# RECRUITING IN A VIRTUAL ENVIRONMENT

May 13, 2020 – David R. Lindquist, DTM, PRM



### 3 PHASES IN 2 MONTHS

1 – What to do now 2 – Easy online actions

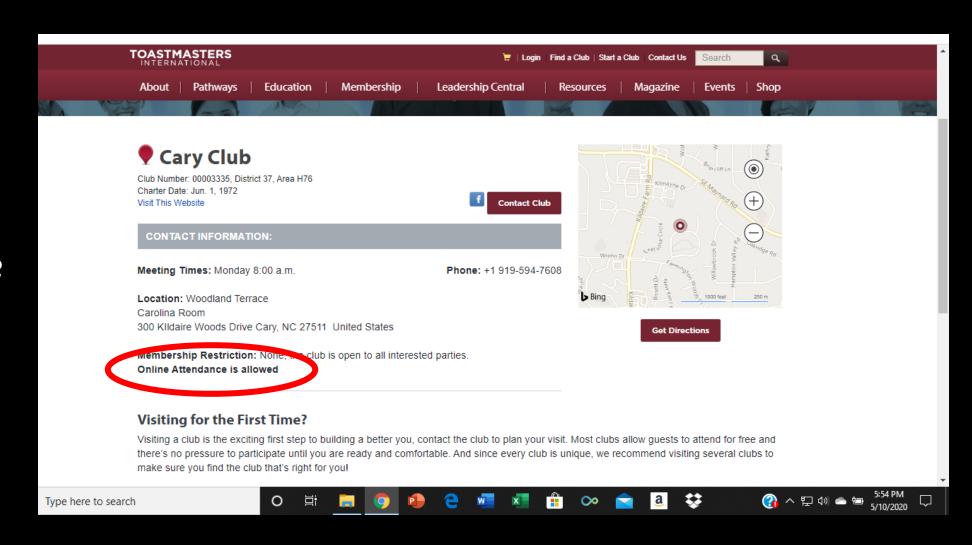
3 – Broadening appeal

# CONTENT IS KING



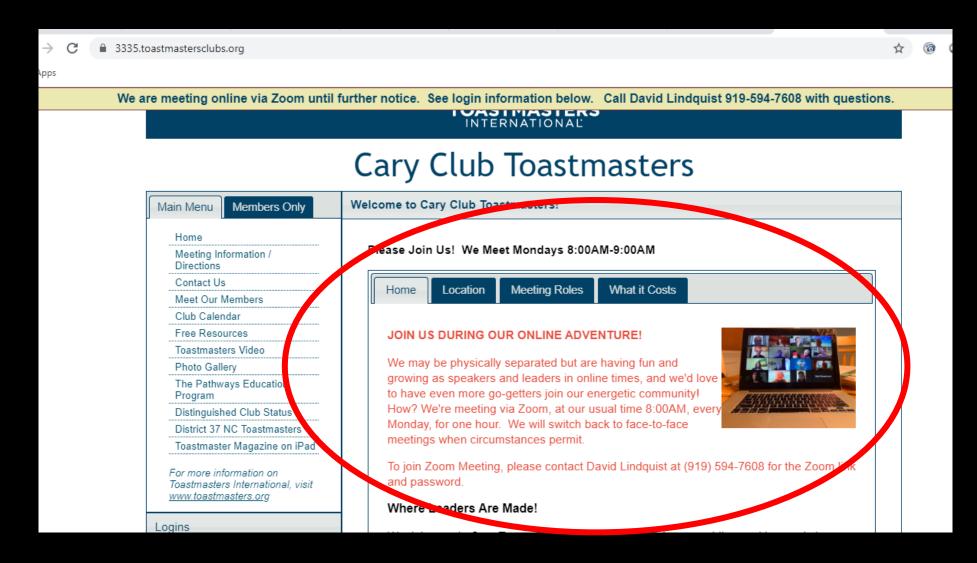
### DO NOW!

- Is your TI page accurate?
- Is there contact information?
- Does it say that you are online?



#### DO NOW!

- Is your web accurate?
- Does it discuss your online meetings?
- Is that message inviting?
- Is there contact information?



## WEB SITE RULES TO FOLLOW



USE SEARCH TERMS



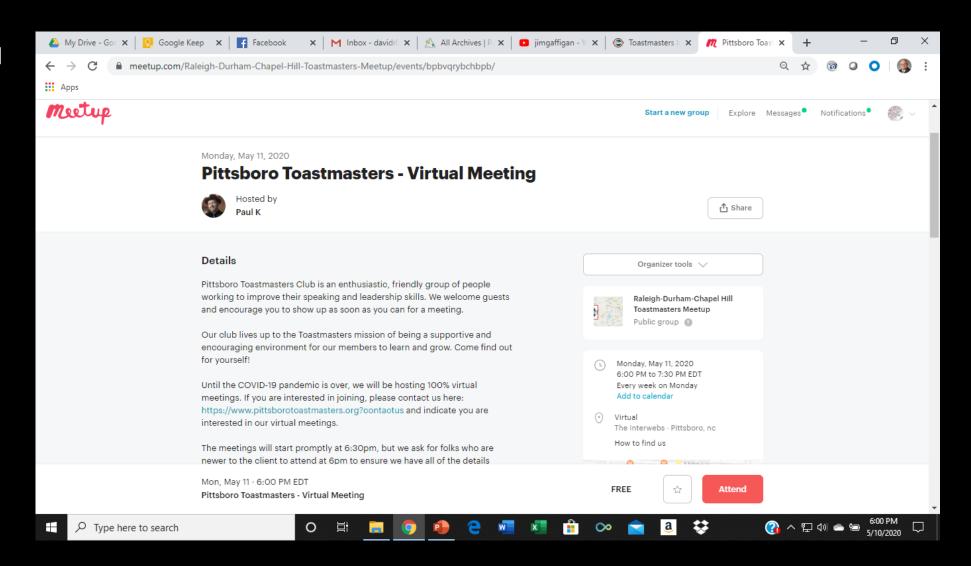
**ADD VIDEOS** 



KEEP CONTENT FRESH!

#### DO NOW!

- Are you on a District
  Meetup
  hub?
- Does your event listing provide online online meeting information?



#### **EASY ONLINE ACTION:**

- Use Facebook or other social media to:
  - Highlight online meetings
  - Show a photo
  - Engage members with their content, comments



Seen by 19

#### **EXPAND THE APPEAL:**

- Put video to work
  - Examples of speeches
  - Home made testimonials
  - A segment of a virtual meeting
  - Live stream before the meeting starts



#### **USE SELECTED SOCIAL MEDIA**

Facebook (it is very popular)

Look at FrontDoor, Instagram, LinkedIn, Pinterest, Snapchat, TumbIr, Twitter, WhatsApp

Build a Youtube channel

### SOCIAL MEDIA RULES TO FOLLOW



POST OFTEN – 2+ TIMES A WEEK



ASK FOR MEMBER ENGAGEMENT



ASK FOR REPOSTS



START CONVERSATIONS



CROSS LINK TO WEB SITE, OTHER SOCIAL MEDIA



USE SOCIAL MEDIA ADVERTISING



**QUESTIONS?**