



Is your club on the web? Does your club have a social media? Could a person find out about your club by doing a google search? If you answered no to any of these, it might be time for the club to invest some time in creating something.

Website

If your club does not have a FreeToastHost website, you should take the time to create one. [This](#) is an excellent resource that can not only be a way to bring in new members but also can help your current members.

Your website can include directions to your meeting, a photo of your officers, a much more. However, this can also serve to create and keep records of the agendas. The possibilities with FreeToastHost are limitless and are there to help your club succeed.

Social Media

Social media can be daunting if you have not worked with it before, but not to fear there is help. If you need help creating a social media page there is going to be a Toastmasters who can help you, all you need to do is ask.

If you already have a social media page, it can be one of two things for your club: your greatest ally or a lame duck that does nothing.

You can make it your ally by regularly posting to your page(s) and keep it active. With Facebook, you could also have your members “check in” to every meeting. Not only will this generate activity on the page but it will also go out to their friends and hopefully create some interest.

Google



Getting found on Google is always awesome, but the key is to make your club stand out.

There are a few things that you can do to stand out amongst the results. For one, on your FreeToastHost website use keywords that are commonly searched for in Google, and if you are trying to figure out the best words to use can look at [Google Trends](#). With that webpage you can see how often different words are searched.

A second thing that you can do to make your club easy to find on Google is using [Google Business](#). Google Business is a free tool that helps to promote your business by including you in businesses nearby and on Google Maps.

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