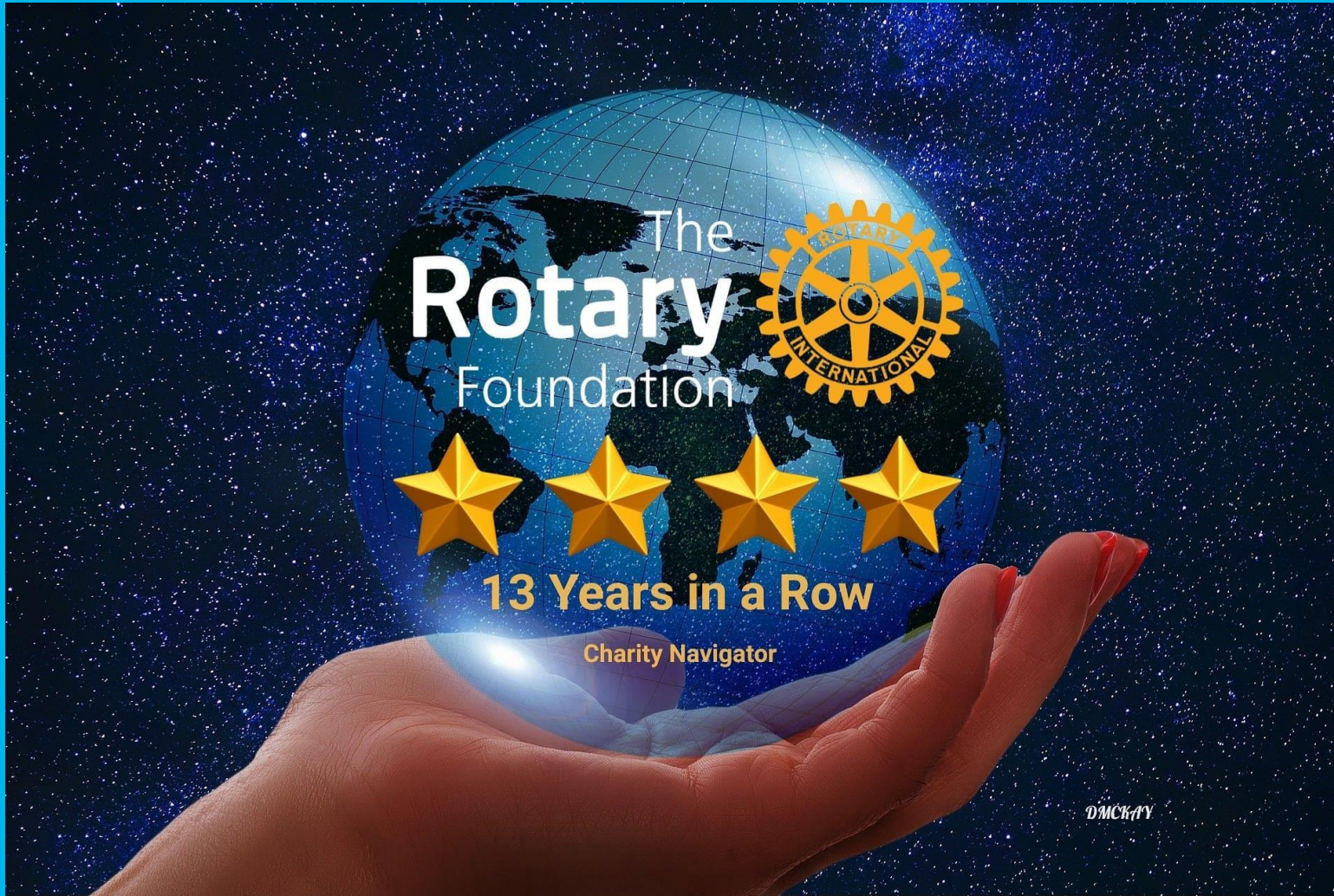




# IMPORTANCE OF PUBLIC IMAGE

DISTRICT 5810



A report by Johns Hopkins University prepared for Rotary International estimated that Rotary members provide about 47 million hours of volunteer effort a year at an estimated value of \$850 million.

# OUR PUBLIC IMAGE

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Never Heard  
of Rotary

Know  
Name Only

Some  
Familiarity

# WHY IT'S IMPORTANT

## RELATIONSHIP



# YOUR CLUB'S WEBSITE

- Club's website & social media channels more important than ever
- Consistent communications with your members and the public are essential for keeping your club **VISIBLE** in your community

# PROMOTING YOUR CLUB AT THE DISTRICT

- Submit your stories for the District newsletter, website & social media (include a photo) using the “Submit Your Story” form located on the District homepage
- Send us information of your upcoming Club Fundraisers (include posters & flyers) for the District Calendar to Webmaster Pam Blankenzee at [pr@rotary5810.org](mailto:pr@rotary5810.org)
- Tag the District in your Facebook posts (@RotaryDistrict5810NorthTexas) so we can share your posts
- Hashtag your Facebook posts [#District5810Proud](#) so we can find your posts!

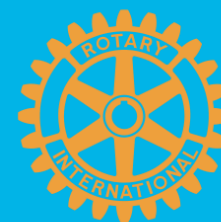


# ROTARY NEW YEAR CHECKLIST

## Website Audit

- Identify your Club Admin (\*Recommend having a back-up admin)
- Update Club & RI theme logo
- Add/update Speakers and Events
- Add fresh content to your home page – recap of an event, headline story

North Texas Pioneers  
**Rotary**  
Club



## Social Media

- Review your profile photo and cover photo (using a Masterbrand logo)
- 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
- Commit to posting weekly content about your Club
- Use a “**Call To Action**” when posting
- 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
- Use you TAGS (@people/pages/partners)
- Use Hashtags #District5810Proud #PeopleOfAction #ServeToChangeLives

Like  
Share  
Comment  
Check-in

# BRANDING & PUBLIC IMAGE RESOURCES

## ROTARY5810.ORG

- PR Resources for Clubs
  - Rotary Logos
  - Templates
  - Tools & Resources
  - Media Contact List
  - Content creation tools
- People of Action Campaign
- Directory of Club websites & social media sites

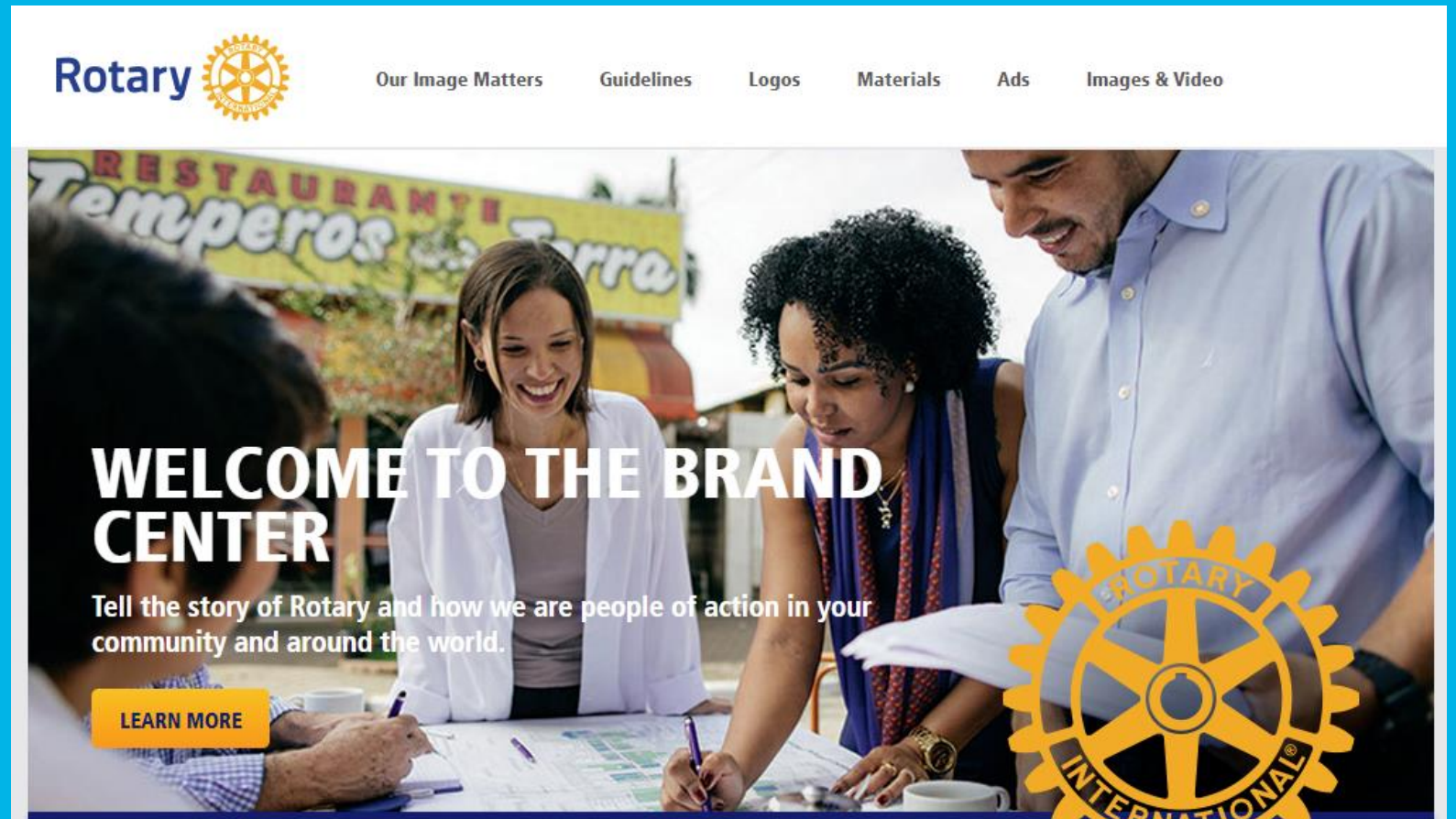





# BRANDING & PUBLIC IMAGE RESOURCES

## BRAND CENTER (myrotary.org)

- Logos & Templates
- Images & Videos
- Promotional Materials
- Guidelines
- Ads




Rotary 

[Our Image Matters](#) [Guidelines](#) [Logos](#) [Materials](#) [Ads](#) [Images & Video](#)

**WELCOME TO THE BRAND CENTER**

Tell the story of Rotary and how we are people of action in your community and around the world.

[LEARN MORE](#)





**QUESTIONS**