






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

2024-2025 Rotary District 5890: Club Web & Social Media Presence Checklist/Audit

First impressions matter because they often determine whether visitors become members. Be irresistible! In today's digital age, your website and social media platforms serve as your virtual front door for the community. Your website's design is the first thing visitors notice and should reflect your brand identity, values, and that your members are People of Action! Does your website and social media convey trust and credibility? Modernize your outward presence to the public by using official Rotary club logos and materials to promote your club you can find at brandcenter.rotary.org.

Club Presidents and Public Image Chairs can use the checklist below to assess factors that will provide a positive impression.

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 section to find your club. If info is wrong, only your club can 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?	
Go to www.Rotary5890.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 the 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 the homepage contain a list and/or photos of Directors/Executives or a link to information?	
Does the page promote the club's service projects, fundraisers, and global grant-funded projects?	

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	
Is the correct club logo used?	
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 "About" section contain a link to the 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?	
Does the page contain images of club activities that use the People of Action overlay (Together, WE)?	
Does the page promote the club's service projects, fundraisers, global & district grant project photos?	
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: If it does, please remove theme logo.)	

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:	

Additional Comments: _____

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

*The yearly "President's Theme" is **only for communicating with other Rotary members & on materials for club members**. It is not for your Facebook page, website, Instagram, LinkedIn, etc. Be consistent - use the 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**"
- RI Promos featuring D5890 Rotaractors & Rotarians: www.RotaryD5890.org, Tab: "**Videos, Photos & Social Media Ads**"
- [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, contact info, 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): <http://www.rotary.org/learn>