

Zones 25B & 29  
**Rotary**  
Public Image



**LONE STAR PRESIDENT ELECT TRAINING  
SEMINAR**

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Rotary Public Image Coordinator, Zones 25B & 29

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# PUBLIC IMAGE IN ROTARY

*The perception others have of us,  
the perception we have of ourselves,  
the perception we want others to have of  
us.*



# PROPER ROTARY BRANDING

Club Name above or

**Rotary**

Club Name, District,  
or Zone below



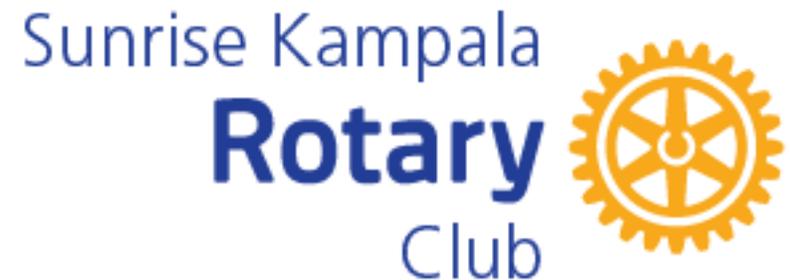
Zones 25B & 29

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# PROPER ROTARY BRANDING



# INCORRECT ROTARY BRANDING



# TEN TIPS FOR SUCCESSFUL PUBLIC IMAGE

Share your WHY

Relevant social media

Build a team

Warm and welcoming

Make a plan

Work together

Accurate content

Wear the uniform

End Polio Now

Have FUN!

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# THANK YOU!



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