



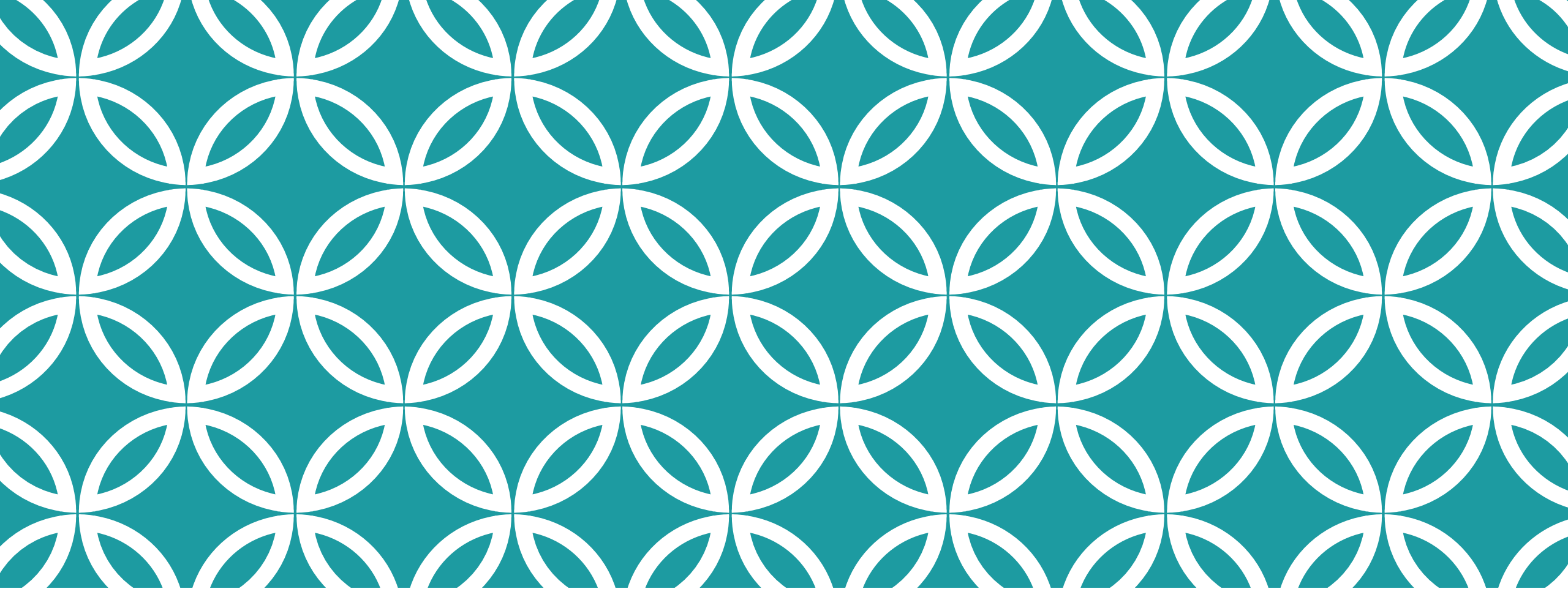
# FREEMASONRY & SOCIAL MEDIA

Paul Bathgate  
Worshipful Master  
Tippecanoe Lodge # 174

[tippecanoelodge174.org](http://tippecanoelodge174.org)  
[@TippecanoeLodge](https://www.facebook.com/tippecanoelodge174)  
[Facebook.com/tippecanoelodge174](https://www.facebook.com/tippecanoelodge174)

# AGENDA

1. Introductions
2. Social Media: What is it?
3. What's in it for Me?
4. The Big Hitters
5. A Lodge Website: Do's and Don'ts
6. How do you do this?
7. Final thought

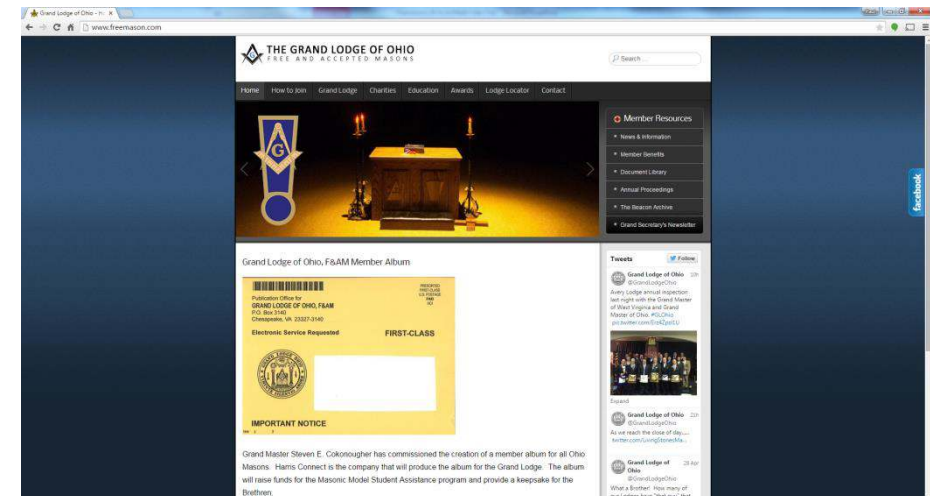
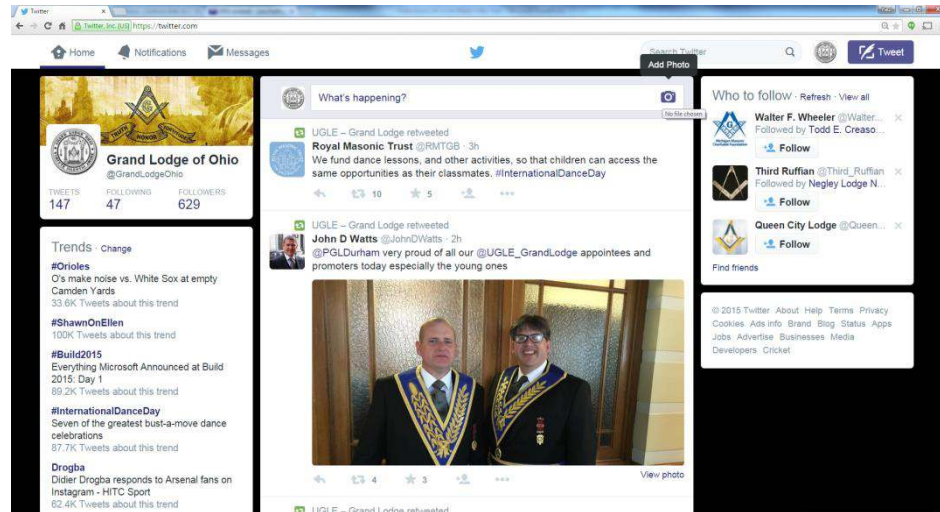


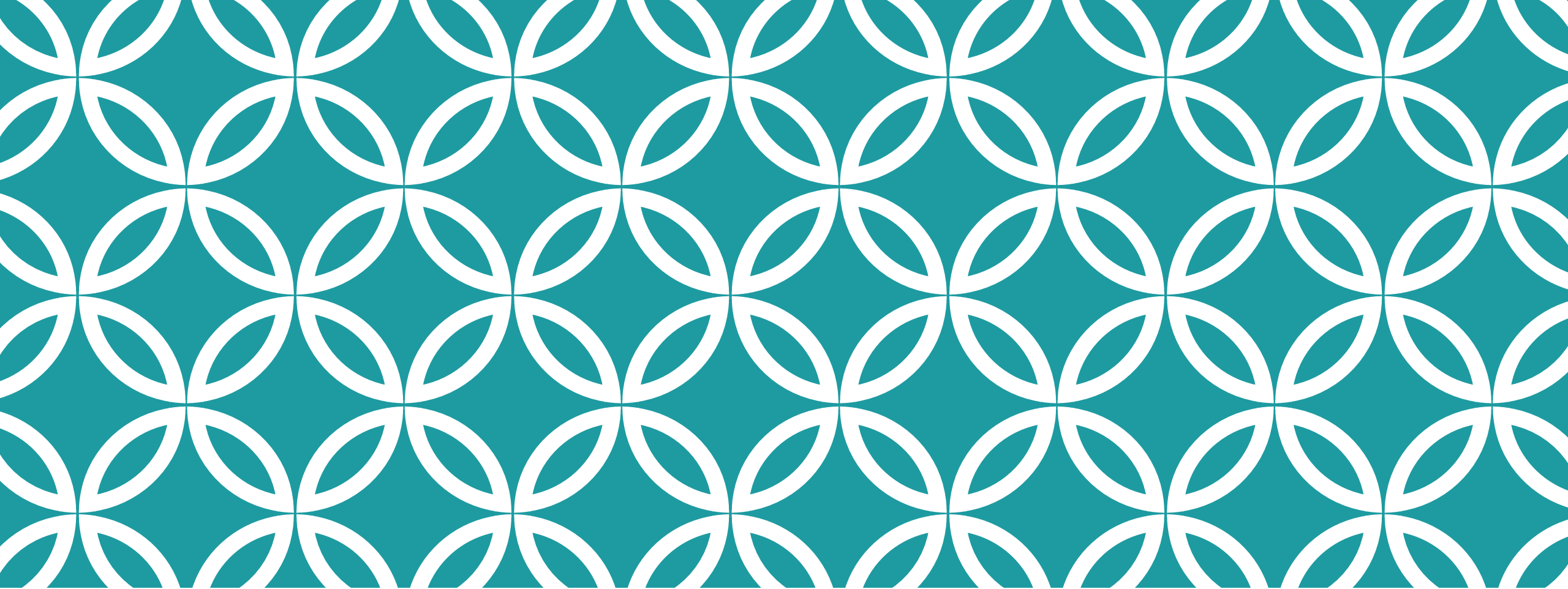
# INTRODUCTIONS

# WELCOME & INTRODUCTIONS

Paul Bathgate

- Worshipful Master, Tippecanoe Lodge # 174
- Background: IT Management





# **SOCIAL MEDIA: WHAT IS IT?**



# SOCIAL MEDIA: WHAT IS IT?

so·cial me·di·a

*noun*

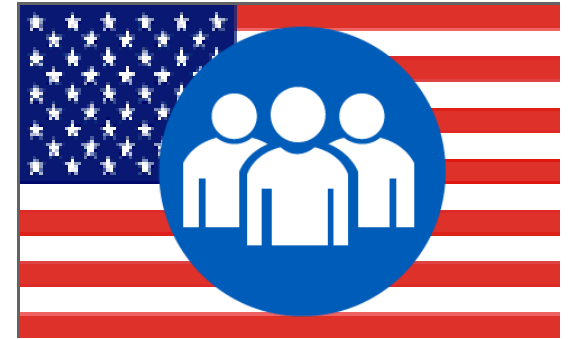
websites and applications that enable users to create and share content or to participate in social networking.



# SOCIAL MEDIA: AT A GLANCE



318,892,000



280,000,000





88%

...of the United States is online.

81%

# 73%

Use at least one Social Media site



The average time that internet users spend each day using the internet through a desktop, tablet, or laptop.



The average time that mobile internet users spend each day using mobile internet.



The average time that social media users spend each day using social media.



# MOBILE SOCIAL MEDIA

SMARTPHONE  
PENETRATION AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**56%**

PERCENTAGE  
OF THE TOTAL  
POPULATION USING  
SOCIAL MEDIA APPS



**46%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**86%**

PERCENTAGE OF THE  
TOTAL POPULATION  
WATCHING VIDEOS  
ON MOBILE (YOUTUBE)



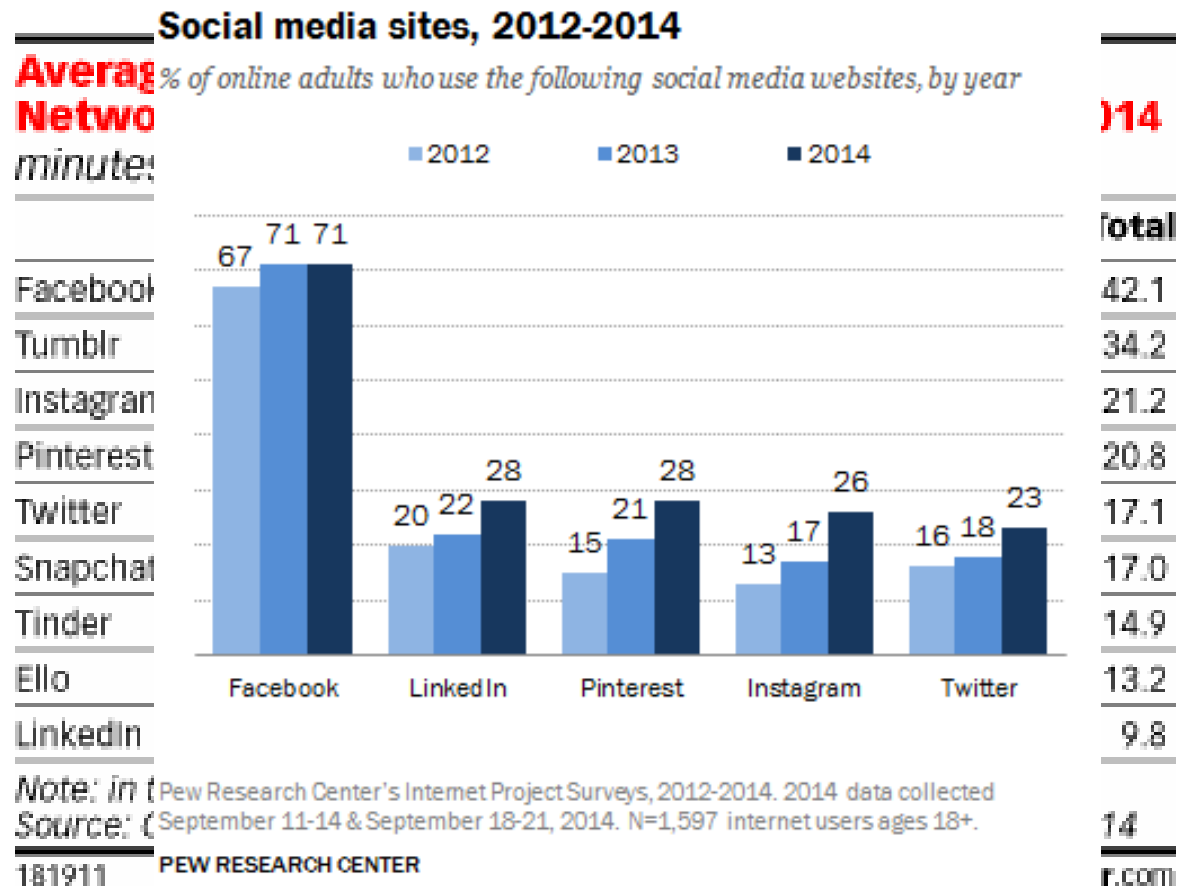
**65%**

SMARTPHONE USERS  
SEARCHING FOR  
LOCAL INFORMATION  
VIA THEIR PHONE

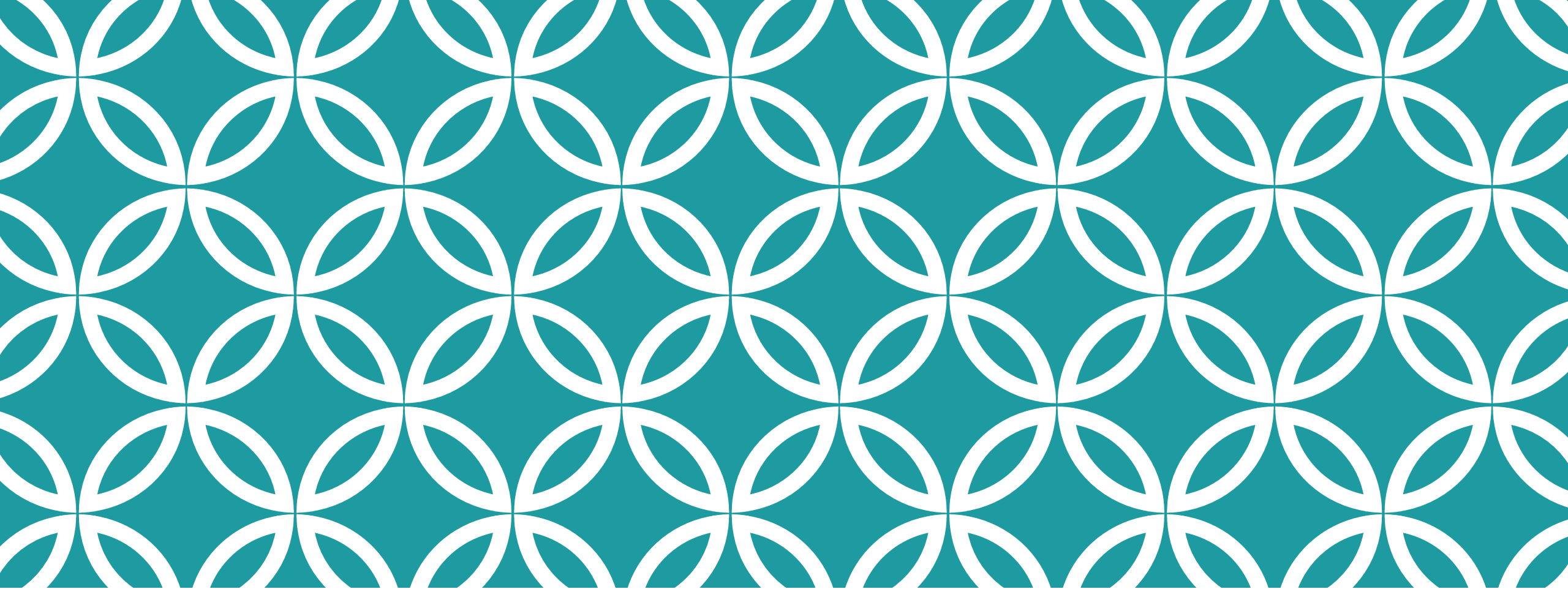


**94%**

# SOCIAL MEDIA USAGE



<https://vimeo.com/89307127>



**WHAT'S IN IT FOR ME?**



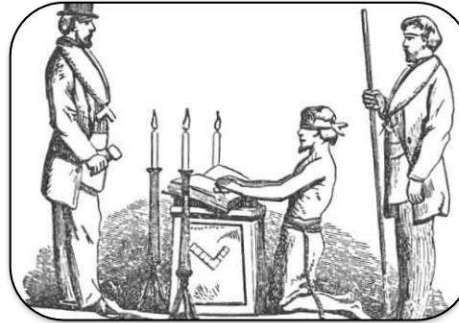
# WHAT CAN I GAIN?



Exposure



Insight



Petitions



Loyal Followers



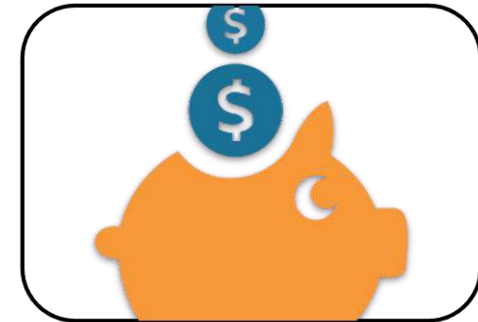
Search!



Improved  
Membership



Grow  
Partnerships

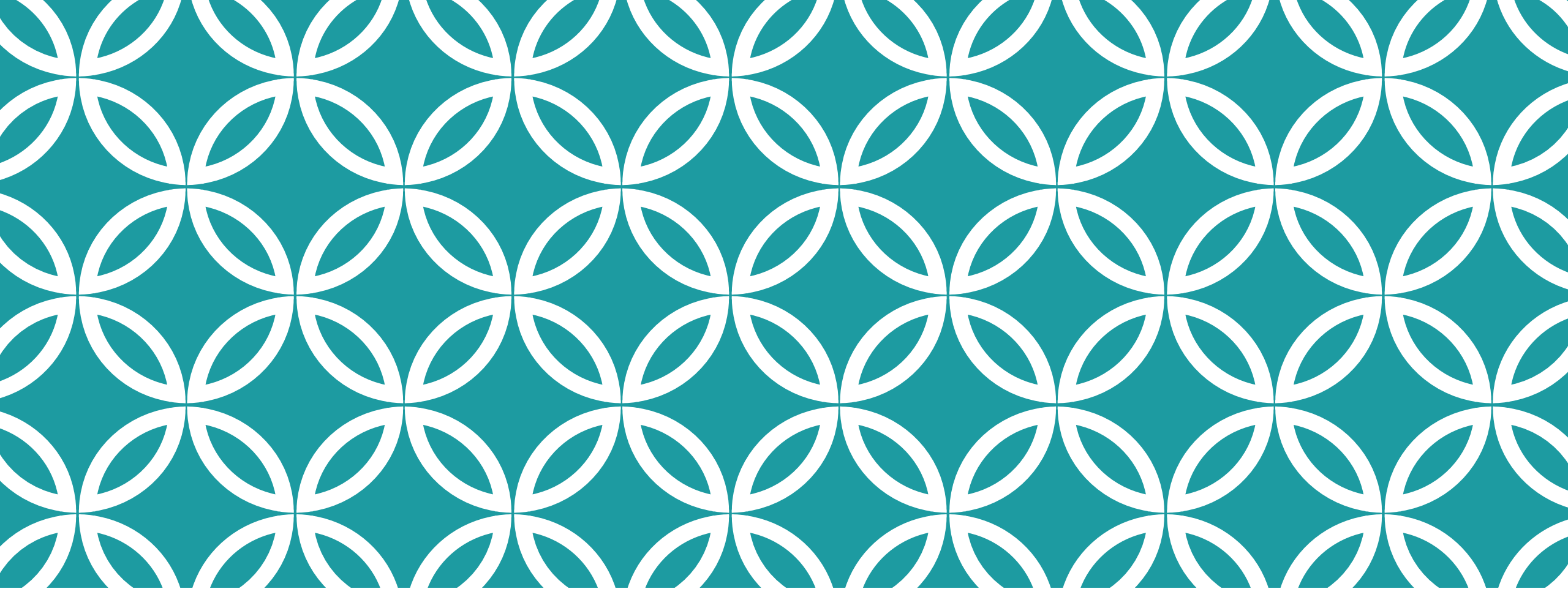


Reduced Costs



# BENEFITS OF SOCIAL MEDIA

1. It's inexpensive
2. It's easy to use
3. Your “customers” use social media
4. It doesn't take a lot of time.



# **SOCIAL MEDIA: THE BIG HITTERS**

# FACEBOOK

1.2 Billion Users World Wide

169 Million in the United States

190 Average Friends

43% Male, 57%, Female

#1 downloaded app for smartphones (today and all-time)

18 Minutes is the average time spent PER VISIT





# TWITTER

Twitter is an online social networking service

1. Enables users to send and read short 140-character messages called "tweets".
2. Anyone can read tweets (unless private)
3. 135,000 New Twitter Users Every Day
4. 2.1 Billion Search Engine Queries Every Day
5. 43% use their phones to tweet
6. 60% of their tweets come from 3<sup>rd</sup> Party Programs
7. 40% twitters don't tweet!
8. 9,100 tweets per second



# WHAT'S A HASHTAG (#) ?

hash·tag

'haSHtag/

*noun*



(on social media sites such as Twitter and Facebook) a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic.

A hashtag is a type of label or metadata tag used on social network and microblogging services which makes it easier for users to find messages with a specific theme or content.

Users create and use hashtags by placing the hash character (or number sign) # in front of a word or UNSPACED phrase, either in the main text of a message or at the end.

Searching for that hashtag will then present each message that has been tagged with it.

# VINE



Short form video service

Designed to allow you to film short, separate instances so they can be linked together

Six seconds

Each video plays in a loop

Viewable in Twitter or separate webpage

5 Vine's Tweeted every second



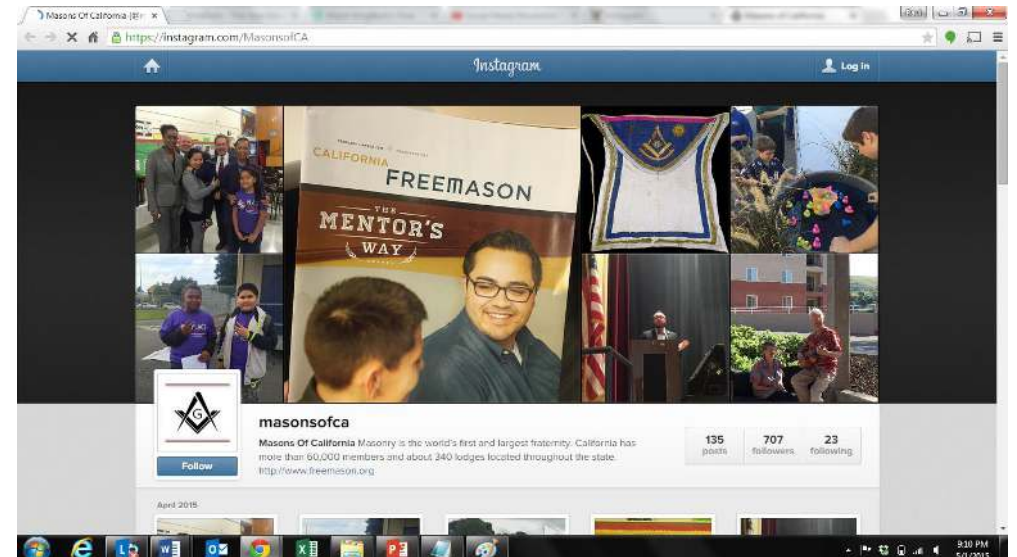
# INSTAGRAM

40 Million Photos per Day

1,000 Comments Per Second

Often linked from Instagram to Facebook / Twitter

100 Million Monthly Active Users



# YOUTUBE

Second Largest Search Engine

Estimated 17% of Internet Traffic

100 Hours of Video Uploaded Every Minute

Excellent source for both internal and external possibilities

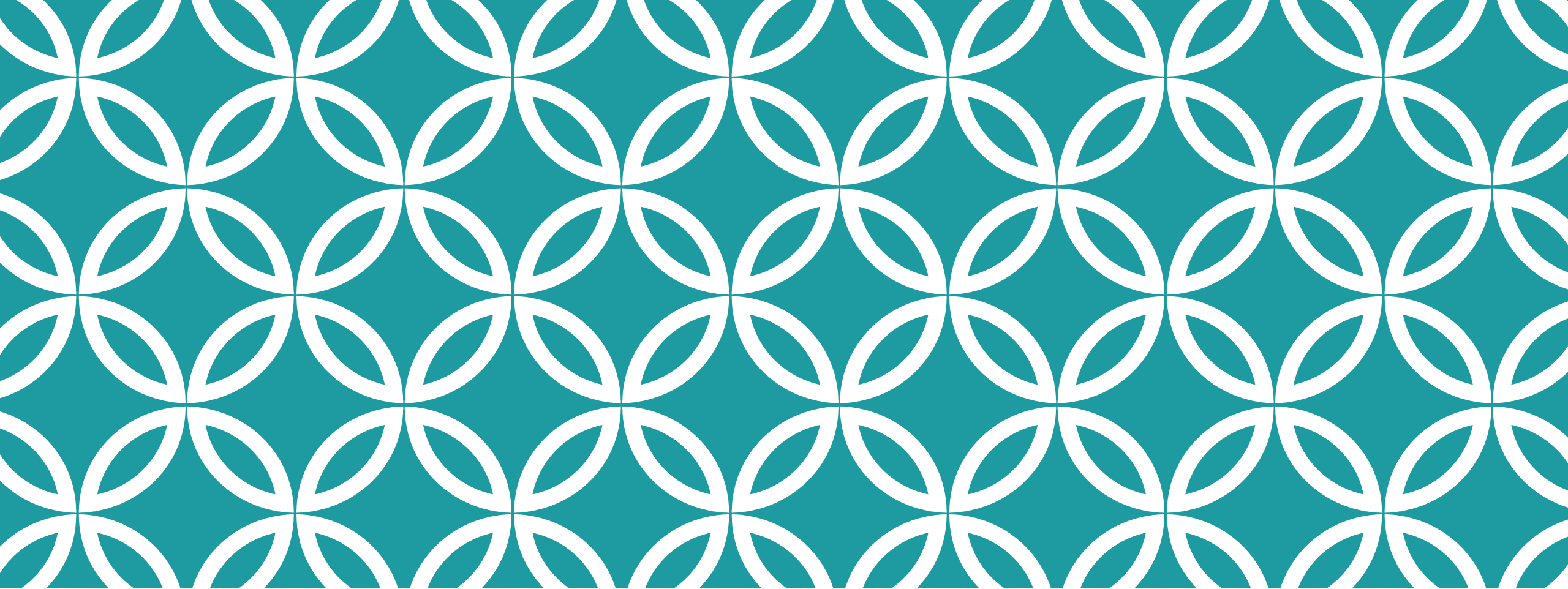
What's your image?

Grand Lodge of England: What's It All About? 88K in 10 Months



[https://www.youtube.com/watch?v=wVv\\_q9fTLe4](https://www.youtube.com/watch?v=wVv_q9fTLe4)





**YOUR LODGE WEBSITE**

# YOUR WEBSITE

Do you have one?

When was the last time it was updated?

Does it contain:

- Address
- When you meet?
- Phone number?
- Email contact?
- Basic information?
- Links to twitter/facebook/other?
- Basic: Photos, History, About Freemasonry, Link to Grand Lodge
- Abide by the Code?

Search Go!

BUILD A FREE WEBSITE  
OF YOUR OWN ON  
**Angelfire**

**NISSAN**  
SIDE OF YOUR LIFE



THE 2014 NISSAN  
MAXIMA®

**\$259** PER MONTH LEASE\*

36 Months, \$2,999 Initial Payment, Excl. taxes,  
title and license

\*An shown 2014 Maxima SR with Sport Package \$277 per month lease

SHOP NOW

BUILD

\*More Lease Information



United We Stand!

## The Wenatchee Masonic Center



GERARD  
COSMETICS



JOIN THE MOVEMENT.

SHOP NOW

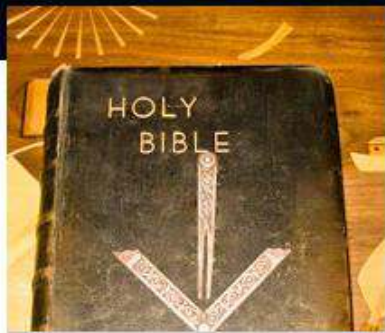


- HOME
- OFFICERS
- TRESTLE BOARD
- LODGE HISTORY
- GALLERY
- CALENDAR OF EVENTS
- CONTACT US



# Membership

The Alhambra Masonic Lodge offers its members leadership opportunities at the lodge, district, and Grand Lodge levels. Contact us for more about our Memberships.



Who We Are



Lodge History



Our Officers

## Grand Lodge of California

Masons of California

Masons 4 Youth

Henry W. Coil Library & Museum of F...

Acacia Creek

## Masonic District no. 749



Welcome to Tippecanoe Lodge 174!



Lodge: (937) 667-2529



search site



HOME

HOW TO JOIN

AWARDS

CALENDAR OF EVENTS

PHOTO GALLERIES

NEWS

TRESTLEBOARD

CONTACT



FEEDBACK

#### INTERESTING LINKS

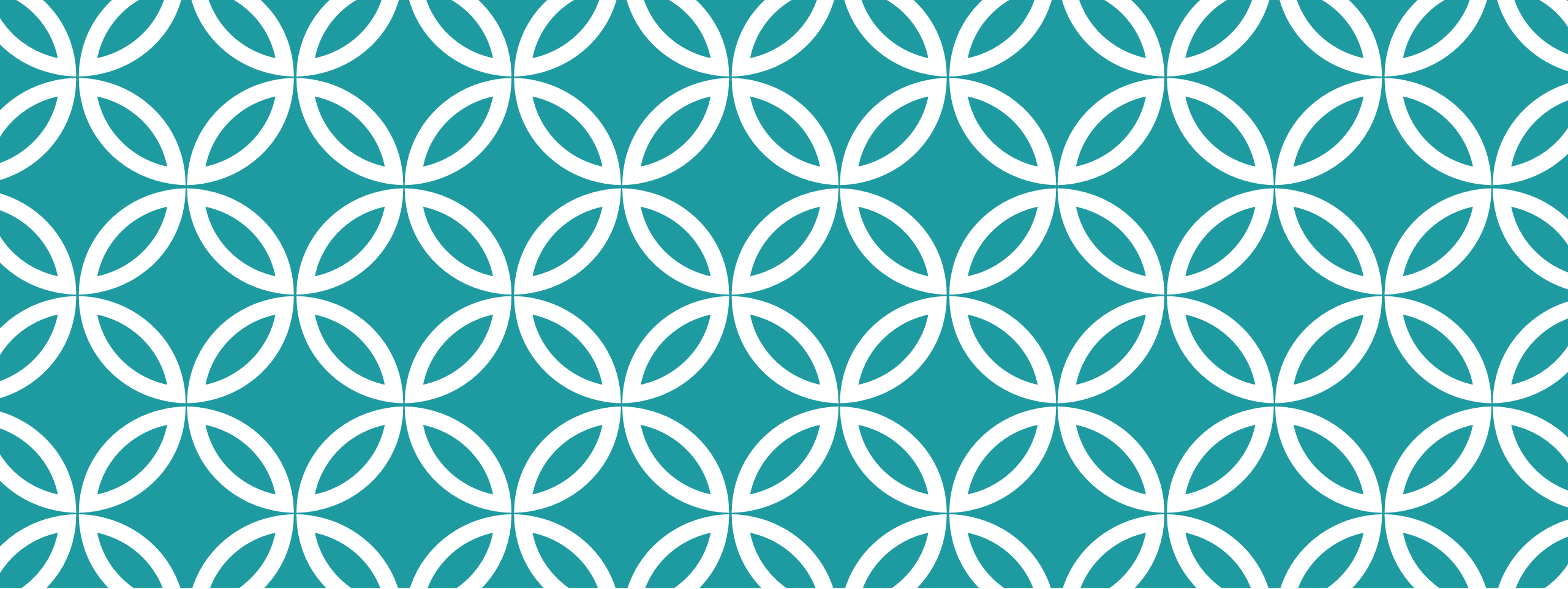
We appreciate you visiting, and hope you enjoy your stay!  
[Grand Lodge of Ohio](#)

#### STATED MEETINGS

1st and 3rd Thursdays  
at 7:30PM  
108 1/2 E Main St.

#### JOIN US FOR LODGE!





**HOW DO I DO THIS?**

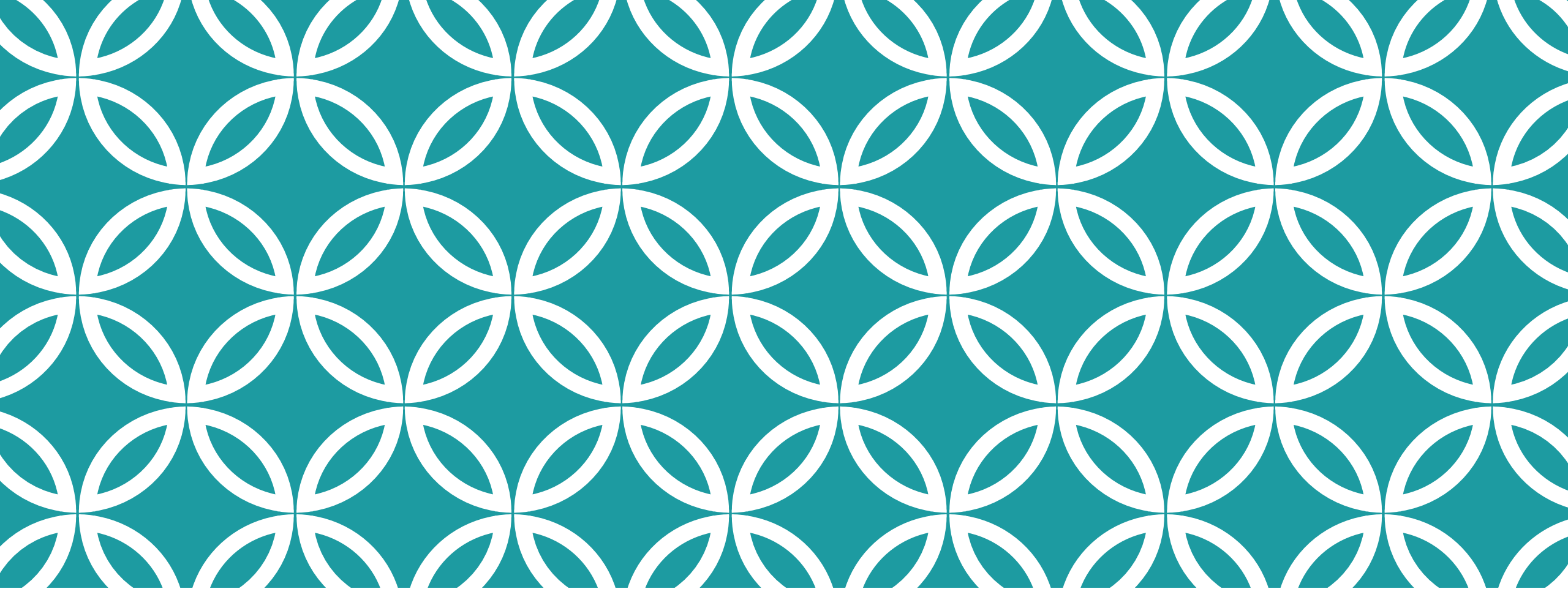


# SOCIAL MEDIA: HOW DOES A LODGE DO THIS??

1. Assigned a committee
2. Share the responsibilities
3. Adopt a Social Media policy
4. Be patient
5. Make the 1<sup>st</sup> Move
6. Brand It
7. Know Your Audience
8. Do Not Post Sensitive Info!

# BEST PRACTICES FOR SOCIAL MEDIA

1. Completely fill out the profile information.
2. Don't ignore social media insights.
3. Focus on engagement, not be a "like" hunter.
4. Moderate spam & negative comments
5. Don't oversell
6. ALWAYS write back.
7. Pin the best posts.
8. Keep it short.
9. Don't post too much, don't post too little.
10. Don't waste time and money on page apps.
11. Be personable! No one likes a robot.
12. Always ask: "Does this post help my fans?"
13. Always stay up to date with Facebook updates.
14. Vary the type of posts.
15. Experiment
16. Branding!



**FINAL THOUGHT**



