



# SPOKES

VOLUME 59 No. 32

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EDITOR: DAVID FIRTH

## OUR PROGRAM THIS WEEK

# *Fellowship Night & Membership discussion*

Chairman: President Elect Adrian

Reporter: David Firth

**Come along ready to take part - do you have any ideas for attracting new members?**

### **CLUB CONTACT INFORMATION**

PHONE ENQUIRIES:

**9484 4889**

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[rotaryclubpennant\\_hills@gmail.com](mailto:rotaryclubpennant_hills@gmail.com)

TO NOTIFY MEETING

**APOLOGIES &**

**GUESTS:**

**9294 2107**

**before Noon on**

**Saturday**



### **REMINDER**

***FOR ALL MEMBERS WHO ARE COMING TO THE COMBINED MEETING ON MARCH 5th, WE NEED YOUR \$35 IN ADVANCE THIS WEEK PLEASE.***

**OUR NEXT MEETING - February 26th**

**National Youth Science Forum report**

**Speakers: Tom Harris**

**Chairman: John Ellis Reporter: Jim Fraser**

### Report of the club meeting on 12<sup>th</sup> February 2018

President Alex Thomas opened the meeting welcoming our guest speaker Ann Wright from the Rotary Club of Beecroft. President Alex requested that members must bring their \$35.00 next week to pay for the joint meeting with Beecroft on 5<sup>th</sup> March 2018.

Pat Parker advised that there was an invitation for club members to attend the opening of its new Ronald MacDonald House building on Saturday 17<sup>th</sup> February 2018 between 12 and 3 pm.

Theo advised that the need for support from the Salvation Army in the upcoming Red Shield Appeal at the end of May 2018.

Adrian advised, after a show of hands that the Big Day Out was going to occur on Sunday 4<sup>th</sup> March 2018. It will cost \$20.00 a head.

Claude advised that he received letters of appreciation for the work he does distributing pharmaceuticals to countries in our region.

The sergeant Theo stretched the envelope again during the fine session leaving us all amazed at John Ellis' memory and best of all a merit fine (cross fine) from Terry, he and Maureen are now great grand parents.

#### Guest Speaker Ann Wright.

Ann was very candid in admitting that until she joined the Beecroft Club, Rotary as an organisation was unknown to her. Ann is very aware of marketing principles and has utilised that skill via Facebook in promoting the Rotary Club of Beecroft and Rotary in general.

Ann gave the following summary of the key features of Facebook and what it is being used to do:-

- New photo album
- New face to face video chat
- New playground for 25-60 year old people
- New party invite
- New social event calendar
- New shopping trends and websites
- New telephone
- New place to share topics of common interest

Ann spoke on how Facebook, straight out of the box, provides powerful tools to send a 'brand' such as Rotary to the outside world and measure that impact. The standard Facebook can target audiences by age, gender, location, demographic, interests and behaviour. Facebook messages can be delivered at set times during the day, for teenagers 3 pm is the best time. Usage peaks during the day at 10:30 am for morning tea and 1 pm for lunch.

Facebook provides tools to analyse how many people have viewed a post, this may go up to 10,000 people if the post arouses strong emotions (either positive or negative). There may be a gender bias on those viewing posts depending upon the subject involved. In 96% of cases, Facebook usage occurs via mobile phones. This impacts the type of graphic that will work when viewed.

Facebook supports paid advertising which can be very effective, however many things can be achieved for free by having club members signed on to Facebook with as many friends as possible. The Beecroft Club's Facebook account can distribute messages (posts) on club events or activities, the role of the club members, is then to share these posts with all their friends. If everyone's friends share the post a very large audience can be reached without spending any advertising budget.

Ann advised that to have a successful Facebook post the following are required:-

- Great visuals;
- Powerful titles;
- Powerful phrases/keywords;
- Call to action;
- Ask a yes/no question (not a questions that requires thought);
- Evoke emotion

Always thank and acknowledge people/ organisations that have helped or are involved.

The use of the hash tag is very effective within Facebook posts, Google searches identify any hash tags.

**Continued over** ➡



An example is #Rotary. This will show up as a Facebook web address. This is one of the linkages out to the general internet. Of course any URLs can be embedded in any Facebook post, these could be a fundraising website outside of Facebook, open to non Facebook users.

The Beecroft Club was very successful with the 'Dress for Success' campaign which was designed to enable women to better prepare for a job interview. Many donations of clothing were received. It was so successful it had to shutdown as too many donations of clothing were being received.

The Beecroft Rotary Club has used Facebook for 12 months but only in the last 4 months has the club become very active, with 7 members on the social media committee. The Facebook pages need to be changed (refreshed) frequently. There needs to be strict rules to ensure the content remains professional and aligned to the ideals of the Beecroft Club and to Rotary.

The Beecroft Club with Facebook teamed with a charity to sort books. Many volunteers came forward to help. Both organisation benefited with this partnership. Two of the volunteers have visited the club for meetings. The Facebook page also highlights the fellowship the club has, there is a need demonstrate that Rotarians create a fun environment.

Ann's very informative talk has presented to the Rotary Club of Pennant Hills a challenge to embrace the benefits of social media to expand our brand in the modern market place, expand club fundraising, attract the general public to club events and to increase club membership.

**Reporter: Ian Chappel**



The 2017 Big Day Out was an awesome event. Check out the photo below:



**2018 promises to be bigger and betterer.**

All Fellows, guests and even other Rotary Club members welcome. The more the better.

Same sort of concept, but new route, new questions, new adventures at the other end, more food, new opportunities for bribery & corruption.

Drive will be about 1¼ hours to get there, 2 new and different adventures at the other end, then an organised luncheon included. Still peckish after that – there are a couple of decent places for a Devonshire Arvo Tea.

**The date is Sunday March 4th and the cost \$20 each.**

**Organiser Adrian Bell will provide all the details next week.**

# THE FORWARD PROGRAM

DATE	PROGRAM	SPEAKER	CHAIRMAN	REPORTER
Feb 26th	National Youth Science Forum report	Tom Harris & Anish Malish	John Ellis	Jim Fraser
March 5th	The Rotary Foundation Combined meeting with Beecroft club	Past RI President John Germ	PDG David Rands	Theo Glockemann
March 10&11	District 9685 Conference	at Fairmont Resort, Leura	Come for a day,	or for the weekend
March 12th	RYPEN Camp in 2018	Danielle Teo James Alexander	John Ellis	Theo Glockemann



*Economic and Community Development, and Peace*  
17 March 2018 — Sydney, Australia

The [Rotary International Presidential Peacebuilding Conference 2018 \(RIPPC 2018\)](#), will be taking place on the 17 March 2018 at Sydney Town Hall. This is a Conference you do not want to miss with this being one of the six Rotary Peace Conferences to be held across the globe.

The Conference Program includes keynote lecturers and presentations from international and national leaders in the industries of 'Economic and Community Development and Peace'. Delegates will hear about the underlying causes of conflict including poverty, disease, lack of water and food security and the lack of education from our inspirational and stimulating speakers. Program commences 9.00am and concludes at 5.00pm.

## ATTENDANCE AT OUR LAST MEETING

**Member Attendance:** 87.5%

**Apologies:** Jim Fraser, Ian Huckel

**Guest Speaker:** Anne Wright - R/C of Beecroft

**Visitors:** Nil

**Leave of Absence:** Nil

## BIRTHDAYS & ANNIVERSARIES

### BIRTHDAYS

Elizabeth Thomas - February 15th

### ANNIVERSARIES

Nil

### INDUCTION ANNIVERSARIES

Nil

## QUOTE OF THE WEEK

'Sticks and stones will break our bones, but words will break our hearts.'

Robert Fulghum