



2021-2022 Rotary District 5890: Website & Facebook Checklist

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 section your club.	
To correct the 5 items below, see Page 2, **** How Do I View & Edit Club Information	
1. Correct club logo displayed? (Not Theme logo/photo, etc.) Yes / No	
2. Is meeting time & location correct? Yes / No (club needs to verify)	
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".	
4. Does club appear on the District 5890 Map of Clubs? Yes / No	
5. When their club location icon on map is clicked, is info correct ? Yes / No (club needs to verify)	
CLUB'S WEBSITE (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? 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:	
-------------------------	--

CLUB LOGOS

The yearly "President's Theme" (this year's is "Serve To Change Lives") 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.

Below are correct logos in color options & club name positions: (Note: All logo options can be created in these colors, & white)



Preferred: Name Below (Black option) - **Alternate #1: Name Above/Below (Full Color option)** - **Alternate #2: Name Above (Azure Blue)**

Watch Rotary International's 4-minute video "How To Create A Club Logo": <https://www.youtube.com/watch?v=YLEqiRFOE68>

[Click here](#) for Rotary's 2-page "Club Logos At A Glance" Quick Reference Guide in PDF

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

- 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

***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>

ClubRunner Support Articles (lots of how-to info. Type your question in "search" box for answer: www.clubrunnersupport.com

2021-2022 ROTARY DISTRICT 5890 / ROTARY REGION 36 (ZONES 25b & 29) GOALS:

- Clubs modernize outward presence to the public with up-to-date materials using Rotary Brand Center, especially with correct LOGOS
- Clubs share their projects/fundraisers and all global grants on Rotary Showcase & Facebook
- Clubs collaborate with Rotaract and Interact using People of Action Toolkit and share on Social Media Platforms (Facebook, Instagram, etc.)
- Make sure Interact and Rotaract club(s) are using their correct logos
- Don't know which club logo to use? For help, contact Tommie Buscemi at tommie5890@SuddenLink.net