

NEW YEAR CHECK LIST

PUBLIC IMAGE

It is good practice to routinely review your Rotary Club's information across the numerous sources that people use to learn about your club. When club officers are transitioning into their new roles it is a great time to complete this task. We recommend checking that your logos are following Rotary International's brand usage guidelines.



Complete a Website Audit

- Review your Club's Logo
- Update the Presidential Message (formerly theme)
- Add/Update your Weekly Speakers
- Add/Update your Club's Events
- Add fresh content to the Home Page Weekly



Social Media

- Review your Profile Picture and Cover Photo - be sure you are using something other than the "wheel" alone. The recommended profile picture is your club's logo created at the Brand Center or downloaded from Rotary6000.org (scan QR code)
- Check your ABOUT US page for accuracy
- Know your ADMINS and have multiple members assigned
- MAKE SURE you are a public page and not a closed group
- Add a new post about an upcoming meeting/speaker/event
- Take 5 mins in your next meeting and ask your members to go to the page and "like" it. Help your members understand the importance of **INTERACTING** with your Club's Content. Commit to posting weekly content about your club. Use TAGS (@people/pages/partners) and use Hashtags: #PeopleOfAction #ServiceAboveSelf #CenterOfService



Don't Forget

- Printed Materials such as Brochures, Flyers or Rack Cards, Business Cards and Attend a Meeting Cards
- Email Signatures



District 6000
& Club Logos