



PROVINCE OF EAST LANCASHIRE

Social Media Recruitment System

1. Preface

- The communications committee fully supports the UGLE pathway scheme, and in turn the provincial membership team in their aim of responsible recruitment, retention and retrieval of members.
- This document concerns itself with the attraction of potential candidates with a view to funnelling them solely through the pathway system.

2. Social Media

- Social media is a powerful way of getting our message out to those who may be considered candidates for Freemasonry.
- Social media algorithms matches a person's interests with pages offering services or such interests so as to maximise their interaction with the social network itself. (*Cynic – so they see more adverts*)
- Whilst this 'organic' matching is happening all the time, advertisers 'boost' their pages to actively target people who they feel would wish to see their page either to sell products, or to participate in their activities. This is a very powerful tool if used to connect with the 'right' profile of person.
- Individual districts are using this system to make people aware we exist, and that it might match up with their interests.

It is important to note, that when we use the word 'advertising' we are not implying that members of the public can 'click here to become a Freemason'. This goes against our ethos of attracting the 'right people' and also goes against UGLE rules.

We are using social media to allow the public to 'learn more' about our organisation, and if they so choose, can contact us if it is something of interest to them.

3. How Does It Work?

- It is important to note that this is a paid service. Your district will be paying social networks to present this advert to people. The cost is wholly down to the district in question. As a rule of thumb however, this will cost a district somewhere in the region of £250 a year. This assumes £1 per day, 8 months of the year (Summer break and possibly December excepted) This must be self funded, and the province cannot assist.

- The automated system is currently focussed on Facebook. Other social networks are being developed by the communications team.
- In conjunction with the communications team, an advertising template is created for the district in question.
- A suitable picture is chosen by the district itself with a feel for their local unique brand of Freemasonry. It must be high quality, eye catching to the people and demographic you wish to target. (again, examples at the bottom of the document).
- The default advertising template developed by the communications team has a preloaded demographic target (age group, interests, gender) which has proved to be successful but you are free to change. We suggest discussing this with the communications team.
- It is important to select a series of physical locations where your advert will be shown. Facebook can track people's location down to the closest town (scary, eh?) so an advert can be tailored to only be shown to people fitting the above criteria who live in, for example, Blackburn or Oldham.
- You're all set to go! Your advert will run according to your budget.

4. What Happens Next?

Your advert is running, and someone sees it on their social media feed. Clicks 'learn more'. What happens? How does this interested person get from there to being initiated?

- Every single person who clicks on the advert, with their express consent, gets added automatically to a CRM system.
(https://en.wikipedia.org/wiki/Customer_relationship_management).
- All of those people get an automated 'personal email' from your **District Membership Officer** (Hereafter DMO) with information about the district.
- All of those people get an automated 'personal text message (SMS)' from your DMO.
- If the person chooses to directly respond by any of the above methods, the DMO is notified.
- The DMO interacts with the potential candidate to ascertain genuine interest. Logs all to the CRM.
- DMO moves into step 1 of the pathway system. Continue to log progress in the CRM.
- All those who clicked the advert whether progressing or not receive a survey to ask about their experience. Those answers are added to the CRM by the communications team.

Notes

- 90% of people clicking 'learn more' will not reply at all; either the requirements have put them off or they are the traditional so called Tyre Kickers. The automated nature of the recruitment system reduces 'wasted time' by the district officers. A welcome change hopefully.
- The CRM is an application provided and maintained by the province communications team. It can be accessed via a computer, or perhaps more conveniently via an APP available on virtually any smartphone or tablet.
- Templates for emails and text messages are provided by the communications team.
- The CRM is monitored by the communications team for the purposes of tracking districts' interactions with potential candidates.

4. What Do You Need From Us?

- An eye catching high quality photo for the advert.
- A document outlining the pros and cons of Freemasonry in your particular district along with costs and expectations.
- An idea of the demographic you are trying to attract.
- A plan in place for rapid and effective communications with genuine leads.

If you have any questions please contact the communications team via the <https://pglel.co.uk/craft-freemasonry/communication/> page.

5. Examples & Guidance

Facebook advert as show in the feed:



Bolton District Freemasons
Sponsored (demo) · 🌐

Freemasons in the Bolton & Farnworth District, Provincial Grand Lodge of East Lancashire.



Bolton District Freemasons
Members take pride in their Freemasonry recognising it a... [Learn More](#)

👍 🥳 ❤️ 112 21 comments

👍 Like 💬 Comment 

Upon clicking 'Learn More' the form is automatically filled out with the user's details:



Interested in Bolton Freemasonry?

Visit the Masonic Hall in Bolton for a short personal tour from a member of the district team and ask any questions you wish. Find out more about us and see if Freemasonry is for you.

A little bit about you...

Are you interested in becoming a Freemason?

Yes

Email address

pixelnet@gmail.com

Phone number

GB +44 ▼

7595945786

First name

Harry

Surname

McMason

Date of birth

20 August 1981

Cancel

Next

Examples of text message, CRM with a reply, and the email sent to the potential candidate:

12:48 +447588669107
12:47, 26 Aug

Hi Harry, thank you for enquiring about Freemasonry in your area. Please see the posters at (dropbox): <https://bit.ly/2TbNdyX> which outline what we do and the requirements we have for members. We have also sent you an email. If you are interested please do get in touch by replying to this message or the email we have sent to you. Should you not be interested please reply: STOP and we will remove your details from our database. Lee Gridley | Bolton District

13:12 96%

← Harry McMason

Call Email Text

TIMELINE ASSOCIATIONS PROPERTIES

Filter (9/9)

August 2019

- Note 26 Aug 2019 13:11
I am interested. Thanks. Harry (from incoming text message)
DETAILS
- Lifecycle Change 26 Aug 2019 12:46
The lifecycle stage was changed to Lead
- Contact Created 26 Aug 2019 12:46

+
Contacts Deals Tasks Activity More

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Bolton Freemasons

HI HARRY

Thank you for your recent contact on Facebook about Freemasons in Bolton. If you've never heard of what we do let me tell you a little bit about us.



Being A Freemason

Becoming a Freemason is like going on a journey; from joining as an Entered Apprentice, it typically takes one or two years to become a Master Mason, with each of the three stages marked by a special ceremony. Freemasonry is all about symbolism whilst gaining further knowledge about yourself through ceremonies highlighting specific points in your life. You meet new, interesting and like-minded men hailing from all faiths who come together to work for charitable causes both nationally and more importantly locally, whilst embarking on their own personal journey through Freemasonry.



Charitable Giving

and collectively with fellow Brethren from England & Wales, are the **2nd biggest charity giver in the UK** behind the national lottery. A Lodge is a collection of men who come together at a regular meeting time, usually once a month, to meet for their unique ceremonies and social occasions. We meet together. We dine together. We have fun together.



Bolton Lodges

In Bolton there are 10 such lodges comprising approximately 300 Freemasons, all meeting on different times over a given month. Each Lodge is unique, but we are all Freemasons together. We meet at a single Masonic hall in Bolton town centre.

If this brief outline sounds like it's for you, drop me a text on 07588669107 or reply to this email. There is no obligation to join if you contact us, don't worry. We would like to have a chat with you to see if it's right for you, and if you're right for us.

If you want some more information first please have a look at the following posters: [here](#).

Thanks again for contacting us and I hope to hear from you soon.