

GETTING STARTED: USING SOCIAL MEDIA

Create a Facebook event. After you've planned your virtual reality event, [create a Facebook event](#). This will give you a shareable link that you can include in all your social media posts.

Shorten your URL. Make your link even easier to share by converting it to a shorter link. Go to [bitly.com](#) or [tinyurl.com](#) to create a free, easy-to-read link using your Facebook event URL.

Add photos and videos. People are more likely to read your social media posts if they include photos and videos. You can find stock photos by searching virtual reality on Google images or use the video on [Rotary's virtual reality page](#) to give people a preview of what they'll experience.

SAMPLE FACEBOOK POSTS

Customize your Facebook posts with details about your event. Remember to tag your Facebook event.

- We're using virtual reality films to show Rotary's impact on the world. Experience it for yourself at [EVENT DETAILS].
- Have you ever wondered what Rotary does? Now's your chance to find out. Using virtual reality, you'll see how Rotary is making a difference around the world and learn how we're changing lives in our own community. Join us [EVENT DETAILS].
- We're taking our club meetings from reality to virtual reality and you're invited! [EVENT DETAILS].
- Instead of telling you what Rotary is all about, we want to show you with virtual reality! Join us on a journey without leaving [CITY NAME]. [EVENT DETAILS].
- See how Rotary is harnessing the immersive power of virtual reality to create a more connected world at [EVENT DETAILS].

SAMPLE TWITTER POSTS

Use hashtags on Twitter to help your club's posts get seen by a larger audience. And remember to include [@Rotary](#) so people searching for Rotary posts also see yours!

- We're using #virtualreality films to show the impact @Rotary has on the world. Experience it for yourself at [EVENT DETAILS/EVENT URL]. #RotaryVR
- Have you ever wondered what @Rotary does? Now's your chance to find out. Using #virtualreality, we'll show you how Rotary is making a difference around the world and changing lives in our own community. Join us [EVENT DETAILS/EVENT URL]. #RotaryVR
- We're taking our @Rotary club meetings from reality to #virtualreality and you're invited! [EVENT DETAILS/EVENT URL]. #RotaryVR
- Instead of telling you what @Rotary is all about, we want to show you with #virtualreality! Join us on a journey around the world without leaving [CITY NAME]. [EVENT DETAILS/EVENT URL]. #RotaryVR
- See how @Rotary is harnessing the immersive power of #virtualreality to create a more connected world at [EVENT DETAILS/EVENT URL]. #RotaryVR