



2025-2026 STRATEGIC PLAN

DISTRICT 5890 PUBLIC IMAGE T.E.A.M. (Together Everyone Accomplishes More!)

Mission: Rotary International District 5890 will provide support and resources to all district clubs to assist in the execution of the Mission as established by Rotary International to provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

Objective: Integrate the 2025-2026 Zone 25B & 29 Public Image Action Plan to help our District 5890 and clubs short and long term goals.



The following are strategic components in addition to and including those mentioned in our Rotary District 5890 Strategic Plan for 2024-2029 as posted on our Rotary District 5890 website.

A. MEMBERS OF OUR 2025-2026 PUBLIC IMAGE COMMITTEE TEAM

Roles for this TEAM is to create and implement a plan to tell Rotary's story to the public, support each club's public image efforts, and to promote the district and club's projects and activities.

- Tommie Buscemi, Co-Chair
- Charlie Buscemi, Co-Chair
- Gaby Santana, District 5890 Facebook Committee Chair
- PDG Eric Liu (Representing the District 5890 Foundation Committee)
- Richard Brady (Representing the District 5890 Membership Committee)
- Maria Cortez-Ochoa (Photographer)
- Steve Magoon (Photographer)
- Jenna Buscemi (Public Image Adviser for Rotaract)

Tommie Buscemi (Co-Chair)

- Serves as District Webmaster ensuring that the district website, www.RotaryD5890.org is current and updated with accurate information and positive impression to the public

- Oversees the creation of all Rotary District 5890 branded material and assets to ensure compliance with the Rotary International branding guidelines
- Plan and conduct the district Vibrant Club Workshop (scheduled for September 13, 2025) in consultation with the governor and district trainer, as well as the District Membership and Rotary Foundation Committees.
- Creates logos for all District 5890 Committees for use in promo material and websites
- Creates videos to promote events, fundraisers, and district events
- Creates promo videos for District Membership & Rotary Foundation Committees
- Coaches the District Interact and Rotaract Committees about each club using compliant logos
- Ensures that clubs are using the Rotary logo and brand appropriately – ***NOTE: Rotary International's deadline was 31 December 2020 for use of compliant district logo, and 30 June 2023 for club's use of compliant club logo.***
- Creates club logos in Brand Center and provides to each Rotary club and also teaches clubs how to create their own club logo and logo lockups (for partnerships, projects, & sponsors)
- Develop PI campaigns and media relations strategies
- Maintain updated promotional material and publications (brochures, videos, social media posts etc.)
- Hosts public image educational and training opportunities for Club Public Image
- Maintains the Rotary District 5890 YouTube Channel
- Maintains our "For Club Presidents" webpage with data & material for their leadership year.

Charlie Buscemi (Co-Chair)

- Performs semi-annual "Club Website & Social Media Audits" and provides each club a copy
- Contributes to Facebook pages for Rotary District 5890 and Rotary District 5890 Governor
- Liaison with Club Public Image Chairs to assist clubs develop their own public image plan
- Helps develop public image educational and training tools for Club Public Image
- Recommends new individuals to District Governor for the Public Image Committee
- Seek opportunities for partnerships, sponsorships and advertising
- Make sure new members to Public Image Committee receive appropriate training

Gaby Santana (D5890 Facebook Committee Chair)

- Create a plan for programs using social media marketing techniques to increase visibility, membership, and involvement.
- Creates graphics and materials to promote events, fundraisers, and district events
- Manage our District 5890 social media platforms
- Facilitate at district training events as requested
- Share ways District 5890 Rotary & Rotaract clubs can improve their social media presence.
- Promoting Rotary through our two (s) Facebook pages:
 - Rotary District 5890
 - Rotary District 5890 Governor

PDG Eric Liu (District 5890 Foundation Committee Representative)

- Provides updates and strategies in regards to The Rotary Foundation
- Shares ideas that can promote district and global grants in the greater Houston-area
- Plan and conduct the district Vibrant Club Workshop in consultation with the governor and district trainer, as well as the district public image and membership chairs
- Provides changes to publicly recognize (ONLY with the recipients approval & authorization) Bequest Society, Paul Harris Fellows, Paul Harris Society, Major Donors, Arch Klumph Society, etc
- Provides collaborative training to support The Rotary Foundation at District 5890 events and shares how public image supports knowledge about Rotary in the community
- Coordinates with Public Image Team

Richard Brady (D5890 Membership Committee Representatives)

- Provides updates and strategies in regards to Rotary Membership Leads
- Shares innovative ideas that can promote membership recruitment and retention using public image resources
- Plan and conduct the district Vibrant Club Workshop in consultation with the governor and district trainer, as well as the district public image and Rotary Foundation chairs.
- Provides collaborative training to support membership and retention throughout the District and shares how public image supports our efforts to GROW ROTARY!
- Meets regularly with Public Image Team

Jenna Buscemi (Graphics, and Global Grant Scholarship Liaison)

- Creates graphics for district governor and district committees
- She has served as Zone 25B (Region 36) Assistant Coordinator, so she shares her unique perspective regarding the needs and ways to help Rotaractors and Rotarians serving in those positions.

District Photographers:

Attends activities, events, trainings, and projects to take photos for use in our promotion of District 5890, our clubs, district committees, etc. to promote Rotary on our website & social media

- **Maria Cortez-Ochoa**
- **Charlie Ewing**
- **Steve Magoon**

RESPONSIBILITIES OF OUR ENTIRE COMMITTEE:

- Serve and support our Rotary District 5890 Governor, Governor-Elect, Governor Nominee, and clubs
- Lead by example and share stories that show your district as people of action, through social media and other media
- Encourage clubs to communicate with external audiences to promote the impact they make in their communities
- Oversees the creation of all Rotary District 5890 branded material to ensure compliance with the Rotary International branding guidelines
- Get media coverage for local projects by cultivating relationships with journalists.
- Work with clubs to use the resources available on the Brand Center to create and use club logos that reflect Rotary's brand guidelines and develop materials that are distinctly Rotary
- Promote the End Polio Now campaign, our areas of focus, grant successes, and alumni activities.
- Plan and conduct the District 5890 Vibrant Club Workshop in consultation with the governor and district trainer, as well as the District Membership, Community Service and Rotary Foundation chairs.
- Create and maintain a strong public image emphasis
- Coordinate with district governor a budget for public image.
- Manage all the publicity for the district.
- Develop new strategies, operate, and actively evolve the following:
 - District Website – update and maintain on weekly basis
 - District Social Media platforms Facebook – create and follow posting calendar
 - Instagram - update
 - District 5890 YouTube Channel – create and add videos on regular basis
- Utilize our 15+ videos showcasing our District 5890 Rotaractors and Rotarians at their community service projects (full-length plus individual segments) available on our Rotary District 5890 YouTube Channel (Also view www.RotaryD5890.org, “Videos, Photos & Social Media Ads” in the Navigation Menu at top of homepage):

- “We Are Rotary – Houston”
- “People of Action – Houston”
- “Rotary In Houston”
- Create custom and informative videos promoting all district events and projects
- Create custom videos promoting Membership and The Rotary Foundation district/global grants, etc.
- For clubs, we’ll create custom videos (club logo and URL) for promotional use on the club website, and social media platforms.
- Other media that is identified and viable for District advertising
- Integration of Rotaract member data into district website
- Help clubs understand “Internal” versus “External” messaging
- Serves as a public image resource for clubs (use of Brand Center, social media, local media, developing a marketing campaign etc.)
- Establishes and maintains a public image network made up of Club PI Committee Chairs
- Shares ideas among clubs to help raise the clubs’ profile in their communities

B. GOALS OF OUR PUBLIC IMAGE TEAM

For each of the following goals we’re striving for 90% to 100% participation of our clubs:

- Implement consistent use of correct/compliant Rotary’s visual identity and voice requirements on Websites, Social Media & Club Materials – If they aren’t, we’ll assist them!
- Rotaract and Rotary clubs have an active and vibrant Public Image Chair & TEAM
- Clubs are telling and sharing their “Why” stories – if they aren’t we’ll take action to show them
- Use “People of Action” Templates on club photos
- Using “Rotary Brand Center” to create promo materials, POA assets, etc.
- Our TEAM will actively seek clubs that need an in-person or Zoom a Public Image Presentation. Each club’s Assistant Governor will be utilized to help identify clubs in need
- Clubs are using correct logos on all club materials: Brochures, handouts, etc.
- Encourage clubs to participate in the “District 5890 Public Image Challenge Award”
- Provide clubs with an example of a Club Public Image Strategic Plan and offer to help them customize one for their club
- Consistently using Rotary Service Project Center (formerly Rotary Showcase) to promote club projects
- Each club has their Club Public Image chair serving as a Board of Director (or at least receiving an invitation to attend and speak at the board meeting)
- Encourage clubs to use videos to capture viewers’ attention for a more extended time to promote Rotary service.
- Encourage clubs to take advantage of *free* online social media video creators to create quick and easy custom videos that promote their club such as iMovie, Nutshell, Magisto, Animoto, etc. for the following:
 - An open invitation for community to volunteer at a club’s service project
 - Inform community about district and/or global grants from The Rotary Foundation
 - Promote & Sell Tickets to club’s fundraiser
 - Welcome New Members, Paul Harris Fellow, etc.
 - “Thank You” to Sponsors & Volunteers
 - Play while Rotarians & visitors arrive (social time!) for weekly meeting

C. INTRA-DISTRICT COLLABORATION

- a. The District PI Chair will proactively ensure that the district is actively communicating with Rotary International PI resources including Zone and RI level. The district will utilize this as a collaborative effort to share and receive best practices that are available

- b. The District PI Chair will communicate and collaborate with the District Membership Chair, the District Foundation Chair, and the District PolioPlus chair and other district committee chairs to cross promote activities and support each area's efforts

D. PUBLIC IMAGE TRAININGS

Our TEAM will develop and maintain training programs to provide a consistent message of how to create marketing pieces that comply with RI guidelines and requirements. Our aim is to help them understand the significant value and role of public image in the health and growth of their club and Rotary District 5890.

- Attendance at trainings for District Executives, Assistant Governors, District Committee Chairs, Club Executive Officers, Committee Chairs and Club Members
- Our TEAM will provide promotional materials and videos for district and club websites, Facebook, and press releases to clubs for developing their public image outreach
- These district and club trainings include:
 - a. Governor Elect's "District Leadership Training" for incoming leadership team (February)
 - b. Lone Star PETS (February/March)
 - c. Club Leadership Training (District Assembly) (April)
 - d. Vibrant Club Training
 - e. Club Virtual or In-Person Trainings (held periodically throughout year with individual clubs)
 - f. End Polio Now Events
 - g. TRF Foundation events/dinner events
 - h. District Conference (May)
 - i. Annual District 5890 ClubRunner Virtual Training (by ClubRunner's team of experts)

E. SPEAKERS LIST FOR CLUB USE

Our District 5890 website will have a page dedicated to listing excellent speakers and programs which have been suggested/vetted by our Rotary clubs. Many of these speakers are Rotarians and Rotaractors with specific messages about projects, grants, professional development, etc. Speaker information will be updated as speakers are suggested/nominated.

F. WEBSITE: DISTRICT 5890 COMMITTEES WEBPAGES

Our District 5890 Webmaster will create and update a custom landing webpage for each of the following committees based upon needs from each respective chairs, and district governor:

- Rotary Foundation
- Membership
- Public Image
- End Polio Now
- For Club Presidents (Resources)
- Come Serve With Us (invitation to non-Rotarians to volunteer alongside our members)
- District Secretary
- District Treasurer
- District 5890 Rotary Leadership Institute (RLI)
- Interact
- Rotaract
- Rotary Youth Exchange
- EarlyAct FirstKnight Character Development Project
- RYLA
- Task Force to End Human Trafficking
- Project "Operation Pollination"
- Peace Committee/Empowering Girls and Women
- Community Service
- District Conference

- Dakota Peace Grove Environment Project
- Books for the World
- Guerrero Clinic

G. PUBLIC IMAGE ASSETS - ROTARY DISTRICT 5890

The following assets are available for clubs to use at their events, fundraisers, galas, etc. with the understanding that if the item(s) are damaged while in their possession, the club will replace the item with an exact item. To reserve items, club presidents must contact our District 5890 Assets Chair, Charlie Buscemi, to complete the required form regarding date needed, the Rotarian responsible for picking up the asset(s), and timely return of asset(s) in the same condition as when it was picked up.

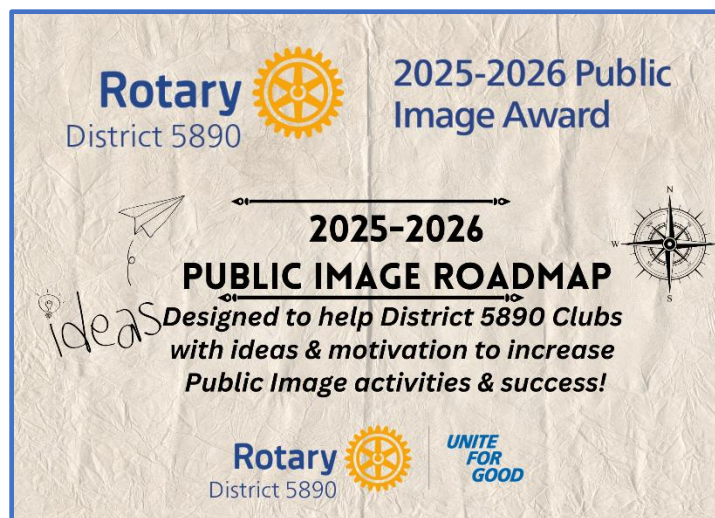
- Custom District 5890 “Rotary Foundation” tent (with 1/2 wall side panels, full back panel, and tent tear drop flags)
- Custom District 5890 “Rotary Foundation” tablecloth
- Custom District 5890 tent with D5890 Logo (with side panels)
- Tent with “Rotary” logo
- Custom District 5890 tablecloth with D5890 Logo
- Six (6) Custom District 5890 Feather banners with D5890 Logo & URL
- 6 Feather Banners (2: Come Join Us, Rotary Service Communities, Rotary Changing Lives)
- Six (6) Custom Areas of Focus retractable banners with D5890 logo and URL
- Custom “Four-Way Test” retractable banner with D5890 logo and URL
- Custom “Object of Rotary” retractable banner with D5890 logo and URL
- Custom “Join Rotary” retractable banner with D5890 logo and URL
- Four “People of Action” retractable banners
- 2 District 5890 “Rotary Leadership Institute” (RLI) retractable banners

H. SUCCESSION PLAN: DISCOVERING & DEVELOPING COMMITTEE TEAM OF THE FUTURE!

- Actively seek qualified and skilled Rotaractors and Rotarians to serve on the committee based upon their qualifications (club website, social media platforms, professional experience and Rotary “experience”, and recommendations)
- Access vacancies we need to fill on our TEAM
- Ask current and past club public image committee members to consider joining TEAM
- Share expectations of their role
- Begin inviting them to participate in TEAM meetings and trainings
- Transition the new members into their role and provide them with ongoing training
- Encourage attendance at RMDTI & Zone Institutes (ask DG to have funds in their budget)

I. “DISTRICT 5890 PUBLIC IMAGE ROADMAP” AWARD:

- This promotes and gives clubs a roadmap to develop a strategic plan and understand the importance of public image for their club
- Award requirements will be published on our district website, emailed to club’s executive officers and committee chairs
- District 5890 Public Image Club of the Year will be recognized at the Vibrant Club Training.
- Our committee will also visit each club that participated to present their award and also stress to their members the importance of utilizing all public image assets to promote their club in the community
- Rotaract clubs are strongly encouraged to participate in this challenge!



<p>Rotary District 5890</p> <p>UNITE FOR GOOD</p> <p>Club website & social media sites must use Rotary International's compliant club logos which became official in 2013 & required use was on June 30, 2023)</p>	<p>2025-2026 ROTARY DISTRICT 5890 PUBLIC IMAGE ROADMAP</p>		<p>Rotary District 5890</p> <p>Public Image Committee</p>
<p>Category 1: CLUB PUBLIC IMAGE TEAM</p> <p>Creating a strong team will lead to success!</p> <ol style="list-style-type: none"> 1. By September 1 2025, have a team of at least 4 members that meets quarterly or more 2. Create Club Public Image Team goals 3. Promote club public Image activities, team members & resources on club website 4. Identify roles/responsibilities of team members 5. Have a succession plan to ensure continuity 6. Create new PI initiatives for your club 	<p>Category 4: CLUB SOCIAL MEDIA</p> <p>A great and inexpensive way to communicate with your members and the public.</p> <ol style="list-style-type: none"> 1. Have at least two club social media accounts 2. Promote at least two club programs /projects, each month 3. Utilize People of Action materials at least 10 times in social media posts 4. Develop, promote, and utilize club's hashtag (#) on social media 5. Create and post at least two videos promoting a club project or Rotary initiative (Use D5890 or RI) on social media 6. Other significant & innovative social media initiatives 	<p>Category 7: OTHER</p> <p>While communicating with club executive officers is important, there are some messages that need to be broadcast to all club members as well.</p> <ol style="list-style-type: none"> 1. In Rotary Club Central, set your PI goals 2. Promote Rotary's World Polio Day & submit your event to Rotary at EndPolio.org or local news 3. Invite members to share their favorite project(s) 4. Feature Rotary's monthly themes on club social media / videos / newsletters 5. Create and maintain a club calendar on club's website that includes club & district events 6. Create & maintain a club library/resource toolbox with proven tips & guides (Can use D5890's) 7. Promote your club's projects/events at meetings 8. Other significant/innovative public image projects 	
<p>Category 2 TRAINING/COMMUNICATION</p> <p>Having a clear path of consistent communication will pay dividends, but it doesn't happen accidentally.</p> <ol style="list-style-type: none"> 1. Club submitted name of Public Image team leader/chair to Rotary.org as club officer 2. Have or attend at least two Public Image presentations / training meetings for your club 3. Club PI Team has completed a least 2 Public Image courses in Rotary's Learning Center 4. Identify and promote at least 10 club events or projects on club website & social media 5. Use D5890's "New Year" Checklist with activities or objectives club PI team can accomplish 6. Club PI members attend the April 2025 Club Leadership Training or other PI Training 7. Other significant & innovative communication 	<p>Category 5: STORYTELLING & PROJECT PROMOTION</p> <p>We need to tell our stories to the public, so creating & maximizing ways to interact with the media is a must! Consider all print media, radio, online news, & local TV!</p> <ol style="list-style-type: none"> 1. Promote at least 3 club events in local traditional media (print/electronic newspapers, radio, etc.) 2. Promote club's projects on "Rotary's Service Project Center" (was Rotary Showcase: www.spc.rotary.org/) 3. * Submit 2 Press Release* to media about projects 4. * Submit a Press Release* to media about club's grant project (district and/or global grant) or article promoting The Rotary Foundation's goals 5. * Submit at least 3 media stories about club 6. Other significant & innovative club communication <p>(*See Press Releases on Public Image Tab D5890 website. Submit copies to Tommie5890@SuddenLink.net for posting on D5890 website & social media.)</p>	<p>Recognition Levels:</p>	
<p>Category 3 BRAND CONSISTENCY</p> <p>Making Rotary memorable starts with consistency of brand.</p> <ol style="list-style-type: none"> 1. Club website & social media sites must use Rotary International compliant club logos 2. Conduct training or a presentation for your club highlighting importance of proper branding 3. Conduct audit of club website & social media 4. Club's materials at meetings, website & social media are brand compliant 5. Regularly update your social media sites 6. Club's social media adheres to brand standards 7. Other significant & innovative communication 	<p>Category 6: PARTNERSHIPS</p> <p>Acting individually reduces impact and creates redundancy, so partner to promote your club</p> <p>Partner with:</p> <ol style="list-style-type: none"> 1. Another Rotary club in at least one Public Image initiative (promote project) 2. Another organization to leverage promotion of your Rotary club (local Civic Club, Chamber, Food Bank, hospital, etc.) 3. Your club's Rotary Foundation (TRF) Committee to promote district or global grant, PolioPlus, or about The Rotary Foundation 4. Club Membership Committee team to promote benefits of joining Rotary 5. Rotary's Strategic or Collaborative Partners 6. Club's PolioPlus Committee for Polio awareness 7. Other significant & innovative club communication 	<p>Deadline to complete activities: August 15, 2026 (Email Checklist to: Tommie5890@SuddenLink.net)</p>	
<p>CHALLENGE AWARD LEVELS:</p> <ul style="list-style-type: none"> • "District 5890 Public Image Citation": Complete 1-3 of the activities in each category • "District 5890 Public Image Citation With Distinction": Complete THREE of the activities in each category • "District 5890 Public Image Club of the Year": Club with the MOST ACTIVITIES achieved in Categories 1-7 			
<p>Using Rotary's Four-Way Test, I hereby certify that this information is true & accurate.</p> <p>Name: _____</p> <p>Email: _____</p> <p>Rotary Club of: _____</p>			

We also have an Excel spreadsheet for clubs to use for tracking and reporting their progress/success.

J. THESE KEY MESSAGES WILL BE CONVEYED TO ALL CLUBS:







- Share your "WHY" story so non-Rotarians understand your club's IMPACT!
- Use storytelling to tell your "WHY" story to clearly broadcast your club's purpose and vision.
- Your club's interactions with the community greatly **influence how people think** about Rotary.
- Because just knowing about Rotary often isn't enough to spark people's interest and spur them to get involved

- When people understand **what your club does** to make the world a better place, they'll be motivated to support your efforts and get involved. Strengthening Rotary's public image in your community will help you attract members, volunteers, partners, and donors
- Promoting your club's good work in the local news media and on social media can also **engage current members**. Keeping members involved is much easier when they take pride in your club's accomplishments
- People in the community are more likely to **donate their time and money** when they see the impact of your club's projects. It's also easier to find local partners to work with when they know and trust your club
- Enhancing your club's public image also helps your club **stand out** from all the other opportunities that members of your community have to donate, volunteer, and get involved
- As a Rotary member, you are an ambassador for our brand. Because you have direct experience with Rotary, **you are in the best position** to raise awareness and understanding among those who don't know us
- Help your club **build a strong public image** in your community:
 - Publicize your projects and activities to influence how your club is perceived.
 - Share stories about how your club's projects affect the lives of people in your community.
 - Present your club as vibrant and your members as people of action.
- **Social Media:** Post photos that reflect your club's diversity. Share news and personal stories about club projects and events. Invite your followers to learn more about your activities by providing links to your club website
- **Events:** Plan activities that are of interest to your community. Encourage the public to participate in your events to build awareness of and support for your club
- **Website:** Make sure your website shows up-to-date information about your club and its activities. Use images and videos that feature club members working together, having fun, and making positive changes in the community. Update your website frequently
- **Partnerships:** Work with local organizations to increase both your visibility and your impact
- Use the 2025-2026 "New Year Checklist" and the "2025-2026 Rotary District 5890 Web Presence Audit" below to help your club's Public Image Committee create an up to date & compliant web presence.

2025-2026 DISTRICT 5890 ROTARY YEAR CHECKLIST	
<p>Website Audit</p> <ul style="list-style-type: none"> ✓ Use correct, compliant Club logo - see examples → ✓ Add/Update your Weekly Speakers ✓ Add/Update your Club's Events Calendar ✓ Add new stories weekly ✓ Update Club President's message ✓ Does your club own your Domain Name? Who does? <p><i>Need FREE Rotary Promo Videos? See "Videos, Photos, Social Media Ads" Tab on our D5890 Website!</i></p>	<p>Above are Rotary Club Logo Layout Options Approved by Rotary Int'l</p> <p>Above: The "Logo Lockup" layout option should not be used as a Club Logo. It is only to be used to show a relationship between your club and partners, sponsors, programs, or club events.</p>
<p>Social Media</p> <ul style="list-style-type: none"> ✓ Update your Profile Photo and Cover Photo ✓ Check your About Us section for accuracy (include website address, contact name, phone, and email near top of section) ✓ Who are Administrators? (Assign multiple members) ✓ Help your members understand the importance of interacting with your Club's Content... ✓ Make sure you are a PUBLIC PAGE not a CLOSED GROUP ✓ Add fresh posts each week about upcoming meeting/speaker/event ✓ Take 5 minutes in your next meeting and ask members to go page and "like" it ✓ Help your members understand the importance of interacting with your Club's Content ✓ Create a weekly content posting calendar! Keep page fresh! Consistency creates followers! <p>Printed Club Materials, Photos, Videos & More!</p> <ul style="list-style-type: none"> ✓ Create a Club Brochure in Brand Center (No Login Required: https://rotary.org/brandcenter) ✓ Create Business Cards In Brand Center, search for "wallet card" ✓ Ask 3-4 Rotarians to be the official club photographers at meetings, events, and service projects & post the best ones on website & social media ✓ Have a club video or favorite Rotary Int'l video? Insert the URL link to your Email Signature stating "I'm a proud Rotarian...here's why!" ✓ Add Email Signatures to your emails. Example: "TO CONNECT LOCALLY, VISIT MY (INSERT CLUB NAME) ROTARY CLUB AT WWW.?????.ORG. TO FIND A CLUB IN THE GREATER-HOUSTON AREA VISIT WWW.ROTARYD5890.ORG. FOR INSPIRATION ON ROTARY'S GLOBAL IMPACT, VISIT ROTARY INTERNATIONAL AT WWW.ROTARY.ORG." ✓ Create a club video to promote your events & activities in the community, and post because...seeing is believing! ✓ Get to know your local media (newspaper, online community news, radio, etc.) & invite to all club events! ✓ Make sure club members have updated their email addresses/contact info in ClubRunner & My Rotary 	<p>REMEMBER TO: Tag Members/Pages/Partners</p> <ul style="list-style-type: none"> • LIKE & Use HASH TAGS: • SHARE #RotaryD5890 • COMMENT #RotaryinHouston • CHECK-IN #PeopleOfAction <p>#ServiceAboveSelf #ServeToChangeLives</p> <p>Create a # for your club but research beforehand to make sure it isn't already taken!</p> <p>Rotary District 5890</p>

2025-2026 Rotary District 5890 Web Presence Audit shown below.

While working with Rotary International's Marketing, Branding and Membership teams during our "Rotary District Membership Marketing Pilot Program" we shared this D5890 asset to them. They shared our audit checklist in their edition of January 2023 issue of "Rotary Leader" making it available to all Rotary clubs.

 Rotary District 5890		Public Image Committee
Rotary District 5890 Public Image Committee: <i>Tommie Buscemi</i> (tommie590@suddenlink.net), <i>Charlie Buscemi</i> (c)713-598-7129		
2025-2026 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. Below are examples of correct logos. The old logo with two color wheel (blue & yellow) was retired in 2013!		
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div>		
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?		

Above: Page 1 of 2 of Checklist/Audit



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

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>

Above: Page 2 of 2 of Checklist/Audit

For questions and concerns about the above information, please contact Tommie & Charlie Buscemi with the Rotary District 5890 Public Image Committee:
Charlie prefers: Cell: 713-598-7129, CJSB@SuddenLink.net
Tommie prefers: Email: Tommie5890@SuddenLink.net
Or reach both at their office: 281-359-7193