CLUB NAME	
GOOGLE PRESENCE	
Does club website appear in Google search? Yes / No	
Does the club Facebook Page appear in Google search? Yes / No	
Are there any news media articles posted about the Rotary club in the past 12 months? Yes / No	
CLUB INFO ON DISTRICT 5890 WEBSITE	
Go to www.Rotary5890.org Home Page, "District Information" section (Top of Column on Right)– Click: "Club Director & Contacts", then click your club's name. Note: Visitors will use this to will webpage to find your club. **To correct any of the 5 items below: Use this link to ClubRunner's how-to instructions:** https://www.clubrunnersupport.com/kb/articles/pdf/how-do-i-edit-my-club-s-information	
1. Correct club logo displayed? (<u>Not</u> Theme logo/photo, etc.) Yes / No	
2. Is meeting time & location correct? Yes / No <mark>(club needs to verify)</mark>	
3. Click "Club Website" icon. Does it link to club website? Yes / No	
Go to **www.Rotary5890.org** Home Page, "District Information" section, then click "Map of Clubs in District"(https://portal.clubrunner.ca/50025/ClubsMap)	
4. Does club appear on the District 5890 Map of Clubs? Yes / No	
5. When their club locator pin/icon on map is clicked, is info correct and does it include: President's name, meeting address & time, phone, email, and website. Yes / No <mark>(club needs to verify)</mark>	
CLUB'S WEBSITE (Please verify meeting location on website & Facebook match)	
Does the club have a website? Yes / No	
What type of software? ClubRunner, DACdb, Independent	
Does the homepage display correct Club logo approved by RI? Yes / No	
Are the Rotary Logos used throughout the website compliant with Rotary Brand Center? Yes / No	
Does website have a "Welcome Message" from club president? Yes / No	
Does website contain a link to Rotary District 5890 site? Yes / No	
Does website contain a link to Rotary International? Yes / No	
Does website have meeting information (time, date, location)? Yes / No	
Does website contain (or have a link to) "Contact Us" info (name, phone, email)? Yes / No	
Does homepage (or have a link to) list upcoming speakers? Yes / No	
Does homepage contain information or links to service projects? Yes / No	
Does homepage have an about "About Us" link? Yes / No	
Does homepage include videos (From Rotary International, D5890 videos, etc.)	
Does homepage show links social media sites (Facebook, Instagram, etc)? Yes / No	
Does homepage have an upcoming events section or link to a calendar of events? Yes /No	
Does homepage contain a list of Directors/Executives or a link to information? Yes / No	
Does homepage provide a subscription button or link to the Club Newsletter/Bulletin? Yes / No	
Is information current (or have at least content from previous month? Yes / No	
Home page stories current (within last month and or year) Yes / No	
FACEBOOK PRESENCE (Note: "Presidential Theme" Logo Shouldn't Be On Page)	
Does the club have a Facebook Page? Yes / No	
Does "About" section includes: A contact name, email, and/or phone number? Yes / No	
Does "About" section include: club's website address? Yes / No	
Has the Facebook Page been updated at least within the month? Yes / No	
Does the Facebook Page display correct Club logo (RI Preferred or Alternative Club logo) Yes / No	
Does the Facebook Page show meeting information (time, date, location)? Yes / No	
Does the Facebook Page contain a link to the club's website? Yes / No	
Does the Facebook Page contain club images with People of Action overlay (Click)? Yes / No	
Does the Facebook Page share Rotary International and District 5890 Posts in the past 30 days? Yes / No	
Does Facebook page include videos? Yes / No	
Does club have a #Hashtag Yes / No	
Does the Facebook Page use important #Hashtags with posts? Yes / No	

Club's Instagram Username or Handle:	
Club's LinkedIn Profile URL/Username:	
Club's Twitter Handle:	
Club's YouTube Username/Channel Name:	

Total Points	

Completed By: (Contact Information)	
Evaluated By: (District Officer)	
Date Received by District:	
For Support: Public Image Contact	

Miscellaneous Comments:	

Rotary District 5890 YouTube Channel, Photos, Videos, Digital Ads & More!

Take advantage of new ready-made videos and ads for digital, print and social media platforms that Rotary International has created featuring Houston members as People of Action.

Images, Social Media Ads, etc: https://portal.clubrunner.ca/50025/page/rotary-district-5890-images-amp-social-media-ads

Videos: https://portal.clubrunner.ca/50025/page/rotary-district-5890-videos

"Rotary District 5890" YouTube Channel: https://www.youtube.com/results?search_query=rotary+district+5890

Rotary Brand Center – Redesigned & Easier To Use!

Brand Center can be accessed without logging in to your My Rotary Account: https://brandcenter.content.rotary.org/en-us/

Watch this video for a tour of Brand Center & discover all the tools: https://youtu.be/0_iq1K_Ct4U

Club Logos Versus Rotary President's Theme Logo

The yearly "President's Theme" (this year's is "Imagine Rotary") is for inward facing communication and materials for club members, but not for your Facebook page, website, Instagram, LinkedIn, etc. Keep your club website and Facebook pages consistent by using only the same club logo on both.

Rotary
Club of My Town

Example Above - Club Name is "Below"

My Town
Rotary
Club

Example Above - Club Name is "Above & Below"

Above are correct logos with club name positions. Logo color options are Full color, All Black, All Blue, All White, White & Gold. Create club logos in the redesigned & easier to use Brand Center which can now be accessed without logging in to your My Rotary Account: https://brandcenter.content.rotary.org/en-us/templates.

Rotary's Learning Center ("My Rotary" Account login required):

- www.rotary5890.org
- District 5890 Expanding Our Reach Learning Courses on Rotary International's "Learning Center: https://my.rotary.org/learn?deep-link=https%3A//learn.rotary.org/members/learn/dashboard/channel/101 (Login required)
- https://my.rotary.org/en/news-media/office-president/presidential-theme (Login required)
- https://my.rotary.org/en/learning-reference/learn-topic/public-relations (Login required)
- https://my.rotary.org/en/learning-reference/about-rotary/strategic-plan (Login required)
- https://my.rotary.org/en/message-strategic-planning-committee (Login required)

ClubRunner: accounts@clubrunner.ca or www.clubrunnersupport.com 1-877-469-2582

For Guides, Support Articles, Videos & Webinars: www.clubrunnersupport.com

Does your club's website show the correct meeting location, meeting time, club contact phone & email address? If not, use this ClubRunner link: "How Do I View & Edit Club Information": https://www.clubrunnersupport.com/kb/articles/how-do-i-view-and-edit-club-information

D5890 Public Image Committee: Tommie & Charlie Buscemi ▪ (713)598-7129 Cell ▪ Tommie5890@SuddenLink.net