

CLICK, POST, AND GROW



A friendly social media guide for garden clubs

Facebook • Instagram • Video

Substack - Statewide Garden Journal • YouTube

The Garden Club of Georgia, Inc.

Start Here

Use this booklet as a working guide. Menus and button names change, but the basic tasks stay the same. Five rules to remember.

- Post as the club, not as an individual member. The purpose is to share your projects, celebrate your members, and reach future members by keeping your community informed.
- Check names, dates, locations, links, and permissions before posting.
- Give account access to at least two current club members.
- Save passwords, access information, original photos, and important files in club records.
- Keep it simple. One clear message and one image are enough.

LOOK FOR → Arrows, shaded notes, and bold button names. They point out the exact place to tap.

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Before You Post

Quick check

ACCOUNT - Are you posting from the club Page or account?

ACCURACY - Are names, dates, locations, links, and affiliations correct?

PERMISSION - May the club use the photo or video and identify the people shown?

PURPOSE - Is the post useful, welcoming, educational, or connected to club work?

FOLLOW-UP - Will someone check comments and messages afterward?

TIP ✓ If you are not sure which account is active, stop and check the profile picture before posting.

A simple weekly routine

- Post one club activity, garden tip, or project update.
- Share or comment on one district, state, or community partner post.
- Check comments, messages, tags, and upcoming events.
- Save important photos and captions in club records.

MODULE ONE

Facebook Made Easy

Create the club Page and enter the essentials.

1. Gather before you begin

- Official club name, city, and district
- Club email address
- Short club description
- Profile image or logo
- Horizontal cover photo
- Names of at least two Page managers

2. Create the Page on an iPhone. (The setup is similar on a computer, follow 1, 2, 5, 6 below, then tap Public Page, Next, Get Started.)

1. Open Facebook while signed in to your personal account.
2. Tap your **personal profile picture** in the bottom-right corner.
3. Tap the three horizontal lines (**≡**) in the upper-left corner.
4. Under What's on Facebook, tap **See all** in the light-blue type on the right.
5. Tap **Pages**, then tap **Create**.
6. Choose **Create a new Page**. Do not choose Use your existing profile.
7. Tap **Next**. **Enter the garden club's official name** in the Page name box.
8. Tap **Next**. When asked for a category, choose Nonprofit organization.
9. Tap **Create**.

! DO NOT Choose Groups. A Group is for member discussion; a Page is the club's public Facebook presence.

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MODULE ONE

Facebook Made Easy

Finish the profile, protect access, and connect the club.

3. Finish setting up the Page

BIO ✎ **[Club Name] brings beautification, conservation, and education to [Town], Georgia.**

Keep the bio brief enough to fit Facebook's character limit. If the club name is long, shorten the wording rather than leaving out the town.

Page type: Choose **Business**. Facebook includes nonprofits and other organizations in this category. Do not choose Creator.

Website: Add the club website if there is one.

Email: Use a club email address if available.

Phone number: Leave blank unless the club has a number intended for public use.

Location: Add the club city or community. Do not publish a member's home address.

Profile picture: Use the club logo or another simple, recognizable image.

Cover photo: Use a welcoming club, garden, community project, or other representative image.

4. Invitations and notifications

- You do not need to choose Select All when Facebook asks you to invite friends.
- Page notifications on your profile are useful so someone sees activity on the club Page.
- Marketing and promotional emails are optional.

5. Protect the Page

- Give access to at least two current members; one should be an officer. To add another person, **open the club page**, go to **Settings**, tap **Page Setup**, tap **Page Access**, tap **Add New**.
- Each manager uses their own Facebook account and password.
- Review access whenever officers change.
- Keep account information in the club's permanent records.

MODULE TWO

Everyday Facebook Tools

The features most clubs will use regularly.

+ ONE BUTTON, THREE TOOLS Using an iPhone- From the club Page, tap the + in the bottom center. Using a computer- From the club Page, tap the **nine-dot Menu icon**. The menu shows Create a post, Story, Reel, and Live.

Create a Post

1. Tap the + in the bottom center.
2. Choose **Create a post**.
3. Add text, a photo, location, tags, or other information.
4. Review the account, names, dates, permissions, and caption; then **publish**.

Post a Story

1. Tap the + in the bottom center.
2. Choose **Story**.
3. Add a photo, video, text, or other content.
4. Review it, then **share the Story**.

Post a Reel

1. Tap the + in the bottom center.
2. Choose **Reel**.
3. Select or record a video.
4. Add text, music, captions, or effects if useful.
5. Preview the Reel and **publish**.

REMEMBER ✓ A Post stays on the Page. A Story is a short-lived update. A Reel is video.

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MODULE TWO

Everyday Facebook Tools

Events use a different path from Posts, Stories, and Reels.

Create an Event

1. From the club Page, tap the three horizontal lines (≡) in the upper-left corner. On a computer, on the left under Suggested, tap **More**.
2. Under What's on Facebook, tap **See all**.
3. Tap **Events**. (on a computer, then tap **Create an Event**.)
4. On the Events screen, tap the + at the top next to Events.
5. Enter the **Event name, start date and time, and end time** if needed.
6. Choose whether the event is in **person or virtual**. Add the **event details** and an **image** if desired.
7. Facebook will activate Create event after the required information is complete. Review everything, then tap **Create event**.

! CHECK The event is public unless Facebook gives another privacy option. Double-check date, time, location or virtual setting, and description before publishing.

Share, Tag, Pin, and Reply- Keep Communication Active and Widen Your Club's Reach.

Share: Use Share instead of copying another organization's photo and wording. Add one sentence explaining why it matters to your club.

Tag: Type @ followed by the organization's Page name and select the correct Page. Tag when directly connected to the post.

Pin: To prioritize, **Pin** a current membership invitation, event, fundraiser, or major project near the top of the Page. Go to the **Profile**, Select the post, tap the **three dots** in top right corner, and select Pin.

Reply: Respond as the club. Send complaints, private matters, or sensitive questions to the appropriate officer.

MODULE THREE

Facebook Video & Reels

Start with one simple video. Editing is optional.

FACEBOOK CHANGE → Videos are now posted as Reels, so there is no separate regular-video posting path in these instructions.

Record the video

- Open the phone Camera and choose **Video**.
- For Facebook Reels, hold the phone vertically.
- Use good light, keep the phone steady, and move slowly.
- Record one clip, or two to five short clips that tell one story.
- Review the clips before opening Facebook.

A simple three-clip Reel

- Clip 1: Show the project before work begins.
- Clip 2: Show members working.
- Clip 3: Show the finished result.

TIP ✓ One good clip is enough. Multiple clips simply create a fuller story.

Create the Reel

1. On an iPhone: Switch to the **club Page** and tap the + in the bottom center. On a computer: From the club Page, tap the **nine-dot Menu icon**. The menu shows Create a post, Story, Reel, and Live.
2. Choose **Reel**.
3. Select the clip or clips.
4. Arrange the already-trimmed clips if needed.

MODULE THREE

Facebook Video & Reels

Make the Reel clear, short, and easy to watch.

Edit- Trim and arrange

- Do basic trimming on Facebook using Facebook tools or before opening Facebook using your phone's video editing tools. On an iPhone: Select video, tap **three lines with circles** near bottom right to edit, use trim bar.
- Keep each clip focused on one action or scene.
- Do not cut so closely that the Reel begins or ends abruptly.

Add text and sound

- Use a short title if it helps explain the activity.
- Keep text away from faces, flowers, or important details.
- Use music only when Facebook provides it for use in the Reel.
- Lower the music if someone is speaking. Music is optional.

Caption and publish

- Write one or two sentences explaining the activity and why it matters.
- Tag participating organizations when appropriate.
- Check spelling, permissions, background details, and the active account.
- Watch the entire Reel once before publishing.

KEEP IT SIMPLE ✓ Good light and understandable sound matter more than special effects.

MODULE FOUR

Instagram Made Easy

Create the club account and keep setup simple.

Create the club account

1. Open Instagram and go to your profile.
2. Tap your **username** at the top of the screen.
3. Tap **Add Instagram** account.
4. Choose **Create new account**.
5. Create a username close to the club's official name. Add the town or city when helpful.
6. Tap **Next**.
7. Instagram may ask whether to create the account within the existing Accounts Center. Choose the option you are comfortable with.
8. Review the terms and policies, then tap **I agree** if you wish to continue.
9. Add a **profile picture**, such as the club logo or another recognizable club image.
! OPTIONAL Instagram may offer setup screens for saving login information, adding a mobile number, finding people to follow, or other personalization. Tap Skip when available if you do not want to provide that information.

Use a club email rather than a member's private email whenever possible. Give access to more than one current club member.

MODULE FOUR

Instagram Made Easy

Post photos and videos.

Create a Post

1. Tap + and choose **Post**.
2. Select a photo.
3. Tap **Next**.
4. Write a concise caption and tag appropriate organizations or locations.
5. Review names, permissions, and the account; then share.

MORE THAN ONE PHOTO → When the Camera Roll opens, tap Select on the right side of the screen. Tap each photo you want; Instagram numbers them in order. Tap Next when finished.

Stories and Reels

- Stories - quick updates, reminders, and behind-the-scenes moments.
- Reels - short visual stories, demonstrations, before-and-after projects, and highlights.

Hashtags and comments

- Use a few relevant hashtags rather than a long block. Add local or project- specific hashtags when useful.
- Reply to comments kindly and as the club. Answer questions when you can, and thank people who share or engage.

MODULE FIVE

Curate Your Community

Choose the accounts, Pages, and Groups that belong in your club's online community.

Follow with purpose

- The Garden Club of Georgia, Inc., your district, and nearby clubs
- Botanical and public gardens, parks, libraries, schools, and civic groups
- Conservation organizations, community partners, and appropriate local businesses

Be selective

Before following back, joining, or sharing, check the account. Choose active, appropriate, and relevant connections.

Participate

- Like worthwhile posts.
- Comment when you have something useful or encouraging to add.
- Share relevant community information and tag partners when appropriate.

THE GOAL ✓ Curate your community: useful connections, not the largest possible number of accounts.

MODULE FIVE

Curate Your Community

Use Facebook Pages and Groups wisely.

Know the difference

- A garden club should use an official Facebook Page, not a personal profile in the club's name.
- A Group is designed for membership and discussion. A Page is the club's public presence.
- Some Facebook Groups allow Pages to join; others accept personal profiles only.
- If the club Page cannot join, check the Group rules and settings.

Choose Groups carefully

- Join Groups connected to gardening, horticulture, conservation, beautification, or the local community.
- You do not need to join every Group or follow every account.

Keep the community useful

- Review who you follow from time to time.
- Unfollow accounts that are inactive, unrelated, or inappropriate for the club.
- Focus on genuine connections, not numbers.

THE KEY → Follow thoughtfully. Engage genuinely. Share selectively.

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MODULE SIX

Substack - Statewide Garden Journal

Prepare an article for possible publication in the statewide Substack.

Choose one clear subject

- A garden or seasonal observation.
- A club, district, project, or community history.
- A conservation, beautification, or education story.
- A member, garden, or historic-site profile.
- A practical gardening lesson.

Write it simply

- Give the article a clear title.
- Open with an interesting detail or moment.
- Use short paragraphs and one main idea.
- Check names, dates, locations, quotations, and historical facts.
- End with the result or why the story matters.

Length

Most pieces can be 300-600 words. Longer features may run 600-1,000 words when the subject needs it.

MODULE SIX

Substack - Statewide Garden Journal

Send a clean Word file with the information the editor needs.

Photographs

- Send two to five clear, high-resolution images when available.
- Identify people, place, project, and approximate date.
- Provide photographer credit and publication permission.
- Send original image files separately from the Word document.

Submit

- Attach the finished article as a Word document.
- Use a clear file name: ClubName_Author_ShortTitle.docx.
- Include author, club, district, email/phone, photo captions, and credits.
- Submit your article to GCGSocialMediaStars@gmail.com.

! REMEMBER Submission does not guarantee publication. The editorial team may edit wording, length, captions, or publication date.

MODULE SEVEN

YouTube & Zoom Recording

Clubs can create a finished video without opening their own YouTube channel.

Choose one subject

- Gardening or floral-design demonstration.
- Conservation, beautification, or youth project.
- Short garden or historic-site tour.
- Centennial memory or interview.
- Practical tip other clubs can use.

Plan first

- Use a simple beginning, middle, and ending.
- Identify the speaker, club, district, location, and project.
- Obtain permission from everyone shown.
- Avoid copyrighted music or television in the background.

Record with a phone

For a regular YouTube video, hold the phone horizontally. Use good light, keep the phone steady, stand close enough for clear sound, and record a short test before the full video.

PHONE VIDEO ↔ Horizontal for YouTube. Vertical for Facebook or Instagram Reels.

MODULE SEVEN

Record a YouTube Video with Zoom

Use Zoom to record narration while viewers see only your screen.

Before you start

- Open the PowerPoint, document, photos, or other file you plan to show. Leave it open before starting Zoom.
- Open the Zoom desktop app and start a meeting with yourself.
- Turn on your microphone. Turn your camera OFF so your picture will not appear in the recording.

Share and record

1. Click **Start**, then **More**, then **Share**.
2. Choose **Content Only**, then **Entire Screen**.
3. Select the file you opened, tap **Share**, tap **Hide Thumbnail Video** if you do not want your video thumbnail showing at the top of the screen.
4. Tap **More**, tap **Record**. Begin speaking and move through the presentation at your own pace.
5. When finished, tap **More**, tap **Stop Recording**.
6. End the meeting. Look for End in the meeting controls and choose **End Meeting for All**. If End is not visible, open **Settings** to bring the meeting controls back into view, then choose **End > End Meeting for All**.
7. Wait for Zoom to finish processing the recording and save the video file.

MODULE SEVEN

YouTube & Zoom Recording

Review the finished file, make only simple edits, then ask for submission instructions.

Review the video

- Watch it from beginning to end with sound on.
- Confirm names, titles, dates, and information.
- Make sure the speaker can be understood.
- Save the original, highest-quality video file.

TRIM ON AN iPHONE → Open the video in Photos > tap Edit > drag the left or right edge of the timeline to remove unwanted time at the beginning or end > tap Done. Choose Save Video or Save Video as New Clip if offered.

Prepare the submission information

- Suggested title and brief description
- Club and district
- Speaker/participant names
- Date and location
- Submitting member's contact information
- Permission confirmation
- Optional horizontal cover photo

HAVE A VIDEO TO SHARE? → Email GCGSocialMediaStars@gmail.com for submission instructions.

For more extensive editing, an app such as CapCut can be used, but it is not required.

Notes & Ideas

Use this page during training to jot down account names, content ideas, or questions to revisit. Do not write passwords here.

IDEA ○ A post you want to try

? QUESTION Something to check later

NEXT STEP → One thing your club can do this month



CLICK. POST. GROW.

**Welcoming connections.
A fabulous statewide story.**

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