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NGC continues in the Social Media frontier offering an ever-growing Facebook presence that has expanded to nearly 15,000 followers.

Should your local club have a Facebook Page? Absolutely! Your club benefits with free public exposure to your meetings and events that your individual members can then share on their own Facebook page. This leads to followers in other clubs around the country and the world. You follow us, we follow you and we all learn from each other. Your members will gain knowledge in all NGC programs and be inspired. Has your club won a Plant America Grant or one of your students received a state, regional or national scholarship? Tell the story, we all love reading it. NGC Facebook shares your story, tells the world and we all grow!

Keys to success in Facebook postings:

- ☺ Use lots of photos.
- ☺ Keep the subject focused and the words few.
- ☺ Engage the readers with a question that encourages comments.
- ☺ Diversify relevant topics.
- ☺ Have permission slips signed for youth photos.
- ☺ Post only once a day.

Key pitfalls to avoid:

- ☹ Do not use copyrighted materials without permission.
- ☹ Refrain from political and religious topics – save these for your personal page, if so inclined.
- ☹ Review and delete inappropriate comments.

Here is a link to get you started with setting up a Facebook page:

<https://socialgood.fb.com/learning-support/getting-started/create-a-page-for-your-nonprofit/>

NGC has Instagram, Pinterest and, soon, instructional videos on YouTube, available when the new NGC website goes live. Grow with us!

www.facebook.com/NGCSOCIALMEDIA/

www.pinterest.com/natlrgardenclubs/

www.instagram.com/nationalgarden/?hl=en

www.youtube.com/user/NationalGardenClub?feature=watch

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