



Creating an Unmistakable Rotary Presence on Social Media

Co-Owner of Rockhouse Financial / Owner of United Social Media Marketing

If I scroll your club's social media right now... would I know why I should care?

**Which one
would you
stop
scrolling
for?**



Rotary International 🌐

April 2 at 4:53 AM · 🌐



Peacebuilding starts with people, and the belief that better solutions are possible in a changing world 🌍

Rotary Peace Fellow Branka Panic is exploring how emerging tools can help prevent conflict, while raising important questions about ethics, responsibility, and who shapes these technologies. Her work is a reminder that building peace takes thoughtful leadership, diverse perspectives, and a commitment to doing no harm.

Ready to be part of that change? Applications for the Rotary Peace Fellowship are now open 🙌
<https://on.rotary.org/3kUYAKv>



Or this?

Vino Sookloll believes in transforming the ordinary into the extraordinary.

When he was first invited to join Rotary in 2003, he said no. But one project changed everything. A school and children who needed support showed him what Rotary could truly do.

"That's when I was hooked."

A lifelong creative, Vino built a career from painting on saris to designing scarves for Hermès, and later leading his own communications agency in Mauritius. At Rotary, he brought that same creativity to service, from designing fundraisers to reimagining a school library and a garden for visually impaired children.

Today, as a member of the Rotary Club of Phoenix and Rotary Public Image Coordinator, he continues to focus on what matters most to him: supporting children and helping them see new possibilities.

For Vino, it starts with guidance and encouragement💙

[#RotaryMember](#)





The Real Problem

- Most clubs struggle with:
 - **Low engagement**
 - **Inconsistent posting**
 - **“We don’t know what to post”**
 - **Only reaching existing members**
- Root cause:
 - **They’re posting activities, not influence**





The 3 Pillars of an Unmistakable Rotary Presence



1. Story

- People connect with people
- Turn this:
 - **“We donated \$5,000 to the food pantry.”**
- Into this:
 - **“Last winter, Maria had to choose between heating her home or feeding her kids...”**
- Framework:
 - **Who is the person?**
 - **What was the problem?**
 - **How did Rotary help?**
 - **What changed?**



2. Clarity

- If your content is unclear, people scroll.
- Every club should answer:
 - **Who do we help?**
 - **How do we help them?**
 - **Why does it matter?**
- Simple Content Filter:
 - **Before posting, ask: 👉 “Would a stranger understand why this matters?”**



3. Consistency

- Most clubs:
 - **Overthink posts**
 - **Then don't post at all**
- Truth:
 - 👉 **“A simple post done weekly beats a perfect post done monthly.”**
- Here's a baseline:
 - **1-3 posts per week is more than enough to grow**

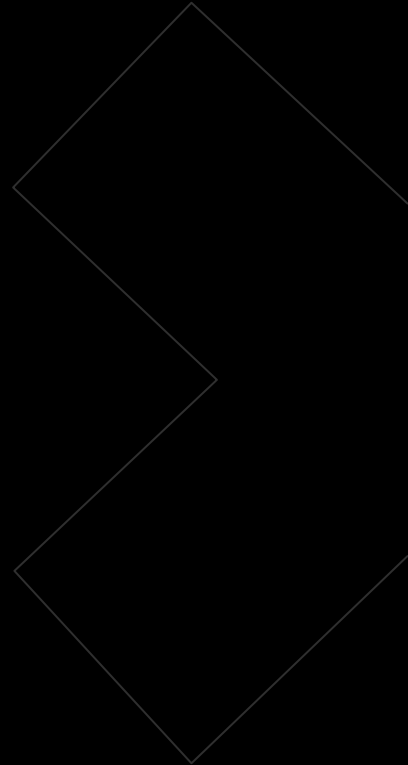
What to Actually Post

The 5 Content Buckets



1. *Impact Stories*

- Before/after
- Who was helped





2. Member Spotlights

- Why they joined
- What Rotary means to them





3. Behind the Scenes

- Event prep
- Real moments
- Peel back the curtain





4. Community Highlights

- Local partnerships
- Events
- Club meetings
- Show people - create personability



5. Calls to Action

- Join
- Attend
- Volunteer



You don't need a big team.

You just need a few clear roles.



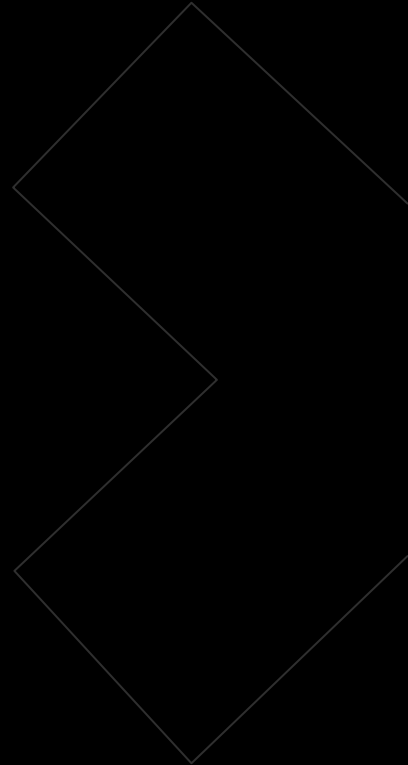
1. *The Photo Taker*

- Take photos and videos
- Club meetings, events, service projects



2. The Publisher

- Create social media captions
 - **Write the stories**
- Schedule posts





**Visuals matter more than
you think.**



Visuals

- Faces > faceless
- Action > posed
- Emotion > staged perfection





Plug and Play Captions Formula



Captions

- Hook (first line):
 - 👉 **“This changed someone’s life last week...”**
- Story (2–4 sentences):
 - **What happened**
 - **Why it matters**
 - **Who it impacted**
- Close:
 - 👉 **“This is Rotary.”**
 - 👉 **“Want to create this impact? Join us.”**



Live Exercise



Captions

- 👉 “Think of the last thing your club did.”
- Now rewrite it using this:
 - **Who was impacted?**
 - **What changed?**
 - **Why should someone care?**
- 2-3 people share



If you don't tell the story, no one will.

Here's your 7 day action plan.



Action Plan

1. Post one impact story
2. Feature one member
3. Take photos at next event (not just group shots)
4. Commit to 2 posts/week
5. Assign ONE or TWO people to own it

Questions?

Bryson Bernarde

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