

Using the Internet to Improve the Health of Your Branch

... IT MAY ALSO IMPROVE YOUR OWN HEALTH ...

What do we Need to be Doing During the Pandemic?

- Maintaining an active organization
 - BEC meetings
 - Lunch meetings
- Keeping communications with members open
 - What happened last month
 - What is planned for next month and future months
 - Publicize activities (when they are allowed)
- Communicating with External audience to attract new members



What Tools are Available?

OLDER



USPS



PHONE
TREES



NEWSLETTERS

NEWER



WEBSITES
& EMAIL



SOCIAL
MEDIA



ZOOM

Email blasts!

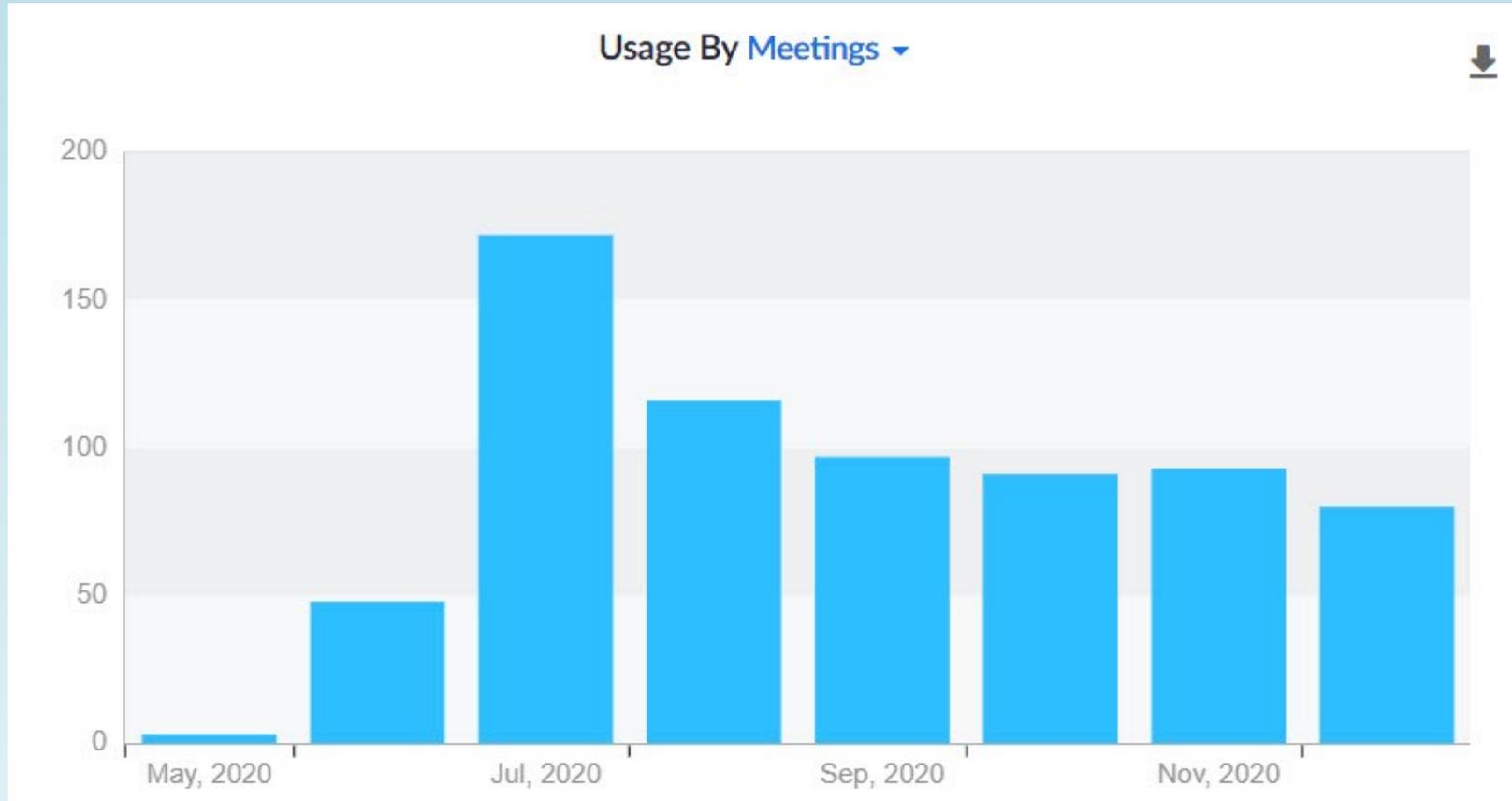
- Use Constant Contact

Zoom Usage Summary: May - December



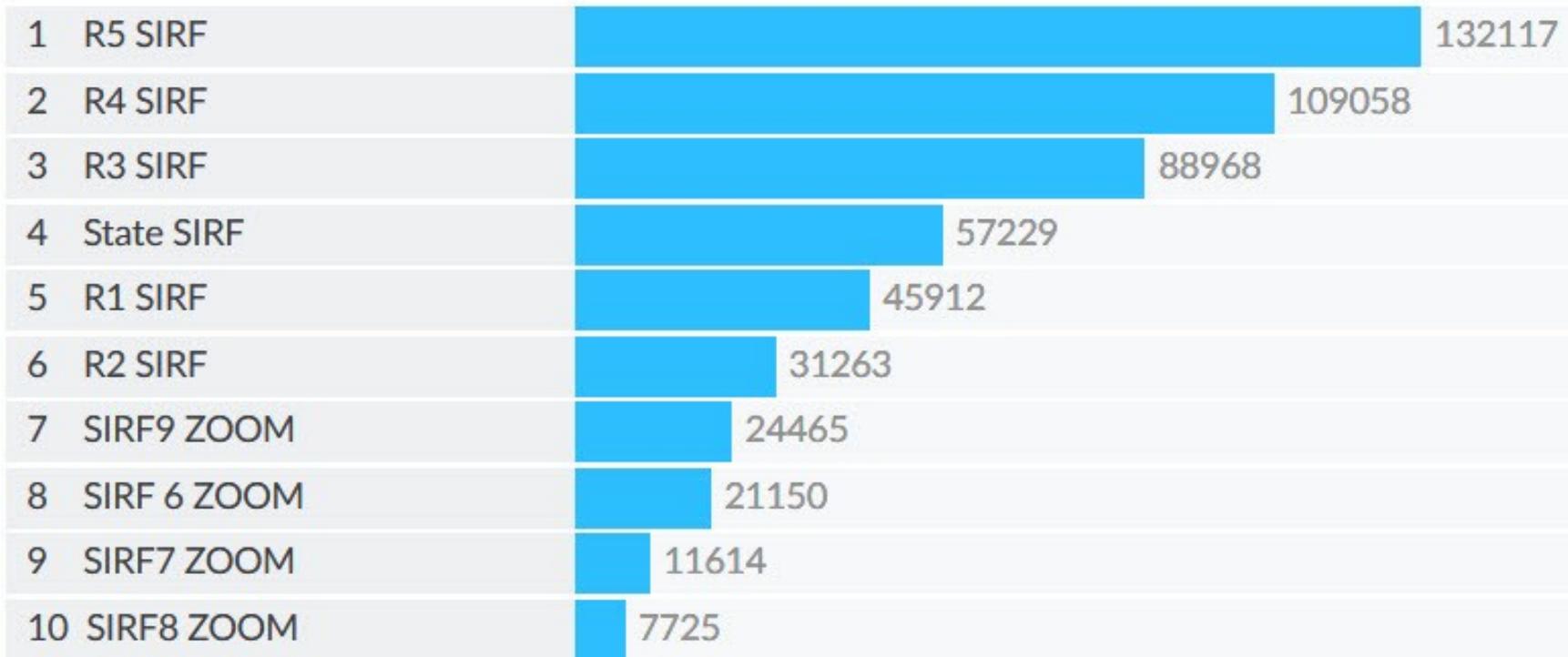
That's an average of about 60 attendees per meeting!

Zoom Usage: Meetings by Month



Zoom Usage: May - December

Top 10 Users By Meeting Minutes ▾



What are these Zoom Meetings about?

- State Meetings
- Region/Area meetings
- BEC meetings
- Pre-lunch breakouts
- Lunch meetings with Speakers
- Book discussions
- Photography
- Computers and Technology
- Wine tasting (social time!)
- Podcast discussions

How do I get a FREE copy of Zoom for my Branch?

The ***Sir Foundation*** owns 10 Zoom licenses. We want to approve any request from a Branch to have the use of a license.

Just send me an email and your Branch will be approved!

My email: derek.southern@gmail.com

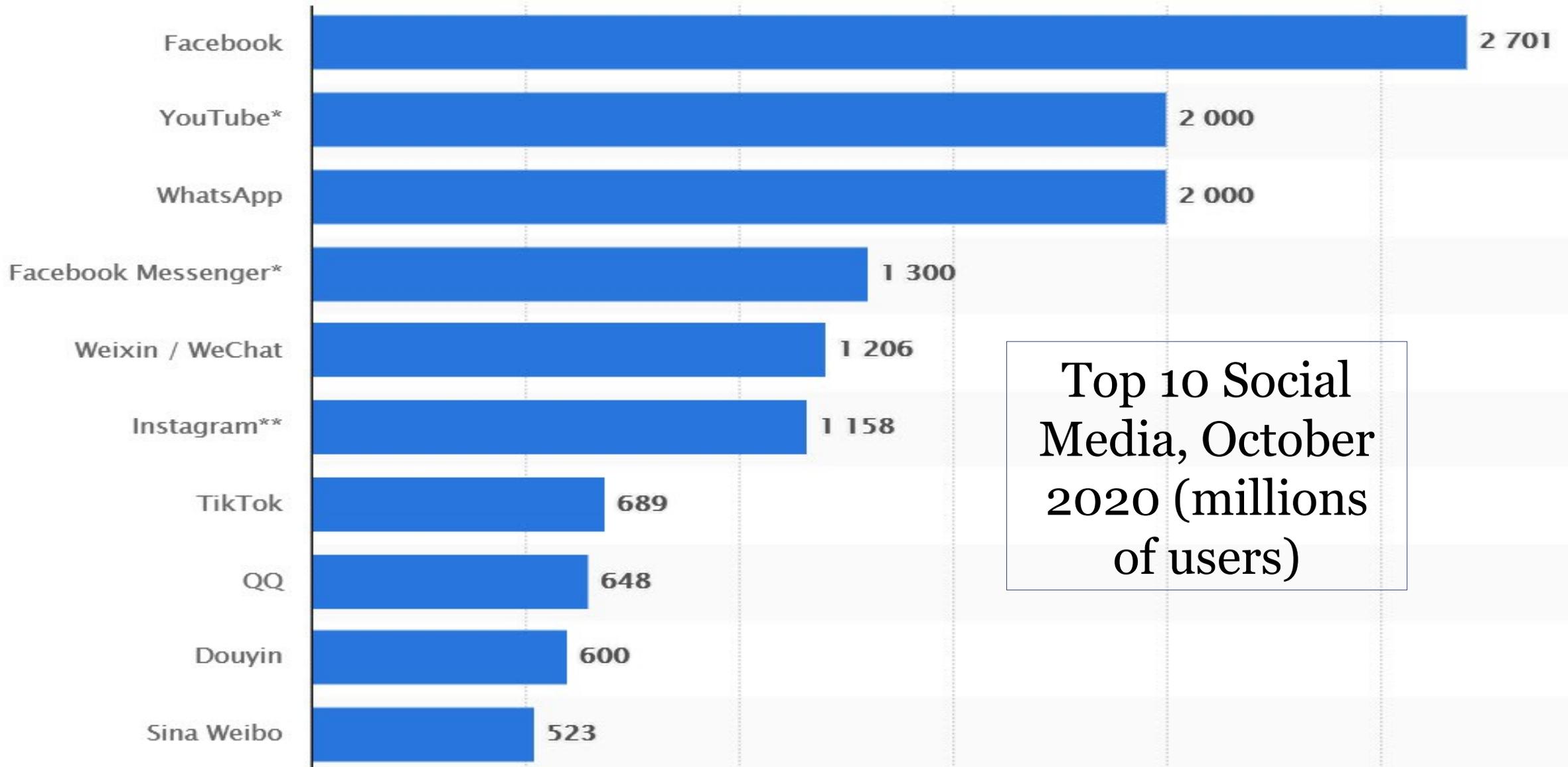
I'll provide you with the sign-in and password and some other information. It's very simple, and we also offer training and support to get you up and running.

Keep Members Informed about Activities

ACTIVITY		COED	PAGE	ACTIVITY		COED	PAGE
Activities Calendar			5	Foreign Films	ON HOLD		13
Activities Report			6	Golf	ON HOLD		14
Arts, Crafts & Hobbies	ON HOLD		7	Heads Up Walkers	ON HOLD		15
Astronomy	ON HOLD		6	Hikers	ON HOLD		15
Ballet & Opera	ON HOLD		7	Luncheon	CANCELLED		N/A
BBQ	CANCELLED		6	LDL	CANCELLED		6
Birders	ON HOLD		7	Member Relations			4
Bocce Ball	ON HOLD		7	Mixer	ON HOLD		13
Books	Zoom		8	Model Trains	ON HOLD		15
BOWLING	ON HOLD		8	Photo Gallery			N/A
Card Games	Some ONLINE		9-10	Pickle Ball	ON HOLD		15
Car Enthusiasts	Zoom		8	Pinochle	ONLINE		10
Chaplain's Corner			4	Public Relations			4
Chess	ON HOLD		9	Senior Resources			19
Classified Ads			20	Sirs at the Games	ON HOLD		15
Computers & Technology	Zoom		9	Sirs in the Kitchen	ON HOLD		13
DANSIRS	ON HOLD		11	Sums in Retirement	Zoom		16
Digital Photography	Zoom		11	Sunshine Report			4
Dining	ON HOLD		12-13	Traveling Sirs	CANCELLED		16
Doctor's Office	ON HOLD		6	Wine Articles	Zoom		16-17
Dominoes	ON HOLD		11	Woodpeckers	ON HOLD		17
Fishing			13	Writing Your Life Story	Zoom		17
Genealogy	ONLINE		13				
Signifies Activity Open to Spouse and Partners							
Zoom - Activity via Zoom							
ON HOLD - Activity on COVID-19 Hold							
ONLINE - Activity Held or Pursued Online							
RESTARTED - Activity Restarted; COVID-19 Compliant							

Is Social Media Useful?

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube



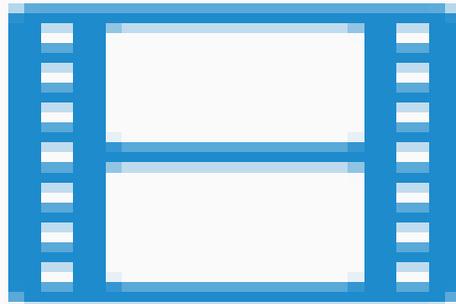
Top 10 Social Media, October 2020 (millions of users)

Facebook Age & Gender demographics

- Except for those aged 65 and older, the majority of Americans use Facebook.
- The network leans more towards women with 75% of women and 63% of men using the platform.
- The breakdown of demographics by age include:
 - 68% of 50–64 year olds use Facebook
 - 46% of 65+ year olds use Facebook

YouTube Age & Gender demographics

- YouTube's usage by gender leans more towards men with:
 - 78% of men using YouTube
 - 68% of women using YouTube
- The breakdown of demographics by age include:
 - 93% of 25–30 year olds use YouTube
 - 87% of 30–49 year olds use YouTube
 - 70% of 50–64 year olds use YouTube
 - 38% of 65+ year olds use YouTube





Larry Kaye

December 5, 2020 · 🌐



The boys in spandex have received their jerseys. We are riding during the closure on our own. Monday we are riding the Highland loop in Eastern Danville. Exploring olde Danville. The Weather promises to be warm. We will wear our jerseys and take a photo for the State Sirs Newsletter. Oh boy! Health has no age limit.



8

2 Comments Seen by 41



Like



Comment



Share



Patrick Reed

Guys please be safe but have a good time

Like · Reply · Share · 5w



Larry Kaye

We follow all protocols. In our group we are lucky to have two Docs. Safety is paramount.

Like · Reply · Share · 5w



Write a public comment...



A recent addition from Branch 146 cyclists with guests from Branches 2 and 8

Best way to Learn to USE Social Media?

**Search
YouTube**

Sons in Retirement

FILTER



Sons In Retirement
16 views • 3 years ago

Real Estate Radio LIVE

In this month's installment of

27:33



8:41

My Son Passed Away; What To Do With His Retirement Account?
97K views • 4 years ago

The Dave Ramsey Show

Welcome to The Dave Ramsey Show like you've never seen it before. The sh...

MORE FROM YOUTUBE

<https://www.youtube.com/watch?v=sNaMncu9G6w>

Simple search:
More results,
but less specific

"Sons in Retirement"



FILTER



Sons In Retirement

16 views • 3 years ago



Real Estate Radio LIVE

In this month's installment of our



SIR Branch 19 About Us

43 views • 4 years ago

Sons In Retirement Branch19

An overview of Sons In Retirement Branch 19 activities.



Sons In Retirement speach

3 views • 1 year ago

Djslocker

Speach made in Modesto, Social club "Sons in Retirement " He spoke about...

Filtered search:
more specific results

What Makes an Attractive Facebook Page?

- Knowing who your audience is!
- For members? Or recruiting? FOCUS
- Interesting news
- Lots of pictures

Keeping it up to date!

Website

- Basic site available **FREE** from SIR Inc INFOSYS
- Help is available from Sir Webmaster group
- Create your own site. **Hosting is FREE**
(contact Alan Baker: alanbaker@gmail.com)
- Decide if your audience is your membership, or is the site a recruiting tool? **Best to focus.**
- Needs to be kept **up to date**
- Space is essentially free so **use plenty of images**

Conclusion

- There are many ways to use the Internet to maintain the health and integrity of your Branch.
- Many are FREE or low cost
- All require constant upkeep with refreshed content (otherwise, “Don’t waste your time”)
- Learning new skills keeps your brain (and you) healthier and more active
- Help is often available from other webbies!