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Division 8

Social Media

The Durant High School Key Club uses Twitter to communicate with our club through social media. During DCON of my freshman year, I created our Twitter profile as I was the newly inducted club webmaster. I first used it to tweet out photos that we had taken at DCON, and then as I got more comfortable with using it, I began to send out information for the club.

More people started showing up for service projects and other events. They were able to keep track of what was coming up because they could find the information on their timeline instead of looking through all of their papers or planners.

We also recently started a Facebook account. It allows more people in our community to keep up with what we are doing. Our school district’s page is constantly sharing our posts to keep everyone in the district informed with our events. We post after every meeting, social, trip, and service event.

Having social media for our club has brought us closer together with other clubs. With the ability to contact them, and keep up with what projects they are doing, it is very useful. We get to see all of their pictures and what they have been doing for the month.

Another useful social media we have is GroupMe. This app allows us to have group chats with more than 10 people, unlike normal text messaging. We have one that has some of the executives of the Texas-Oklahoma district. It is especially helpful because we talk about what we have completed, what we need help with, and just about anything. For me, starting out with a smaller club, everyone has been amazing and always willing to lend advice, or helping us out. Without social media and the app, this would not be possible.

The last social media we use is Remind. Through Remind, the club members that sign up can receive updates through text or email about events coming up, and so much more. This has significantly improved communication in our club, as most people have difficulty remembering what all is happening with all of their activities. Remind is the main social media we use to keep members informed.

As we are recognized as the generation of social media, I think it is important to utilize it and make the best of it. Using all of these social media apps has increased member activity, as well as kept them coming back to meetings and events. I am thankful for all of the resources we have, and that they are continually bettering our club and district.

