**Dublin AM Rotary Communications Committee**

**Responsibilities:**

* Club public relations, media relations, external communications – liaison with the City/Community – fund raising events, major projects, new board/officers, scholarships, club awards with photos. Media outlets: Dublin Village/Jennifer Noblit and Business First/Katy Waters (married is something else).
* Internal communications – working with committees, new members – helping them get set up etc.
* Managing social media accounts: Flickr, Twitter, Facebook, YouTube (add passwords)
* Manage and update club website – update new board and officers, committee chairs, content etc.
* Document club events, speakers etc through photos/maintain Flickr account (Amy Barnhart should receive invoice) – annual fee each year.
* Train board members and committee members on Clubrunner functions/tools.
* Publish e-Newsletter at least two times a month.
* Serve as liaison to Foundation Board and Fund Raising committees to offer committee support for events, website support, documents etc.
* Rotary PR grants – apply, manage and work with District to fulfill obligations.
* District PR Awards – remind president to alert you on deadlines/details
* Google Analytics

**Editorial Guidelines for Reveille:**

* Club president should provide a President’s message once a month.
* Member feature once a month.
* Encourage Committee chairs to provide content on project updates.
* Assign a committee member to take notes at meetings.
* Key editorial content each issue should include:
  + Photos – people like to see people. When possible feature new members and try to use photos with 3 members or more.
  + Member news: new members, membership update from Membership chair once a month – includes resignations, LOA etc.
  + Member features – short pieces with photo
  + Committee reports/updates
  + Speakers – photos, video and brief summary of talk
  + Club news
  + Club fellowship events
  + District events
  + City/community info like Chamber Taste of Dublin, State of the City
  + Club projects and fellowship events– again – photos tell the story and link to Flickr page for more.
  + Reminders on housekeeping: breakfast, greeters, updating profiles on Clubrunner.
  + Birthdays - optional
  + Take cues from President – each President has a focus. Find out what they want in Reveille.
  + There are great tutorials and screenshots/how to's on Clubrunner support. I often copy and paste instructions for club members looking for help on some function  - as simple as even logging in.
  + Being mindful of our slightly mature membership :) - I like using the Tahoma font and the level 3 for most of our Reveille/Web copy. I also like to break up big blocks of type with bullets, paragraphs and accent color on member names.
  + Hyperlinks for contact (name) - just do the hyperlink - same with links to other sites for speakers etc.
* Social Media
  + Encourage club members to be part of the conversation and sharing on Facebook.
  + Photos – encourage members to share photos
  + Promote meetings/speakers
  + Club fellowship – photos
  + Club member achievements
  + Club PR in the news – links
  + Connect with other clubs
  + Fellowship events
* Website
  + Teaching and training board members is a key to not having a web update bottleneck. That is the premise Clubrunner was created – to allow club and committee leaders the tools for total club communications – via web and email.
  + Update club officers each year to be ready for new Rotary year July 1
  + Committee content updates. Web editor should work with committee chairs to get them to update content or send content to be updated. Keep content brief. Add photos where possible. Our Flickr account is a great resource.
  + Document uploads – keep current ones on front page. Rotate out when no longer current – for example the Veteran’s Flight Application.
  + Committee chairs and board members may need to have their web access updated to be able to access Clubrunner admin tools.
  + Speakers – have speaker chair or someone on committee update speakers on Clubrunner
  + Events – have Fellowship Chair or Event chairs update event details and set up in Event manager to show on home page.
* Misc.
  + The Board allows make ups for the following: meetings, photos taken at meetings and events, Reveille production, and monthly web management.