

One of the **biggest** debates that occurs in marketing is whether to focus efforts on a website or social media channels.

Well, one thing is clear...**you** need both!

Garden clubs have an enormous amount of talent. Why keep your club hidden? As an example, the Garden Club of Long Beach Island supports many outreach programs, local environmental organizations, scholarship programs and services through the monies raised by our annual Holiday Tour of Homes and our June Outside Living Garden Tour.

So how does our club attract our members and their audience to learn about our organization? We utilize two types of internet media - our website and social networks.

Currently, the GCLBI has a FaceBook & Instagram account. Our Facebook account was created in 2018. Starting in May 2022, I revamped our objective to interacting more with our audience, adding our committee's "tease" information which directed them to our website. In order to showcase our two major fundraisers: Annual Holiday Tour of Homes and Outdoor Living Garden Tour & Art Show, our social media sites are always packed with information. Our well-versed Committee Pages boast our member's expertise.

To view our three media sites:

Website: (search engines)

Search The Garden Club of Long Beach Island. ***OR click here:***

<https://thegardencluboflbi.com/>

Facebook:

Search **The Garden Club of LBI**

Instagram:

Search **thegardencluboflbi** (no spaces)

The National Garden Club, Inc., has an excellent website. Visiting their website helped me tremendously. You can find information about Social Media at:

<https://gardenclub.org/creating-and-using-social-media>

If you need any assistance, please feel to contact me at:

<https://thegardencluboflbi.com>

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