

Getting Your Club on the Web—Lions e-Clubhouse and Club Facebook Pages

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There are two relatively simple (and free!) ways that a Lions Club can establish a presence on the Web. **Lions e-Clubhouse** and **Facebook**

Getting Started with Lions e-Clubhouse

Lions e-Clubhouse is a resource **set up by LionNet** to help an individual Lions Club build a useful, easily managed, and professional-looking Website

The first step is to create an e-clubhouse account for your club. In order to do so, visit <http://www.e-clubhouse.org/index.php>, and click on the link in the rightmost column labeled “Click here to Create a New Club.” That link will take you to an e-Clubhouse application form. When you fill out and submit the form, your application will be evaluated and you will soon receive an email with login information which you will use to begin creating your club’s website.

You are now ready to begin creating your Club page. Log in with the username and password that you received, and then click on **Manage Pages** to begin.

You will then see a list of pages. Choose one and click on **edit live page** to begin editing. Once you are in the editing mode, just type in the white area in the middle of the page to begin creating your page. At any time you can preview your page to see what it looks like at that point, and you may publish it when you are satisfied that it is ready for public viewing.

Remember that you can edit and republish your page at any time. Your page will be viewable by anyone at <http://www.e-clubhouse.org/sites/yourusername/index.php>. For example, my club (Buena Vista) can be seen at <http://www.e-clubhouse.org/sites/buonavistava/index.php>

There’s a lot more you can do. You can add a photo gallery, a contact page, links to other pages, set up a private area for members only, and much more. For a much more complete guide to working with your e-clubhouse site, look at the getting started guide (<http://www.e-clubhouse.org/start.php>) nor the two user guides (http://www.e-clubhouse.org/my-admin/inc/Lions_e-Clubhouse_User_Guide.pdf and <http://www.e-clubhouse.org/my-admin/inc/e-Clubhouse-Members-Only-CMS-Guide.pdf>) available from the Manage Pages menu on the left.

Visit <http://e-clubhouse.org/eclubstate.php?State=Virginia> for a list of all Lions clubs in Virginia with e-Clubhouse sites. This is a good way to get ideas for your own pages.

Getting started with Facebook

Facebook is the most popular way for organizations to participate in social networking, allowing you to easily communicate with other Lions, promote Club events, and bring your Club to the attention of non-Lions.

If you do not already have a Facebook account, go to www.facebook.com and create one. After doing so, I recommend taking some time to familiarize yourself with how Facebook works

To create a page for your club, go to <https://www.facebook.com/business/build>, click on **create a page**. Then select **Company, Organization, or Institution**. You will be prompted to choose a category from a list (I suggest community organization or Non-Profit Organization), enter a name for your page in the "Company Name" box, and agree to continue to terms of service to continue. You will be offered the option of logging into your user account, and when doing so you'll be taken to a page to set up your Club Page. At this point type a short description of your page, indicate a web address for the page (I suggest *www.facebook.com/yourclubname*) and continue. You'll be given an opportunity to upload a photo that will appear on your page. You'll be given an opportunity to add to your favorites (which you may skip if you wish), then you'll be taken to your page. At this point you can edit your page, or if you want you can update your status, invite friends, or add a cover photo. You're on your way!

More help:

An introductory Facebook tutorial: <http://www.gcflearnfree.org/facebook101>

Lions Resource: Getting Started on Facebook

<http://lionsclubs.org/blog/2012/08/28/lions-resource-getting-started-on-facebook/>

Some Lions Facebook pages:

Lions International: <https://www.facebook.com/lionsclubs>

District 24-C: <https://www.facebook.com/Lions24C>

Buena Vista: <https://www.facebook.com/BuenaVistaLions>

Palmyra-Rivanna: <https://www.facebook.com/pages/Palmyra-Rivanna-Lions-Club/174657809262427>