Dear Club Manager,

Since the introduction of Facebook over 10 years ago, we have all become more familiar with its technology. From keeping up with friends and family to reading about the news around the world, consumers are turning to social media to meet their growing demand for instant information.

Did you know that a third of Twitter users are aged 55+? Facebook usage for the same demographic has increased by 80% since 2011. As an organization whose average member is the fastest growing user of both Facebook and Twitter, the demand is high for the ACBL and all of its affiliated units to establish a social media presence.

We’re joining the revolution. To build better relationships with our members, Unit (NUMBER HERE) has launched its own Facebook page! With your help, we can communicate with players about upcoming lessons and events, share bridge tips and provide a fun place for players to interact with one another virtually. Additionally, Facebook provides an opportunity for growth. As more players begin to interact with our unit by “liking” or “sharing” what we post, our news becomes visible to their friends and family who are also on Facebook.

You’ll receive a package with fliers advertising our unit’s new Facebook page in the coming weeks. Please pass these out to your players and encourage them to “like” us on Facebook. Together we can strengthen our bridge community and introduce the game to potential players.

Best regards,

(YOUR NAME HERE), Unit President