

Rotary eClub of Change Makers Social and Traditional Media Plan (2024-25)¹

Purpose

The following plan is to guide the Rotary eClub of Change Makers in the use of social and traditional media to:

- Increase public awareness of our club and projects.
- Attract new active members – particularly millennials.
- Convey a strong sense of our club as being **#PeopleOfAction #ServingHumanity #ServiceAboveSelf**.
- Keep club members and interested stakeholders (District, sponsors) updated.
- Attract funds (later strategy).

Our Audiences

- **General public** – Raising awareness, attracting interested members or donors, increasing e-club recognition, events.
 - *Primary channels:* Facebook, Instagram, local media relevant to projects/events, website.
- **Potential members** – We want to attract busy and active people who get value for their time and input.
 - *Primary channels:* Facebook, LinkedIn, Instagram, website.
- **Club members and interested stakeholders** – Keep up to date on projects, events, and activities.
 - *Primary channels:* Club Bulletin, website, Facebook.
- **District and other clubs** – Keep up to date with projects and events.
 - *Primary channels:* Club Bulletin, District Bulletin, Facebook (cross-posting on District site).
- **Potential project donors** – Attract funds for specific projects. (*Future strategy to be pursued.*)
 - *Primary channels:* Online fundraising platforms supported by Facebook and Instagram.

Social and Traditional Media Calendar

Our eClub's Rotary social media calendar plan will:

- Align with **Rotary International's designated causes and monthly themes**.
- Feature a mix of **member spotlights, service project updates, event announcements, educational content, and inspirational quotes**.
- Distribute content across **Facebook, Instagram, and LinkedIn** and our **Club Website**.
- Focus on **engaging the community and promoting participation** in Rotary initiatives.

Our traditional media approach will:

- Promote events and local community services and activities.
- Focus on **regional print media**, with TV and radio for larger-scale events or key highlights.

¹ FINAL 14 February 2025

Plan for 2024-2025

January: Vocational Service Month

Theme: Highlight different professions within the club, feature member success stories, and promote career development initiatives.

Social Media Strategy:

- **Facebook & LinkedIn:**
 - Feature members' professions and how they apply Rotary values in their careers.
 - Share **vocational service stories** showcasing ethical leadership and mentoring.
 - Highlight **Rotary-supported career development programs**.
- **Instagram:**
 - Share **action shots** of members applying their skills in service projects.
 - Post **vocational inspiration quotes**.

Traditional Media Strategy:

- Promote **Sri Lankan buffet** event through local media.
- Feature a story in **North East News** about Sri Lankan fundraising event.

Planned Highlights:

- Spotlight on **Rotary's vocational training programs**.
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February: Peace and Conflict Prevention Month

Theme: Share Rotary's peacebuilding initiatives, highlight conflict resolution projects, and promote peace forums.

Social Media Strategy:

- **Facebook & LinkedIn:**
 - Feature **Rotary peacebuilding projects** including Rotary Peace Arboretum in Kilmore.
 - Highlight stories of **peace scholars and Rotary's role in conflict resolution**.
 - Promote **upcoming peace forums or local events**.
- **Instagram:**
 - Share **impactful images and quotes on peacebuilding**.
 - Showcase **Rotarians working towards conflict prevention**.
 - Feature young leaders involved in **peace initiatives**.

Traditional Media Strategy:

- Promote **Sri Lankan projects** through local newspapers:
 - **100 computers from SHARE project** to Dambana – to be featured in local Southern Mitchell media and District Bulletin.
 - **Letter exchange project between Wangaratta schoolchildren and Dambana students** – to be featured in Wangaratta local media.

Planned Highlights:

- **Rotary's Role in Global Peace Efforts.**
 - **Meet a Peace Scholar:** Use Rotary International content
 - **How Young People Can Lead Peace Initiatives.**
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March: Water, Sanitation, and Hygiene Month

Theme: Showcase water access projects, educate on the global water crisis, and promote fundraising for sanitation initiatives.

Social Media Strategy:

- **Facebook & LinkedIn:**
 - Feature **Rotary's impact on water and sanitation worldwide.**
 - Highlight **sanitation improvements and benefits in Siem Reap, and Dambana school.**
 - Showcase **before-and-after stories** of completed projects
 - Share **testimonials from beneficiaries of clean water projects**
 - Feature **Rotarian Darrel Steer**, a new member, and his involvement in international sanitation projects (also feature in Club Bulletin, District Newsletter)
- **Instagram:**
 - Post **engaging visuals** of clean water projects in action.
 - Share videos of **volunteers working on sanitation efforts.**
 - Feature **community impact stories** from Siem Reap and Dambana.

Traditional Media Strategy:

- Promote **Rice for Cambodia and Sri Lanka projects** featuring identifiable locals involved in projects (eg Clive Walker in Myrtleford, Wangaratta media).

Planned Highlights:

- **Rotary's Water and Sanitation Impact: Facts & Figures.**
- **Feature Member Story:** what difference do we make with clean water and sanitation
- **Potential Online Fundraiser** for clean water projects.

April: Maternal and Child Health Month

Theme: Highlight Rotary's work in **maternal and child health**, share success stories, and support advocacy efforts.

Social Media Strategy:

- **Facebook & LinkedIn:**
 - Feature **Rotary's maternal health projects** globally.
 - Highlight **Rotarians supporting maternal care and early childhood health.**
 - Promote **fundraising and advocacy initiatives.**
 - Promote **SHARE Project's collaboration with Days for Girls and repurposed hospital equipment** for women and girls
- **Instagram:**
 - Share **images of mothers and children benefiting from Rotary projects.**
 - Feature **behind-the-scenes work** of healthcare initiatives.
 - Share **quotes from maternal health experts** (potentially local Indi Federal MP Dr Helen Haines – midwife and educator).

Traditional Media Strategy:

- Feature **Rachel Hapgood**, a new member, and her work in Kenya that has improved the health of women and girls (Club Bulletin).

Planned Highlights:

- Spotlight on **Days for Girls** and its impact and **SHARE project** and impact on women's health
 - **Meet a Rotary Health Advocate:** Feature Rotarian working in maternal health.
 - **How Small Actions Lead to Big Health Improvements.**
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May: Youth Service Month

Theme: Celebrate and promote Rotary's commitment to empowering young leaders, supporting youth development programs, and encouraging service opportunities for youth.

Social Media Strategy:

- **Facebook & LinkedIn:**
 - Feature stories of **young leaders** who have benefited from Rotary programs such as Rotaract, Interact, RYLA (Rotary Youth Leadership Awards), and Youth Exchange.
 - Share testimonials from this year's RYLA participant (**Will Fuller**) on how the program impacted his personal and professional growth.
 - Promote upcoming youth-focused initiatives or events, including mentoring opportunities and community projects.
 - Highlight Rotarian **Mel Nicholson** and her work locally and internationally with youth leadership development and mentorship (also feature in Club Bulletin and District Newsletter).
- **Instagram:**
 - Post vibrant images of **youth engagement activities**, including RYLA camps, Interact club projects, and young volunteers in action.
 - Share **behind-the-scenes moments** from youth-driven service projects.
 - Feature short videos of young people talking about their experiences with Rotary youth programs.

Traditional Media Strategy:

- **Feature a local success story** in regional media about a young leader in the community who has been impacted by Rotary programs (Eg Will Fuller). Highlight club members under 30 years of age.
- **Collaborate with schools and universities** to spread awareness about Rotary's youth service and development opportunities.

Planned Highlights:

- **Spotlight on RYLA and Rotary Youth Exchange:** Share inspiring testimonials from participants (follow up with previous club Rotary Youth Exchange participants).
 - **Meet Our Future Leaders:** Feature young members of our clubs.
 - **Mentorship Matters:** Showcase Rotary members who are mentoring young professionals.
 - **RYLA Impact:** Promote leadership development stories from past and current RYLA participants.
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June: Rotary Fellowships Month

Theme: Celebrate Rotary's diverse global fellowship groups that bring members together based on shared interests, hobbies, and vocations.

Social Media Strategy:

- **Facebook & LinkedIn:**
 - Showcase different **Rotary Fellowships**, such as the International Travel and Hosting Fellowship, Cycling to Serve, or the Rotary Wine Appreciation Fellowship.
 - Feature stories of **Rotarians connecting globally** through fellowship groups.
 - Encourage club members to **join a Rotary Fellowship** and share their experiences.
 - Share videos of members discussing their participation in **special interest groups** and how these connections have strengthened their Rotary journey.
- **Instagram:**
 - Feature **photos of members engaging in fellowship activities**, such as travel, sports, or professional networking.
 - Share engaging content from **fellowship groups worldwide** (with permission).
 - Highlight "**Rotary Friendship in Action**" through images and short videos of members meeting international Rotarians.

Traditional Media Strategy:

- **Local media article:** Highlight a club member's experience with an international Rotary Fellowship and how it has shaped their Rotary involvement.
- **Collaborate with local clubs** to cross-promote fellowship groups that may be of interest.

Planned Highlights:

- **Rotary Fellowships 101:** Explain what they are and why they matter.
- **Member Spotlight:** Interview a club member who belongs to a unique Rotary Fellowship.
- **Fellowship in Action:** Showcase international friendships formed through Rotary.
- **How to Get Involved:** Provide a guide on joining Rotary Fellowships.

Additional Content for the Year:

- **Member Spotlights:** "Rotarian of the Week" and "Meet Our New Members."
 - **Service Project Updates:** Before-and-after photos, volunteer callouts, and beneficiary testimonials.
 - **Event Announcements:** Upcoming meetings, fundraisers, and community events.
 - **Educational Content:** Rotary facts, initiative explainers, and global impact stories.
 - **Inspirational Quotes:** Featuring Rotary leaders and famous figures on service.
 - **Local Projects and Fundraisers:** Feature Prisoners on the Run; hold planting day at Peace Arboretum with young people (through Mel Nicholson)
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Club Action Plan

Keys to Success

- **Consistent Posting:** 2-5 posts per week on social media.
- **Engagement:** Encourage community interaction and member participation.
- **Quality Content:** Use **high-quality visuals, storytelling, and impactful messaging.**

Actions & Responsibilities

- **Website:** Reactivate and update ClubRunner website– *Clark*.
- **Facebook:** Maintain activity – *Kathryn*.
- **Instagram:** Establish page and manage content – *Jody & Kathryn*.
- **LinkedIn:** Establish new company page – *Sophie & Tammy*.
- **Club Bulletin:** Improve format and appoint editor – *Club*.
- **Club Newsletter:** Establish club newsletter for email distribution by Mailchimp – *TBC*.
- **Information for Social media:** to be provided in word and jpeg - *All*

Measures of Success

To ensure the effectiveness of our **social and traditional media efforts**, we will track the following **key metrics**:

Social Media Engagement

- **Facebook:**
 - Current: **630 Likes, 801 Followers**
 - Target: **10% increase in followers by end of the year**
 - Engagement Rate (likes, shares, comments per post) – Aim for a **minimum 5% engagement rate**
- **Instagram:**
 - New account launch – target **250+ followers in first 6 months**
 - Engagement Rate – Aim for **6-8% per post**
- **LinkedIn:**
 - New company page – target **100+ connections within the first 6 months**
 - 2 posts per week, engagement through comments and shares

Website Performance

- **ClubRunner website traffic:**
 - Monitor **monthly visits, page views, and time on site**
 - Establish baseline for blog/article views in first two months
 - Increase blog/article views by **20%**

- **Newsletter Open Rate:**
 - Target open rate **above 35%**

Traditional Media Impact

- **Press Mentions:**
 - Minimum **4 stories published in regional media**
 - Secure **1 feature on local radio or TV**
- **Event Coverage:**
 - Ensure major club events receive at least **one external media feature**

Membership Growth & Engagement

- **New Members:**
 - Aim to attract **5+ new active members** from social media outreach (additional strategy to complement 5 new members per annum)
- **Youth Engagement:**
 - Increase participation in **RYLA promotions**
 - Feature **3+ young leaders** in social media content

Fundraising & Donor Engagement

- **Online Fundraisers:**
 - Achieve at least **\$1000 in donations from online campaigns**
- **Project Sponsorships:**
 - Secure **1+ new sponsor or funding partner** via social media efforts

Final Notes

By tracking these **measures of success**, we can **evaluate** and **adapt** our social and traditional media strategy to **maximise impact**. Regular reviews will ensure **continuous improvement** in engagement, outreach, and fundraising.

This Plan will be reviewed and updated six-monthly.