



UNITED GRAND LODGE
OF ENGLAND

NATIONAL DIGITAL MARKETING CAMPAIGN TOOLKIT




CONTENTS

- 03 What the campaign is (high level)
- 04 National Digital Marketing Campaign toolkit - *working together*
- 06 What to expect
- 08 Facebook advert concept
- 10 The new UGLE website
- 11 Facebook Fact File
- 12 Campaign Thesaurus
- 14 Fielding social media comments
- 15 Reporting and metrics
- 16 Considerations for Provinces
- 18 Preparing for membership enquiries
- 20 Questions
- 21 Communications and Marketing Working Party

WHAT THE CAMPAIGN IS (HIGH LEVEL)

UGLE want to help attract new members to Freemasonry and are therefore planning a nationwide digital marketing campaign across the Facebook social media platform (Facebook advertising).



A platform that has proven to have a very relevant and engaged audience for our unique and distinctive organisation. The campaign will be managed professionally via the  **UGLE Facebook account**, removing the need for you to post anything through your own provincial Facebook pages – the UGLE Comms team will not need to access your Facebook accounts.




NATIONAL DIGITAL MARKETING CAMPAIGN TOOLKIT - *working together*

For the National Digital Marketing Campaign (NDMC) to be a national and local success it is essential that the United Grand Lodge of England staff, Provincial Executive, Provincial Communications Officers and Provincial Membership Teams are in alignment.

Below is an overview of suggested responsibilities and actions:

UGLE Communications and Marketing Team:

The Comms Team and its external suppliers will run the campaign from the UGLE Facebook page, which will then push enquiries through to either the Interested in Joining form on the UGLE website or within the Facebook campaign. Enquiries via the first method will come to you instantly, via the second method within 24 hours. Any issues with the campaign will be dealt with at the centre. We can also turn off the campaign in your local area if there are too many enquiries coming in for your Provincial Membership Team to handle. The Comms Team will also place the collateral for the campaign in the  **UGLE Brand Centre**. We are responsible for feeding back the stats and analytics from the campaign back to the Provinces, from the initial enquiries.

Point of contact:

Michelle Worvell, Director of Communications and Marketing and **Shaun Butler**, Communications Manager

Provincial Executive Team:

Oversight of the local enquiries coming in from the national digital marketing campaign and ensuring that Provincial Communications Officers and Provincial Membership Teams are working in alignment. Also ensuring that the Province has created or reviewed its Membership Charter (internal or external) to set expectations and quality control around the new enquiries and member experience. This could include creating a sub team just to handle NDMC membership enquiries for example.

Point of contact:

Provincial Grand Masters and Provincial Grand Secretaries



Provincial Communications Officers:

The PCOs are responsible for handling any local comms/enquiries coming from the national campaign on their Provincial social media channels/websites. We have provided a new set of FAQs to make sure that all the Provinces are in alignment, as well as the approved mission statement. PCOs are also responsible for ensuring that the actions on the Marketing Actions Tracking Grid are complete ahead of the campaign i.e. Provincial Discover Freemasonry booklet signed off, 4 key values on website etc. The PCOs should also communicate the launch of the campaign and what it is to local Lodges/members.

Point of contact:

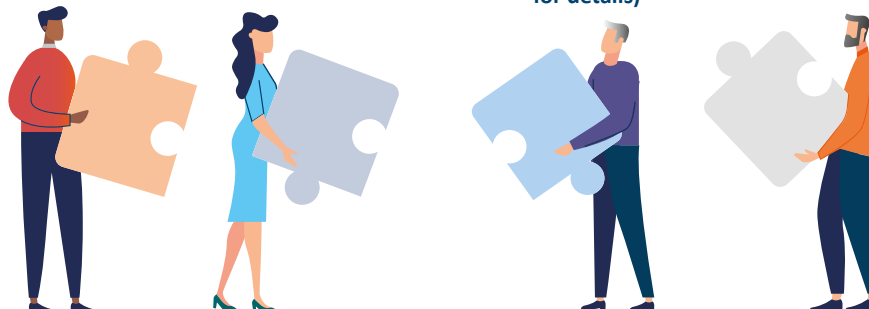
Provincial Communications Officers (See relevant booklet on UGLE Brand Centre for details)

Provincial Membership Teams:

The PMOs, or equivalent, are responsible for handling the Provincial membership enquiries coming from the national campaign from the UGLE Interested in Joining Form or Facebook Campaign enquiries. Membership Teams need to work with their Exec team to ensure that the Province has reviewed its internal/external charter to set quality control on how the enquiries are handled and respond to queries in a timely manner. If you do not already have one, we would highly recommend Membership Teams consider creating a generic membership enquiry email address to be monitored by a team of people during the campaign, potentially setting up a dedicated team to handle email enquiries, and creating an automatic email response for initial enquiries. The Team will need to track the success of the enquiries at Provincial level and provide feedback to the Comms Team to help improve future campaigns.

Point of contact:

Provincial Membership Teams (See relevant booklet on UGLE Brand Centre for details)



WHAT TO EXPECT

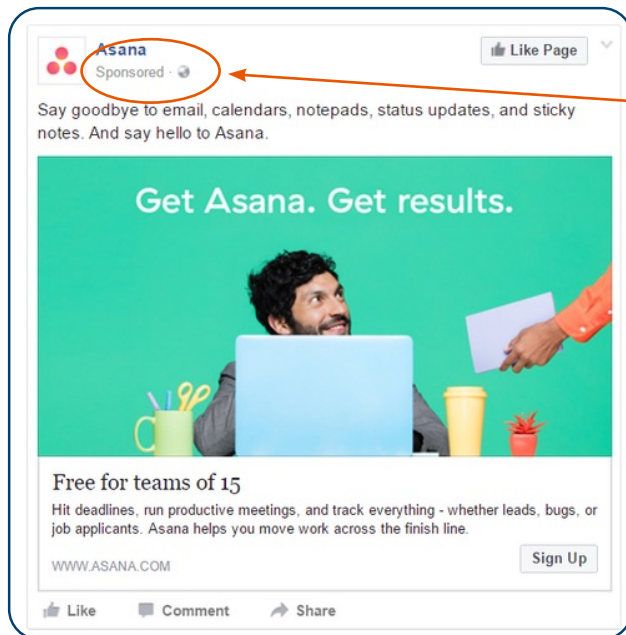
Facebook advertising is the means of creating online paid-for advertisements that are published on Facebook to a targeted audience. These adverts can only be seen by those Facebook users (audience) that have been selected by the detailed profiling that the Facebook advertising management console supports.



be interested in joining and becoming a Freemason and to demonstrate our fully inclusive and diverse range of membership. So, for example, we can ask Facebook to only show our advert to 18-34 year old males who live in close proximity to a Masonic Centre and have an interest in charitable giving and are already a fan of social clubs and networking organisations.

You do not need to give us your Facebook logins or put any ads live yourself.

The advertising campaign will optimise data capture via various methods, such as directing Facebook users towards the **Interested in Joining** page on the UGLE website, capturing the potential member data within Facebook to be sent to the Provinces and potentially asking members to sign up to a virtual Discover Freemasonry webinar. Therefore as a result of the campaign, you should expect more membership enquiries and you may receive more messages than usual.



Facebook ads mainly appear in the Facebook newsfeed, in between all of the other posts you might see from your friends and family. You can tell an ad because it will say **“sponsored”** below the organisation’s name, as shown in the photo here.

PLEASE REMEMBER:
To like and share the campaigns when they go live – the more potential members who see the ads the better!

Facebook legally collects data on all of their users, enabling those organisations who wish to advertise to their audience, an opportunity to ensure that adverts are only published on pages that have relevant and a targeted audience, thus mitigating against the risk of a poor return on investment.

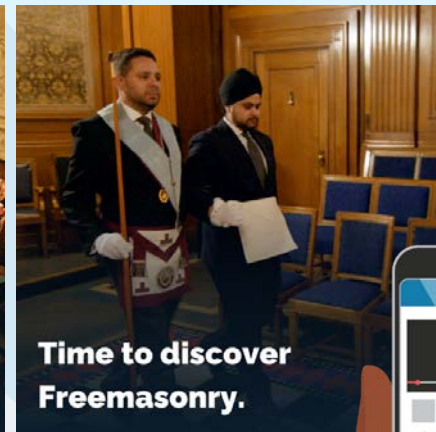
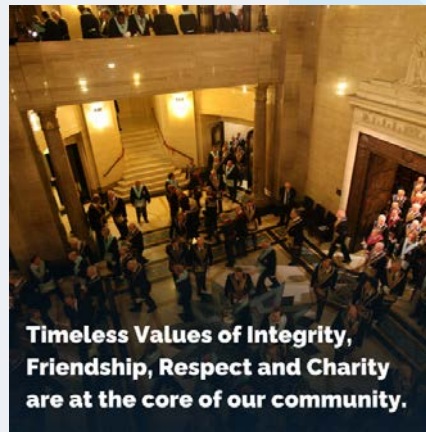
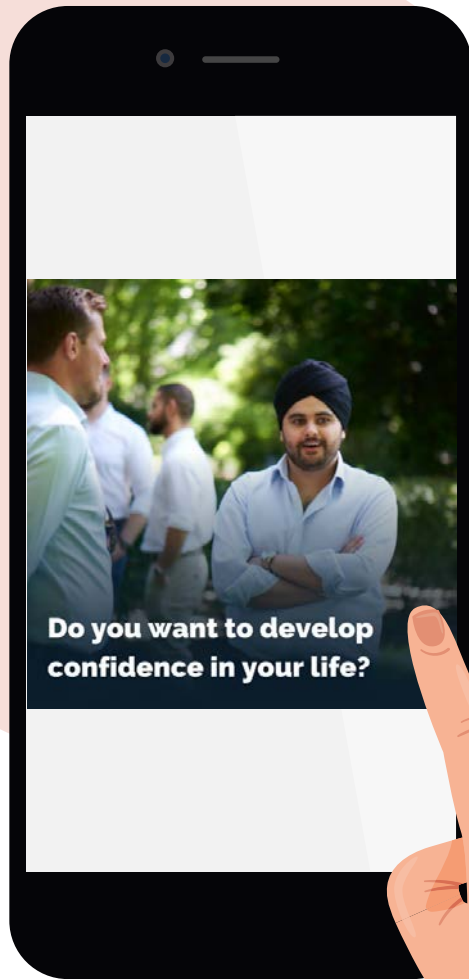
We will be running this national campaign across the UK, and locally targeting potential new members for each Province. To repeat, **all of the Facebook ads will be running through the UGLE Facebook page, rather than individual Provincial pages.**

We can therefore target people on Facebook according to their age, their location, their gender, and their interests. This allows us to advertise to people who we know are likely to



FACEBOOK ADVERT CONCEPT

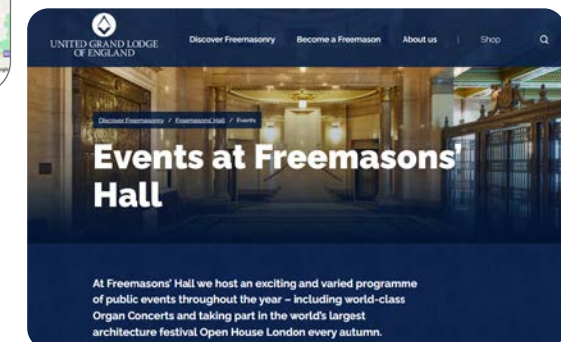
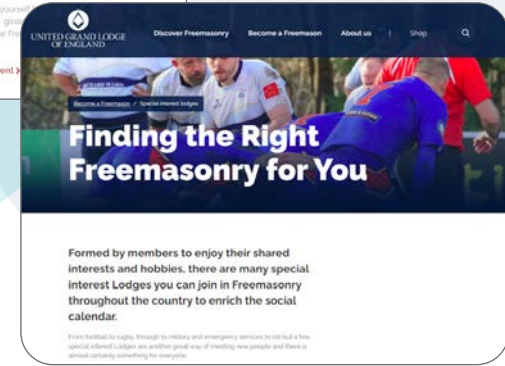
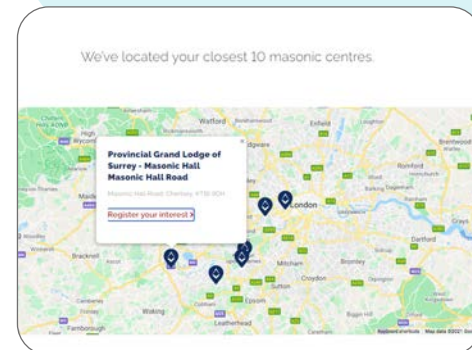
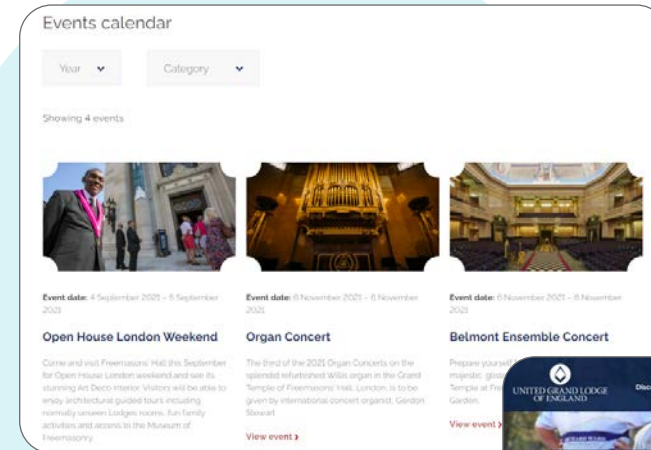
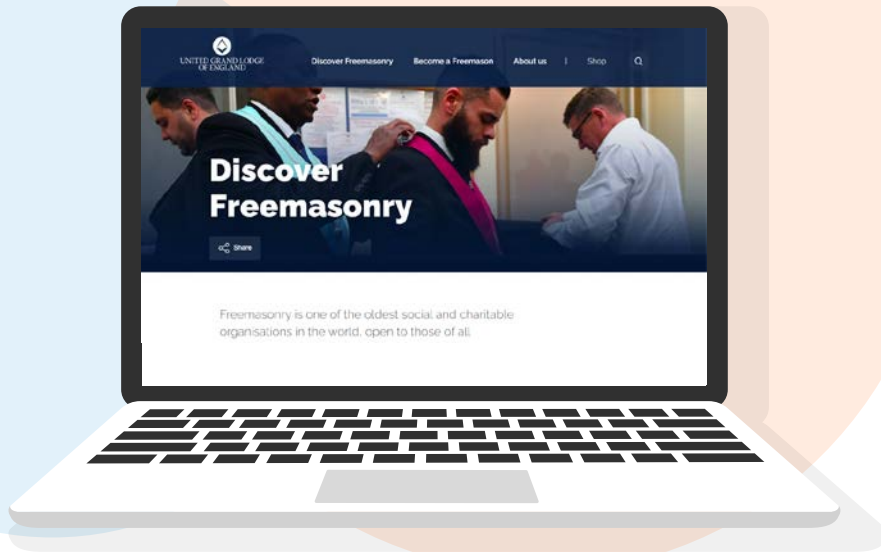
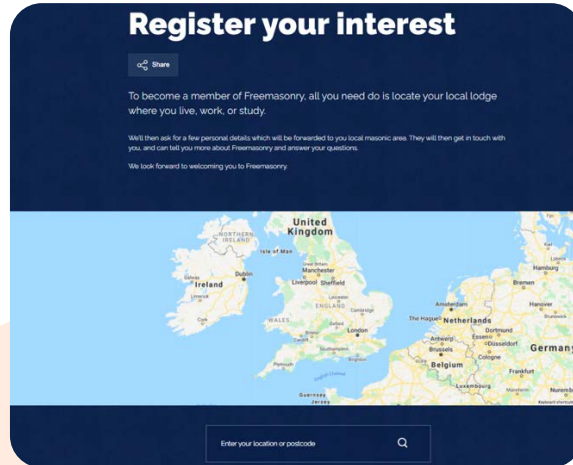
Below is an example of the type of advert that we will be running on Facebook. As you can see, Facebook users will be able to scroll through a number of different tiles, each with unique messaging and high quality images, depicting our values. We will also be utilising video and our increased press presence to craft additional adverts that will be used throughout the campaign.



THE NEW UGLE WEBSITE

The Comms and Marketing Team at UGLE have been working closely with their agency partners to design and build a new website that endeavours to challenge perceptions. The site will take users on a journey of Freemasonry, educating them on the true nature and values of the organisation.

Combining elegant illustrated details with impactful people focussed imagery, users will experience a warm and friendly welcome to UGLE.



The site will reflect the symbolism, traditions and heritage of Freemasonry, while maintaining a modern and engaging experience that works towards UGLE being recognised as an historical organisation that is just as important and relevant today, as it was 300 years ago.

The National Digital Marketing Campaign advertising will adopt the same creative direction used on the new UGLE website.

This will present a coherent message and with the use of photography and images reflect the values of **Integrity, Friendship, Respect and Charity.**



FACEBOOK FACT FILE

1.5million

BUSINESSES ROUND THE WORLD USE FACEBOOK ADVERTISING



FACEBOOK IS THE WORLD'S THIRD-MOST VISITED WEBSITE

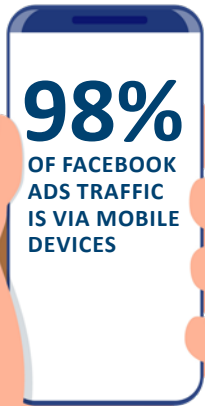
FACEBOOK REACHES

59%

OF THE WORLD'S SOCIAL NETWORKING POPULATION

9.2%

of marketers use Facebook for their digital advertising campaigns



98%
OF FACEBOOK ADS TRAFFIC IS VIA MOBILE DEVICES



An average Facebook user clicks on **12 ads** per month

CAMPAIGN THESAURUS



Targeting

When an advert is directed towards a specific audience, based on who will be most interested in the product or service advertised



Audience

The group of people we're promoting our adverts to



Reach

The number of people who will see our adverts



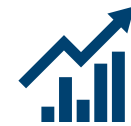
Engagement

The number of people who will interact with our adverts (e.g. like, comment or share)



Click-throughs

(also known as click-through rate or CTR) the number of people who click on the advert to visit our website



Traffic

The amount of visitors sent to our website from the Facebook adverts



FIELDING SOCIAL MEDIA COMMENTS

As mentioned above, you may find that as a result of this campaign, you receive more messages than usual from prospective members. We thought it would be useful to provide you with some suggested responses to questions that you may receive regularly.

Please note - this is different to the FAQ section on your website and only applies to messages that we expect to receive on posts within Facebook due to the increased awareness of Freemasonry as a result of the campaign.

Q

Are Freemasons the same as the Illuminati?

Suggested answer: No – the Illuminati were a 17th century group that were in no way related to Freemasonry. In modern times, scammers have taken advantage of conspiracy theories and commonly held misconceptions to entice innocent people into trading money for membership of the group. Conflation of Freemasonry and the Illuminati is a common trick used by scammers. For avoidance of doubt:

- Becoming a Freemason will not make you rich or famous
- You cannot become a Freemason over the internet
- You should not give any money.

Q

Do you have to be invited to join?

Suggested answer: No you do not – please get in touch with us here for more information: *share website address*



?!

Q

I am a woman – why can't I become a Freemason?

Suggested answer: Being a woman does not stop you from becoming a Freemason. You can find out more about women's Freemasonry here for more information:
OWF: www.owf.org.uk
HF AF: hfaf.org

Q

Do I have to be rich to become a Freemason?

Suggested answer: No – you can join a Lodge that fits with your own personal circumstances, although there are some costs involved. We welcome members from all backgrounds, regardless of race, religion or other perceived divisions within society.

☰



REPORTING AND METRICS

There is a wide range of information and metrics we can report on as Facebook provides a lot of information about how the ads are performing. We will be able to tell you:

How many people have engaged with the ad (e.g. watched the video, clicked to read the caption, liked, commented or shared).

How many people have seen the ads for your individual Province.

How the adverts are performing amongst various groups of people (e.g. which age group clicks through the most).

How many people have clicked on the advert.



CONSIDERATIONS FOR PROVINCES

- 1 Review who, within the Province, will receive and be the first responders to the Interested in Joining enquiries? Do you have a small team to manage what could be a spike in enquiries, if so does it need to be enhanced?
- 2 Check that the email address set up to receive Interested in Joining enquiries is generic and accessible by the team.
- 3 As most people may be working remotely, consider a schedule for who will manage the queries during a given week between start of campaign to end.
- 4 Agree what happens when an enquiry is received. Do you have an internal charter to guide you? Please visit the  UGLE Brand Centre for good practice.
- 5 Set up an auto reply to your email address in 2 above to thank them for their enquiry and advise when they can expect to be contacted as per your guide in 4 above. An automatic reply could include a link to your website or the UGLE website, whichever you prefer.
- 6 As per your guide in 4 above, follow the next steps to give the enquirer a positive first experience of Freemasonry.



PREPARING FOR MEMBERSHIP ENQUIRIES

The submission of an enquiry from an unsponsored candidate may be the first contact he has with Freemasonry, so it is essential that the experience is a positive one.

Please find below suggested Provincial tasks to help prepare for an increase in enquiries from unsponsored candidates.

Agree what happens when an enquiry is received. Do you have an internal charter to guide you? Please visit the UGLE Brand Centre for good practice, for example the Discover Freemasonry leaflet and the new Mission Statement.

Review / create / sign off your Membership Charter which will agree time scales for those all-important first contacts with the interested individual. There are a number of good examples in the UGLE Brand Centre.

Review your strategy to identify how to profile members and ensure they are placed in the right Lodge?

Update your first responders to the Interested in Joining enquiries on the campaign and the content of the new website. This should help them provide a consistent message. If required, they can then filter the enquiries before they are sent on to the established membership team.

Do you need additional resources for any of your teams to deal with the expected spike in interest?

Check that the email address set up to receive Interested in Joining enquiries via the UGLE website is accessible by a number of people within your team to spread the workload.

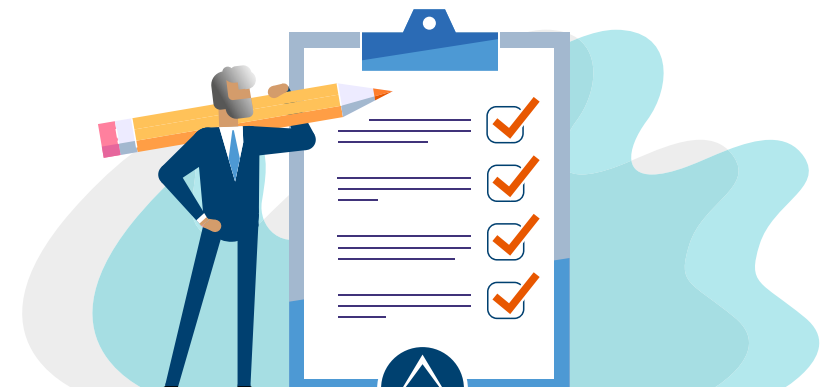
Liaise with the Lodge Membership Teams of approved receptor Lodges so they are fully aware of the campaign.

Read the new Level 1 Pathway Leaflet will be available in the UGLE Brand Centre by the end of August and make sure everyone in the chain is equally up to speed. This will be available to all members in the Autumn Edition of FMT from the 6 September.

As most people may be working remotely, consider a schedule for who will manage the queries during a given week between the start of campaign to the end.

Consider setting up an auto-reply to your email address to thank them for their enquiry and advise when they can expect to be contacted. An automatic reply could include a link to your website or the UGLE website, whichever you prefer!

Create an internal system to ensure you can track the success of the campaign. UGLE will track and provide stats for the amount of enquiries generated but the Province will need to track how successful the campaign was at Provincial and Lodge level to report back to the Province and UGLE so that we can fine tune any future campaigns.



QUESTIONS

We appreciate that this is a high-profile campaign and it is important to us that you feel comfortable to ask any questions that you may have. Please direct these to UGLE Communications Manager Shaun Butler on sbutler@ugle.org.uk and he will get back to you with an answer as soon as possible.

PLEASE REMEMBER:

The UGLE Comms Team has added useful assets for the NDMC to the UGLE Brand Centre. Here you can find your Provincial Discover Freemasonry booklets, an example of an email enquiry response, examples of membership charters and much more. If you don't have a login please drop Shaun a line and this can be arranged for you.

COMMUNICATIONS AND MARKETING WORKING PARTY

CMWP Chair

RWBro Ian Chandler

Grand Secretary

VWBro Dr David Staples

RCG 1 – The North

RWBro David Pratt

RCG 2 – North West Corner

RWBro Tony Harrison

Grp 3 – West Midlands

RWBro John Lockley

Grp 4 – South Wales and the West

RWBro Michael Holland

Grp 5 – The Thames Valley

RWBro James Hilditch

Grp 6 – East Midlands

RWBro David Wheeler

Grp 7 – East Anglia & Herts

RWBro Ian Yeldham

Grp 8 – South East

RWBro Mark Estaugh

Grp 9 – South West and the Islands

RWBro Phillip Bullock

A (Met) – London

VWBro Andrew Manasseh

Communications and Marketing Team leads

Michelle Worvell, Director of Communications and Marketing

Shaun Butler, Communications Manager



UNITED GRAND LODGE
OF ENGLAND

www.ugle.org.uk

 [@UnitedGrandLodgeofEngland](https://www.facebook.com/UnitedGrandLodgeofEngland)

 [@UGLE_GrandLodge](https://twitter.com/UGLE_GrandLodge)

 [@unitedgrandlodgeofengland](https://www.instagram.com/unitedgrandlodgeofengland)

 [@UGLEchannel](https://www.youtube.com/UGLEchannel)