-crafted issues encourage club membership
- 8) Publication Decisions
- a. Frequency of Publication
 1. Monthly or Quarterly
- 9) Permanent Content Suggestions
- a. Each issue should have a breed-based theme

- b. President's Report
- c. Board Meeting minutes
- d. New Member Profiles
- e. Current Member Profiles – Feature on a well-known member in each issue
- f. Delegate's Report (should be posted on other club social media as well)
- g. Health Article
- h. Membership Information – How to Join the club
- i. Competition photos (not just conformation)
- j. Affiliated Club News – Local Specialty Clubs and Breed Rescue
- k. Kennel Listings
- l. Litter & Working Stud Listings
- m. So, You Want A <Breed Name> (post on social media as well)
- n. An advice column for new owners of your breed