Social Media Morning: Talking Points

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Talking points for each of the six themes, with stress test notes where a point needs local evidence or careful handling.

1. Why social media matters to our Lodges

Opening question: Who is your Lodge page actually talking to? Most Lodge pages talk to existing members. The people who matter are the curious outsiders, aged 30 to 55, quietly checking you out.

1. **The front door has moved.** Nobody knocks on a Masonic Centre door cold any more. They search first, and if they find nothing, they assume nothing is happening.
2. **Silence lets others tell our story.** If Lodges don't show what Freemasonry really is (friendship, charity, fun evenings), the online space gets filled by myths and conspiracy content.
3. **It's not just recruitment.** Families of members, visiting brethren and local charities all look you up too.
4. **Small effort, real return.** One good post a week is enough to look alive.

Stress test: this section is all assertion without local proof. Ask the Provincial membership team how many enquiries came through online channels last year. One real number beats ten general claims.

2. Facebook

1. **Post for the outsider, not the member.** "Meeting tonight 7pm" means nothing to someone who can't attend. "Here's what we raised for the hospice" means a lot.
2. **People over regalia.** Smiling faces at a festive board beat photos of buildings, banners and aprons every time.
3. **Before, During, After.** The simple formula for any event.
4. **Use the Events feature** for open evenings and Ladies' Nights so they can be shared.
5. **Borrow other people's audiences.** Tag the charities you support; they often share it back. Post open evenings in local village and town community groups.
6. **Share Provincial posts.** Easy content that strengthens the whole Province.

7. **Answer messages fast.** This is where interest turns into a visitor.

Stress test: organic reach on Facebook has been falling for years. Be honest that posting alone won't do it; shares, tags and community groups are what get seen.

3. AI

1. **A first draft machine, not a spokesman.** It writes the rough version; you make it sound like your Lodge.
2. **A confidence booster for less confident writers.** The angle that wins over older brethren: you don't have to be a writer any more.
3. **An ideas generator.** Ask it for 12 months of post ideas around your Lodge calendar.
4. **Rewriting dull posts.** Paste in a flat announcement and ask for a warmer version.

Risks to cover:

1. Never paste in members' personal details or anything private.
2. It confidently gets facts wrong, including Masonic history. Check everything.
3. Avoid AI images of regalia, ceremonies or Lodge rooms. They look wrong and Masons notice instantly.
4. Anything to do with ritual stays out of AI tools entirely.

4. Websites

Opening point: not every Lodge needs its own website. A dead website with a 2019 meeting date is worse than none. For many Lodges, a strong Facebook page plus a good listing on the Provincial site is the smarter choice.

1. **Five things any Lodge web presence must answer:** who you are, where and when you meet, what joining involves, real photos of real members, and how to get in touch.
2. **Check it on a phone.** Most visitors will be on mobile.
3. **Make sure the contact form goes to an inbox someone actually checks.**
4. **Ownership risk.** If one brother pays for the domain and hosting personally and then leaves, the Lodge can lose the site overnight. Make sure the Lodge controls the account.

5. Google

1. **Do a live search on screen.** Type "Freemasons Winchester" and "join Freemasons Hampshire" and show the room what comes up. That moment will do more than any slide.
2. **Google Business Profile.** Most Lodges meet in shared Masonic Centres, so the building's profile is usually controlled by the centre. Work with the centre to keep it accurate, with photos, details and a link to Lodge listings.
3. **Consistent naming everywhere.** The same Lodge name and number on Facebook, the website and the Provincial site, so Google joins the dots.
4. **Links help.** The Provincial site linking to Lodge pages, and supported charities linking back, all improve visibility.
5. **Reviews.** Centres that host public events and hire out rooms can collect Google reviews, which help them appear in local searches.

Stress test: keep the jargon out. If the words "search engine optimisation" come up more than once, the older half of the room has gone.

6. Takeaways and bar help

Give every Lodge a one page checklist to complete within a month:

- [ ] Two admins on the Facebook page
- [ ] One named brother responsible for replying to enquiries within 48 hours
- [ ] One post a week, using Before, During, After
- [ ] Google your Lodge and fix anything wrong
- [ ] Check the Provincial site listing is accurate

For the bar: set up labelled tables by topic (Facebook setup, writing posts with AI, Google checks) so people go straight to the help they need instead of queueing for one person.