



Stay Relevant. Get Social.

Virtual engagement through social media platforms, email, and video conferencing websites like Zoom is a great way to spread information and stay in touch with fellow Elks—even without going to your Lodge.

The COVID-19 pandemic has changed our day-to-day lives, but it hasn't changed the fact that the Elks are an organization founded on Brotherhood and that #ElksAlwaysCare. These virtual means of communication are a great way to be social with members of your Lodge while maintaining social distance.

Let's start with the basics.

Here are some
of the most
popular ways to
communicate
virtually and
their best uses to
get you started.

Facebook

Facebook is the top social network on the web. It is a great place to share articles, photos and videos about the ENF. It is also a great place to comment and connect with other Elks.

Instagram

Instagram is best suited for pictures and captions. Do you have pictures of an event your Lodge hosted or project completed using an ENF Grant? Post the pictures on Instagram!

Email

Email is a great way to send out ENF's News to Use articles or your Lodge's newsletter. It is the perfect vehicle for articles and other text-heavy pieces. You can also attach pictures!

Zoom or a Telephone Call

There is nothing quite like person to person connection, but a video or telephone call can be a close second. Zoom is a video conferencing platform that lets multiple members of your Lodge video chat in real time! Or you could simply call your fellow Elks to check in and keep them informed.

#TIP:

Use ENF hashtags on social media sites like Facebook and Instagram for your posts to reach a larger audience. The ENF might even see your post and share it on their page, or contact you for your Lodge to be featured in a story!

8 Best Practices for Online Communication



Use Photos

A picture says a thousand words!
Post engaging, high-quality photos to help tell your story.



Consider Length

Is your point better suited to a long story or a short message?
This can also help you figure out which platform to use!



Proofread

Re-read your text before you send it to make sure it is clear and free of errors. It helps to read it out loud!



Avoid Overstyling

Don't write in ALL CAPS and avoid overusing **bold text**. Exclamation marks should be used sparingly.



Be polite.

Treat others how you want to be treated. Answer questions respectfully.



Stay true.

Make sure the information you're sharing is correct. If you don't know an answer, don't guess; email enf@elks.org!

Remember:

You are a part of Team ENF, and you represent the ENF in the field. It is important that you exemplify the virtues of brotherly love and fidelity while interacting with other Elks.

Questions?

Contact the ENF Fundraising Department at 773/755-4762 or fundraising@elks.org