



# PUBLIC IMAGE - STARTER KIT

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# WHAT IS PUBLIC IMAGE?

Public image is the comprehensive perception and reputation that an individual, organization, brand, or entity holds in the minds of the general public.

- It is created through a combination of intentional communication, media representation, and public interactions.
- It is formed through consistent, intentional, and can be in the digital age, by uncontrollable interactions.
- It is influenced by local factors even though we are an international brand. Your club influences local Public Image.

# WHAT AFFECTS OUR PUBLIC IMAGE?

- **Consistency:** A positive image is maintained by ensuring a consistent, authentic, and clear message across all platforms (social media, website, in-person).
- **Transparency & Honesty:** Building trust requires being open about services, activities; what to expect if you join.
- **Authenticity:** A strong, lasting image is rooted in genuine values, not just on chasing trends or performing for the public.
- **Responsiveness:** Quickly addressing inquiries and feedback builds trust and shows commitment to quality.

# WHAT ARE YOU TRYING TO ACCOMPLISH?

Increasing awareness of Rotary's impact locally and throughout the world is vital to sustain membership.

Let people know of the **IMPACT** of what Rotary does rather than the basic fundraising, procedures or details of where and when you meet.

Inspired people are more likely to volunteer and/or join.



In **Fiji** and around the world, Rotary provides mentorship to inspire the next generation. Connect with us <your club website/tracking link>



Rotary's Say NO to Domestic and Family Violence campaign is making change by supporting those affected and educating the public, especially young people. **Join us!**



In **New Caledonia** Rotary helps to transform communities and create lasting change. Connect with us <your club website/tracking link>

# ONE VOICE

As Rotarians we need to speak with one voice.

This is done through:

- Consistent branding – use templates and assets from Rotary's brand centre.
- Consistent language – use our People of Action verbs: transform, mentor, connect, inspire, fight hunger, End Polio.
- Consistent tone – Rotary is reliable, steady, connected, ethical.

# WHO IS YOUR AUDIENCE?

**This will be different whether you are speaking to your club, your community, local businesses or beyond.**



In **Australia** and around the world, Rotary works on environmental projects. Connect with us <your club website/tracking link>

**Beyond Rotary members...**

Rotary members spend a lot of time telling each other about what they are doing rather than illuminating others about our work – and its IMPACT.



United States Rotary club joined members of the Rotary Club of Bahia de Jaltemba-La Penita, high school students, and their parents to renovate a school in in Las Varas, Mexico. Learn more at <your club website/tracking link>

What do they know about Rotary?  
 What do they think and feel about us?  
 What do we want them to think and feel?



In **<country or community name>**, take action with Rotary to transform communities and create lasting change. Connect with us <your club website/tracking link>

# YOUR CLUB BASICS

- **Club Meetings**

Make sure they are welcoming, engaging and interesting.

- **Club Newsletter**

Speak to an external audience, ensuring all readers understand the content.

- **Club Website**

Keep it up to date. It is a snapshot of your club so should highlight your club personality, major activities/programs and impact. Always have an email contact and a phone contact with a name.

- **Club Social Media**

Start small and steady, post regularly and make it interesting.

# EVENTS, PROJECTS, ACTIVITIES



**Create a ‘public image’ or communications plan for every event, project and activity.**

Take photos and send to all involved with a brief statement, asking them to include on their social media, in newsletters etc.

This helps get the message of what Rotary does beyond Rotarians!

Think partners, donors, schools etc etc

Look for opportunities to speak to the public about Rotary.

# PLANNING YOUR COMMUNICATIONS

How can you use an event/project to inform people about Rotary?

Use the People of Action verbs:

Together, We **Connect**

Together, We **Transform**

Together, We **Inspire**

Together, We **Mentor**

Together, We **Educate**

Together, We **End Polio**



- BEFORE
- Flyers
- Social posts
- Newsletter to own and other clubs
- ON THE DAY
- Banners
- Announcements
- POST EVENT
- Follow up thank you notes
- Presentations
- News articles

# WHAT WAS YOUR IMPACT?

What changes resulted from the project? How did you touch the lives of people in your community?

Provide specific examples and, if possible, statistics or data.

Donors and potential members are not so interested in how it was planned, who went but what difference a project made.



40 teens In Fiji took part in a Rotary Youth Program, giving them knowledge, confidence and goals towards a brighter future. For more information, or to donate, contact [<your club website/tracking link>](#)



Scholarships have been given to women and support for children affected by family and domestic violence. Learn more at [<your clubwebsite/tracking link>](#)



In [<country or community name>](#), take action with Rotary to transform communities and create lasting change. Connect with us [<your clubwebsite/tracking link>](#)

# WHAT DO YOU WANT YOUR AUDIENCE TO DO?

Learn more?  
Support your Cause?  
Join you at an upcoming event?  
Volunteer?

Put in links so they can do this.

Always give people an option to become involved .... And follow up.



In **< country or community name >** and around the world, Rotary provides mentorship to inspire the next generation of learners. Connect with us **<your club website/tracking link >** to learn how you can help

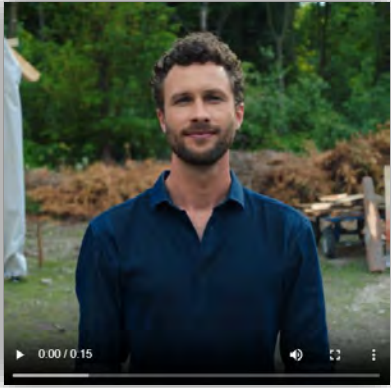


Rotary unites problem-solvers to take action and create lasting change in **<country or community name >**. **Donate** at **<your clubwebsite/tracking link >**



In **<country or community name >**, take action with Rotary to transform communities and create lasting change. Connect with us **<your clubwebsite/tracking link >** to **be involved** at the next event

# INTERNAL VS EXTERNAL COMMUNICATIONS

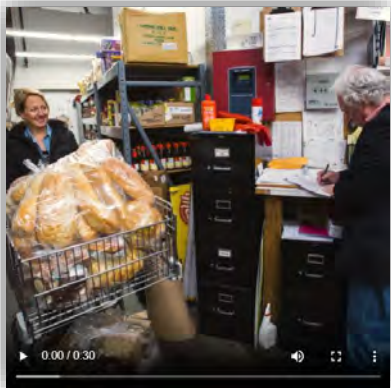


**When talking to other Rotary members, we take short cuts.**

As soon as there is one non-Rotarian or a new Rotarian in the room, spell out the acronyms, explain in brief a concept, chat with them afterwards to ensure they understand.

Be clear who your messaging is for and rewrite to suit.

The public are not interested in administrative details – they have no idea what Districts/Zones/DGs/PHFs are. They do care that we are reliable, enthusiastic and collaborative.



# PHOTO INSPIRATION



Great photos and videos are vital! The right picture tells more than a thousand words!

Always take high resolution photos. Always many photos and videos. Before, during and after.

Make sure the photos are "light, tight and bright".

[LINK](#) to Rotary Brand Centre.

# SOCIAL MEDIA

You don't need to create an account on every social media network. Start small and focus your efforts. To decide which platform is right for you:

Most likely, Facebook and Instagram.

Monitor your social media and reply quickly for comments and questions.



Facebook -

•<https://www.facebook.com/RotarySouthPac>

Instagram -

<https://www.instagram.com/rotarysouthpacific/>

LinkedIn -

•<https://www.linkedin.com/company/rotary-south-pacific/>

# VIDEO INSPIRATION FOR SOCIAL POSTS

## Member Testimonials

### Personal Perspectives | The Value of Rotary



Why do you volunteer with Rotary?

What is your Rotary highlight moment?

What are you looking forward to?

What is the impact of a project you have done?

# EVENTS, PROJECTS, ACTIVITIES

## Additional thought starters for social media copy:



- Join a community of 1.2 million problem-solvers who see a world where people unite and take action to create lasting change.
- Together with Rotary, there's so much to gain when you take action and give back to your community.
- In *<your community>* and around the world, take action with Rotary to improve communities and create lasting change.
- Congratulations to the Rotary Club of ABCXYZ for their wonderful project in supporting .....
- Join our UPCOMING EVENT or CAMPAIGN to show your support for the vulnerable in our community. RSVP at .....

# WHAT'S NEXT?



Join us for our Public Image Webinars: (under construction)

- **Public Image Starter Kit**
- Public Image Social Media
- Public Image Storytelling
- Public Image Photography
- Public Image Video
- Public Image and the Media
- Public Image Radio

Register your interest at [publicimage@rotarysouthpacific.org](mailto:publicimage@rotarysouthpacific.org)

This Webinar will be available on [rotarysouthpacific.org](http://rotarysouthpacific.org) (**LINK**)

For more information on this presentation contact

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