






Rotary District 5890 Public Image Committee: Tommie Buscemi, tommie590@suddenlink.net, Charlie Buscemi (c)713-598-7129

2022-2023 Rotary District 5890: Club Web Presence Checklist

People who are curious about Rotary or the clubs in their area will search for your club information online. What they find will either end their interest or inspire them to learn more. You need to modernize your outward presence to the public! Club Presidents and Public Image Chairs can use this checklist to assess factors that will affect someone's impression of your club, and Rotary. Showcasing your projects, use of videos & photos, use of official consistent logos, current information, etc. will impact a potential member from joining your club, or help them make a decision to keep looking. First impressions count!

CLUB NAME	
ONLINE PRESENCE	
	YES / NO
Does club website have a website?	
Does website appear prominently in an online search?	
Have any news articles about the club appeared in the media in the last 12 months?	
IS YOUR CLUB'S INFO CORRECT ON DISTRICT 5890 WEBSITE & MAP OF DISTRICT CLUBS?	
Go to www.RotaryD5890.org Home Page, "District Information" section (Top of column on right) & Click " Club Directory & Contacts ", then click your club's name. Note: Visitors will use this to will section to find your club. If info is wrong, only your club has access to edit the information. To correct any of the 5 items below, Click here for "How Do I View & Edit Club Information"	
1. Correct club logo displayed? (Should not be using RI Theme logo/photo, etc.)	
2. Is meeting time & location, correct?	
3. Click "Club Website" icon. Does it link to your club's website?	
Is your club on our D5890 map of clubs? Go to www.RotaryD5890.org Home Page, "District Information" section, then click "Map of Clubs in District"	
4. Does club appear on the District 5890 Map of Clubs?	
5. When your club's map icon on map is clicked, is info correct? (Date, time, email, phone, etc.)	
CLUB'S WEBSITE (Verify that meeting location & time on your club's website & on Facebook match)	
Does the website use a club management system? If yes, which one (ClubRunner, DACdb, other)	
Does your website & social media pages (Facebook, etc.) display correct Club logo approved by RI? Logos: Includes word "Rotary", your club's name, and the wheel is one (1) color . If your logo doesn't include the word "Rotary", club name & the wheel is two (2) colors, then you're using the wrong logo.	
    	
Do the Rotary logos used throughout the website comply with RI guidelines in Rotary's Brand Center ?	
Does website have a "Welcome Message" from club president?	
Does website contain a link to Rotary District 5890 site?	
Does website contain a link to Rotary International and My Rotary?	
Does website clearly show the club meeting information (time, date, location, phone, email, etc.)?	
Does website contain (or have a link to) "Contact Us" link or clearly display the information someone would use to do so (contact name, phone, email)?	
Do the meeting locations on the website and on all social media pages match?	
Does the website have separate pages for members and for the public?	
Does homepage (or have a link to) list upcoming speakers?	
Does homepage contain information or links about club service projects, fundraisers, and global grant or district grant-funded projects that demonstrate the impact in the communities it serves?	
Does homepage have an "About Us" link?	
Does homepage include embedded videos or links (From Rotary International, D5890 videos, etc.)	
Does homepage link to the club's and Rotary International's social media pages (Facebook, Instagram, etc.)?	
Does homepage have an upcoming events section or link to a calendar of events?	
Does homepage provide a link to the club newsletter or a subscription button?	
Does homepage contain a list of Directors/Executives or a link to information?	
Is all the information on the entire site current?	

Do all of the links on the site work?	
Are there photos or stories showing the club collaborating with Rotaract and Interact clubs?	
Is it clear how to get involved if the person visiting the website is interested?	
Does the club use People of Action materials on its site content?	
Is information on the entire site current?(or have at least content from previous month?)	
Home page stories current (within last month and or year) Yes / No	
SOCIAL MEDIA PRESENCE	
Are People of Action materials used on social media?	
Does the club have a Facebook page or other social media presence?	
Does the Facebook page appear prominently in an online search? In a Facebook search?	
Does "About" section include a city, contact name, email, and/or phone number?	
Does the page contain a link to club's website?	
Have there been new posts within the past month?	
Is the "cover image" brand compliant? (see page one for examples of compliant club logos to use)	
Does the page clearly show meeting information (time, date, location)?	
Does the page contain a link to the club's website? Yes / No	
Does the page contain image of club activities that use the People of Action overlay(Together, WE...)?	
Does the page share Rotary International and District 5890 Posts in the past 30 days?	
Does Facebook page include Rotary International videos you can download from Brand Center?	
Does the page allow direct (private) messages from users?	
Does the page use the hashtags associated with larger Rotary Initiatives?	
Does club have a #Hashtag, and have you shared it with all club members?	
Does the Facebook Page use important #Hashtags with posts?	
Does the page include the presidential theme logo? (Note: it should not*)	

Club's Instagram account name:	
Club's LinkedIn account name and URL:	
Club's Twitter account name:	
Club's YouTube account and channel name:	
Other social media accounts:	

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

Additional Comments:

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1. ROTARY, INTERACT & ROTARACT CLUBS SHOULD USE COMPLIANT CLUB LOGOS

*The yearly "President's Theme" is for inward facing communication & materials for club members, but not for your Facebook page, website, Instagram, LinkedIn, etc. Be consistent: use same logo on your website & social!

2. TO VIEW/DOWNLOAD FULL LENGTH MATERIALS AND UPDATES (Some require your "My Rotary" login):

- Rotary District 5890 website: www.RotaryD5890.org – Tab: "Committees", Dropdown Menu: "Public Image Committee"
- 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)
- [Brand Center](#) (no login required) - [Guidance for club websites](#) - [Your Logos at a Glance](#) - [Rotary's Action Plan](#)

3. CLUBRUNNER: Contact info: accounts@clubrunner.ca or www.clubrunnersupport.com 1-877-469-2582

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

***Updating meeting location, web address, meeting time on your club's website, 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>

4. TAKE ONLINE COURSES ON ROTARY'S LEARNING CENTER!

Explore the importance of Rotary's public image with online courses (My Rotary login required): <https://learn.rotary.org>