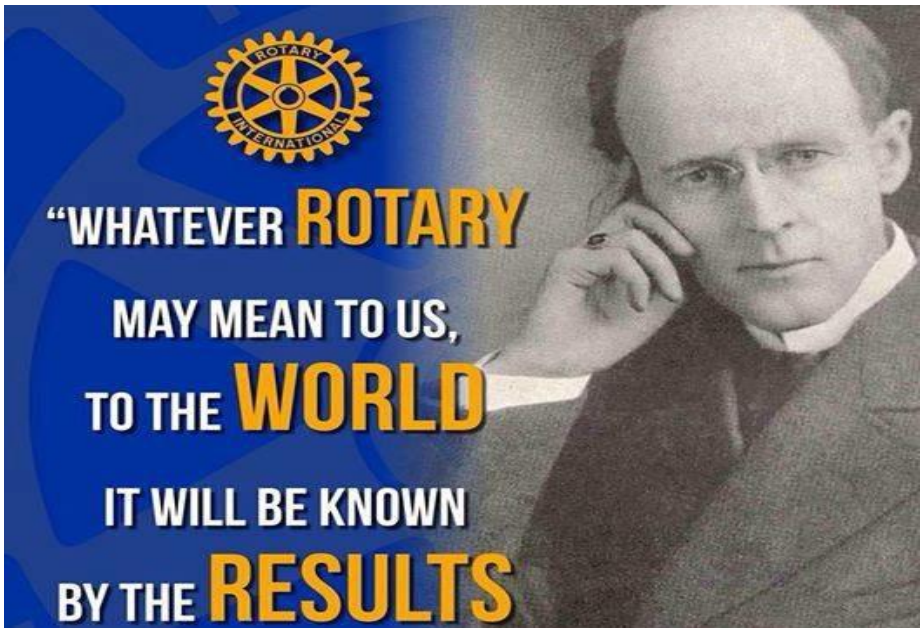

Rotary District 9780

Public Relations Pointers

www.rotary9780.org

www.facebook.com/Rotary.District.9780

Welcome to our first edition

Much is said about the need for good PR and for Clubs to find ways to promote the work they do in their local communities and across the world.

Where do you start to create a PR message to share with our target audience?

You can use banners and create billboards. You can wear bright colourful shirts when out and about at work in your local community and you can hand out brochures when cooking up sausages on your Club BBQ. You can write press releases and send them to your local newspapers – some regional areas of our District have much more success than the city based Clubs where money is needed to pay for any information to be printed. You can use your Club websites to promote yourselves and you can make videos and upload them to YouTube. Y o u can create social media pages to reach out to the widest possible audience. There are many ways to let your community about the work of Rotary and, more importantly, invite them to join in the work you do.

Start at the beginning

Create a PR plan for your Club and request a budget from the Board. Set some goals around what you want to achieve, from a PR perspective. If the role of PR is not represented on your Club Board, then it needs to be.

Think about the projects and events your Club will be involved in and the charities your Club will be supporting. Plan to use these activities as a basis for promoting your Club.

Do you have someone in your Club who loves taking photos or a Club Photographer as a member of your PR team? Good PR is made better with quality photographs, especially if you are using social media to promote your Club.

Use Social Media

The best thing about Social Media is that it's free! You can easily create a Facebook Page to share information about your Club. D9780 has 59 Clubs, 46 of them have a social media presence.

If you need assistance in creating a page for your Club, contact a.pstewart@bigpond.com

Some ideas for Facebook Administrators

- Create your page as an organisation and NOT as a person – you need LIKERS rather than FRIENDS.
- Always have at least two people in your Club with administrator status to share the posting. Make sure that if one person is not able to maintain the page, the other has access and will do posts.
- Let pictures tell your story. A few words and powerful images will have more impact than lengthy prose.
- Post regularly – at least once or twice a week. Social media is an immediate communication channel and your followers will disappear if you don't regularly give them something to LIKE

Facebook does not deliver every post to all LIKERS of your page. If you want to increase the VIEWINGS, LIKES and COMMENTS around your posts you need to BOOST. This involves paying a small amount (minimum of $6) to transform the numbers of people who see your post from perhaps 100 to several thousand.

Visit the District 9780 Facebook Page and LIKE it, to be kept up to date with all the happenings across our District