

ROTARY YEAR CHECKLIST

Website Audit

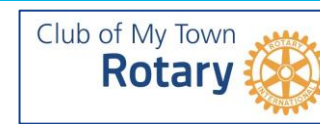
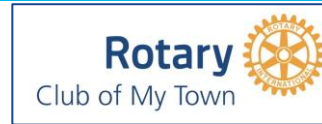
- ✓ Update your club's logo
- ✓ Add/Update your Weekly Speakers
- ✓ Add/Update your Club's Events Calendar
- ✓ Add new stories weekly
- ✓ Update Club President's message

Social Media

- ✓ 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 a new post about an upcoming meeting/speaker/event weekly
- ✓ 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!

Printed Club Materials, Photos, Videos & More!

- ✓ Create a Club Brochure on Brand Center
- ✓ Create Business Cards
- ✓ 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 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.ROTARY5890.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 in ClubRunner & My Rotary**



Above are the only 3 Rotary Club Logo Layout Options Approved by Rotary Int'l



The "Logo Lockup" layout option above is NOT to be used as a Club Logo. It is only to be used for a Club Project, Event, or club's Partner on Project or Event



REMEMBER TO: Tag Members/Pages/Partners & Use HASHTAGS:

- **LIKE** #RotaryD5890
- **SHARE** #PeopleOfAction
- **COMMENT** #ServiceAboveSelf
- **CHECK-IN** #ServeToChangeLives

Create a # for your club but research beforehand to make sure it isn't already taken!