

SMiLE – Social Media for Lions by Lions

Speakers: Stefan Kaufmann, MD 111, VC SMiLE
PID Kenneth Persson, MD 101
Elien van Dille, MD 112
Gianfranco Ferradini, MD 108

Third anniversary of SmiLE, launched in 2012

SMiLE – www.lionssmile.org:

Social online platform for Lions by Lions

Leos are not yet fully integrated into SMiLE; to date, there were no concrete requests to change this. SMiLE is however also open to Leos.

Medium for member recruitment, effective PR – global, in addition to club home pages

Bundles important and current information about Lions from all social media channels

Presentation of various social media channels

Basics:

Use approved Lions logo, in correct size and format for online publications

Recommendations:

Communicating positive image and message of Lions

Underpinning of message with lots of pictures and examples (activities)

Lions SociaMedia teams should involve several members (e.g. photographer, writer, editor, web editor, etc.)