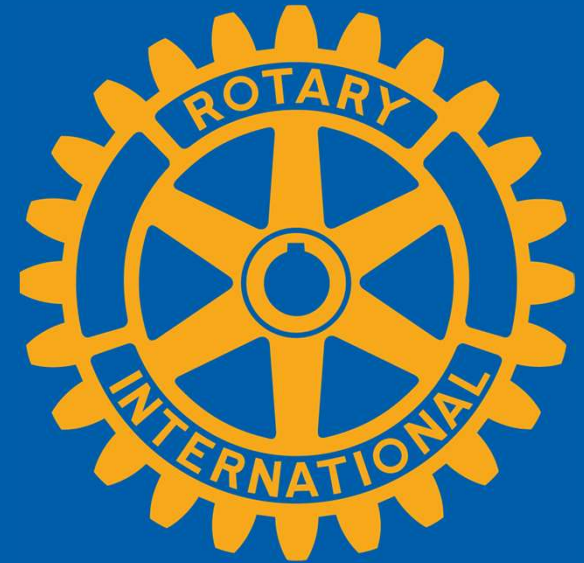


# Public Image Breakout Session

September Roundtable 2017



Presentation created by Pam Blankenlee  
Contributions from Hayley Berlent, Amber Scarsborough, Patrick Harrison

# Today's Agenda

- Welcome & Introductions
- Why Branding and PR are Important
- How to Strengthen Your Brand Image
- PR Checklist
- PR Resources



## **PUBLIC IMAGE TEAM**

Rick Amsberry – District Governor

Bill Slicker – District Governor Elect

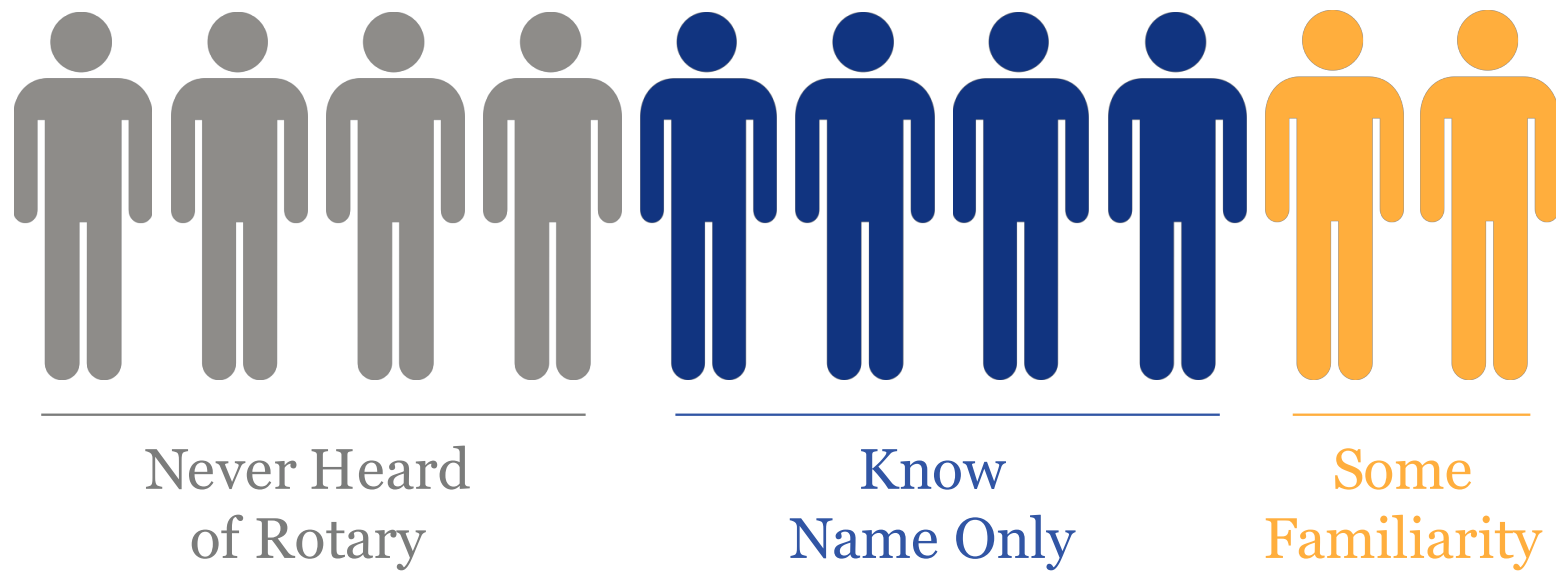
Max DuPlant – Public Relations Chair

Pam Blankenzee – District Webmaster & Social Media Manager

Lori Crider – Social Media Manager

Mark Neace – Video

# Our Current Public Image



THE RESULT

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NOT EARNING  
FULL CREDIT FOR  
OUR GOOD WORK



# Strengthen Your Brand Image

ROTARY.ORG > MY ROTARY > BRAND CENTER

Baskets Tools Help English Search Brand Center

Rotary Our Story Guidelines Logos Materials Ads Images & Video


ROTARY LOGOS TEMPLATE PROGRAM LOGOS FOUNDATION LOGOS  
THEME LOGOS

**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

Join Leaders. Exchange Ideas. Take Action.



## VISIT THE BRAND CENTER

- ✓ Create a Club Logo
- ✓ Create a Club Brochure
- ✓ Get Club Resources
- ✓ Rotary Images
- ✓ Rotary Videos

# Public Relations Checklist

## Website Audit

- ✓ Check your club website domain name (i.e. <http://rotary5810.org>)
- ✓ Add/Update Rotary theme logo
- ✓ Add events and speakers
- ✓ Add fresh content to your website – new headline story, recap of an event
- ✓ Verify club information on the District website – are you showing on the Club Finder map? \*Not sure?  
Contact us

## Social Media

- ✓ New posts on Club Facebook Page
- ✓ Know your ADMINS and have multiple members assigned
- ✓ Check your ABOUT US page for accuracy
- ✓ Help your members understand the importance of interacting with your Club's content
  - ✓ Like – Comment - Share

## Help Us, Help You!

- ✓ Send information including posters & flyers of your Club Fundraisers to the District to be added to District Calendar
- ✓ Did you get media coverage of your event? Please share with us – so we can promote your accolades!
- ✓ Tag the District in your Facebook posts (@Rotary District 5810 North Texas)
- ✓ Hashtag your Facebook posts #DistrictProud



# District Branding & PR Resources

## WWW.ROTARY5810.ORG

- Links to RI Brand Center
- PR Tab on Home Page
- Websites & Social Media Pages for All Clubs
- Marketing Materials

## WWW.MYROTARY.ORG

- **BRAND CENTRAL** (under manage tab)
  - Guidelines
  - Logos & Templates
  - Materials
  - Ads
  - Images & Videos

## FOLLOW US!



- <https://www.facebook.com/RotaryDistrict5810/>

## QUESTIONS?

- Max Duplant - [mduplant@gmail.com](mailto:mduplant@gmail.com)
- Pam Blankensee – [pblankensee@ca.rr.com](mailto:pblankensee@ca.rr.com)
- Lori Crider - [golfgirl5225@msn.com](mailto:golfgirl5225@msn.com)



#DistrictProud