

# Rotary YEAR Checklist

## Website Audit

- ✓ Check your club website domain name (i.e. <http://rotary5810.org>)
- ✓ Add/Update Club's Logo/RI theme
- ✓ Add events and speakers
- ✓ Add fresh content to your website – new headline story, recap of an event



## Social Media

- ✓ Update profile & cover photo with new Club (Master Branded) Logo & theme
- ✓ Know your ADMINS and have multiple members assigned
- ✓ Check your ABOUT US page for accuracy
- ✓ MAKE SURE you are a public page and not a closed group
- ✓ Add a new post about an upcoming meeting/speaker/event
- ✓ Commit to posting weekly content about your Club
- ✓ Ask your Club members to go to your club page and “like” it
- ✓ Help your members understand the importance of **interacting** with your Club's content
  - ✓ Like – Comment – Share

### \*REMEMBER TO USE:

#PeopleOfAction  
#DistrictProud  
#BeTheInspiration



LIKE  
SHARE  
COMMENT  
CHECK-IN

