Public Image Strategic Plan 2019

Goals: 1) To Tell the Rotary Story

 2) Send to administrator within 5-10 minutes

 3) Survey websites

Needs: Good Picture and Smartphone/computer

Outlets:

Local:

1) Club social media sites

2) Newspaper

3) Newsletters

4) Other shares, likes to other sites

 5) Interact or Rotaract

 District:

1) District social media sites, website, Facebook, and twitter

 2) District Newsletter

 3) Other Shares, likes to other site

 RI

 1) Rotary Showcase

 2) Rotary Magazine

Resources for help

Usage data updates

Radio, TV, and Public Service Announcements (PSAs)

How to do a Facebook post on ANDROID

* Take your picture horizontally and edit before uploading in your Gallery (Barry: Add cropping guidelines so faces can be seen behind verb) then….
* Go to rotary.org
* Sign in
* Click on “My rotary”
* Click on “My club snapshot”
* Click “MENU”
* Choose “MEMBER CENTER”
* Click on “People of Action –learn more”
* Click on “Create your own”
* Choose “Facebook post”
* Choose “Create”
* Pick your verb
* Choose “custom” image
* Click in center of the background screen below and to the left of custom where it says “click here to select an image”
* To add a photo click the plus sign in the lower left corner of the image Library screen
* Click on “browse/choose file”
* Choose “upload” to import your previously edited photo; (this may take a couple of minutes)
* Choose “save/apply”
* Choose “save to my templates”
* Choose “refresh browser”
* Click on “download”
* Click on “acknowledge”
* Click on “save to my files”
* Click on the “image writing icon”
* Click on Share image
* Choose Facebook
* Choose “open with, send”

Next steps:

* How to do Facebook post on I-phone?
* Develop a similar cookbook recipe for Linked In, Instagram, Snapchat (more for teens),
* Create a simple system to easily get permission to use photos at events on our smartphones.
* Do Facebook posts, etc. using the public image templates I sent you.