Public Image is Rotary's ROCKSTAR…. It is……. EVERYTHING
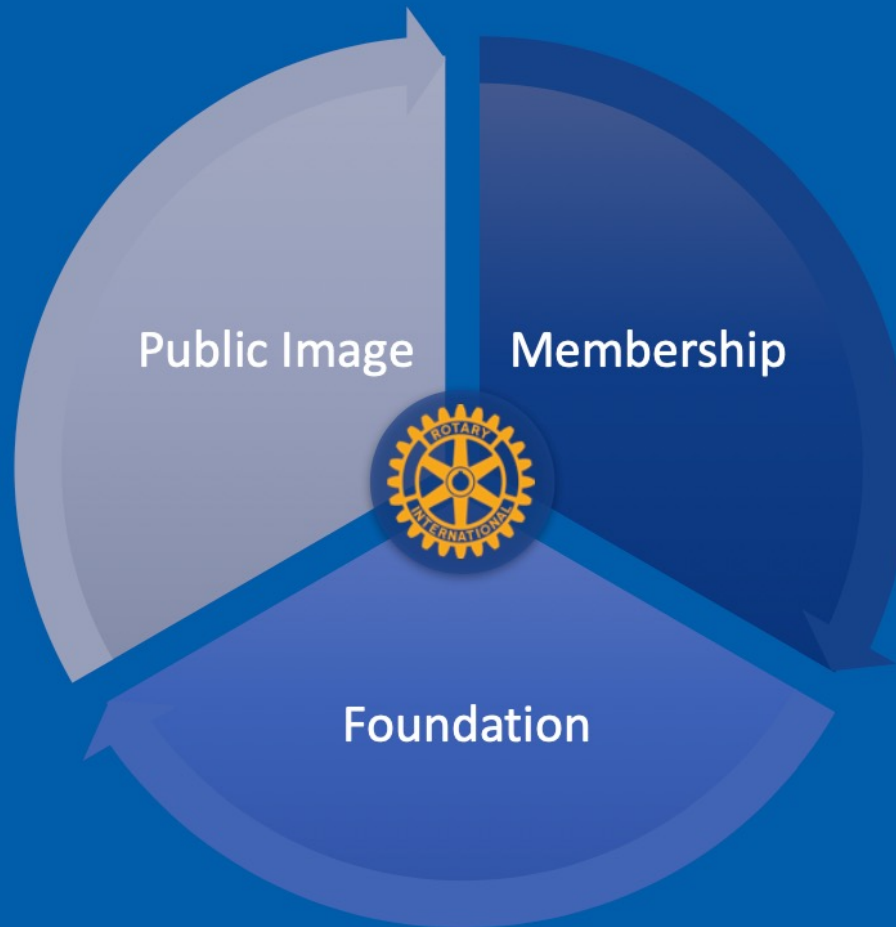

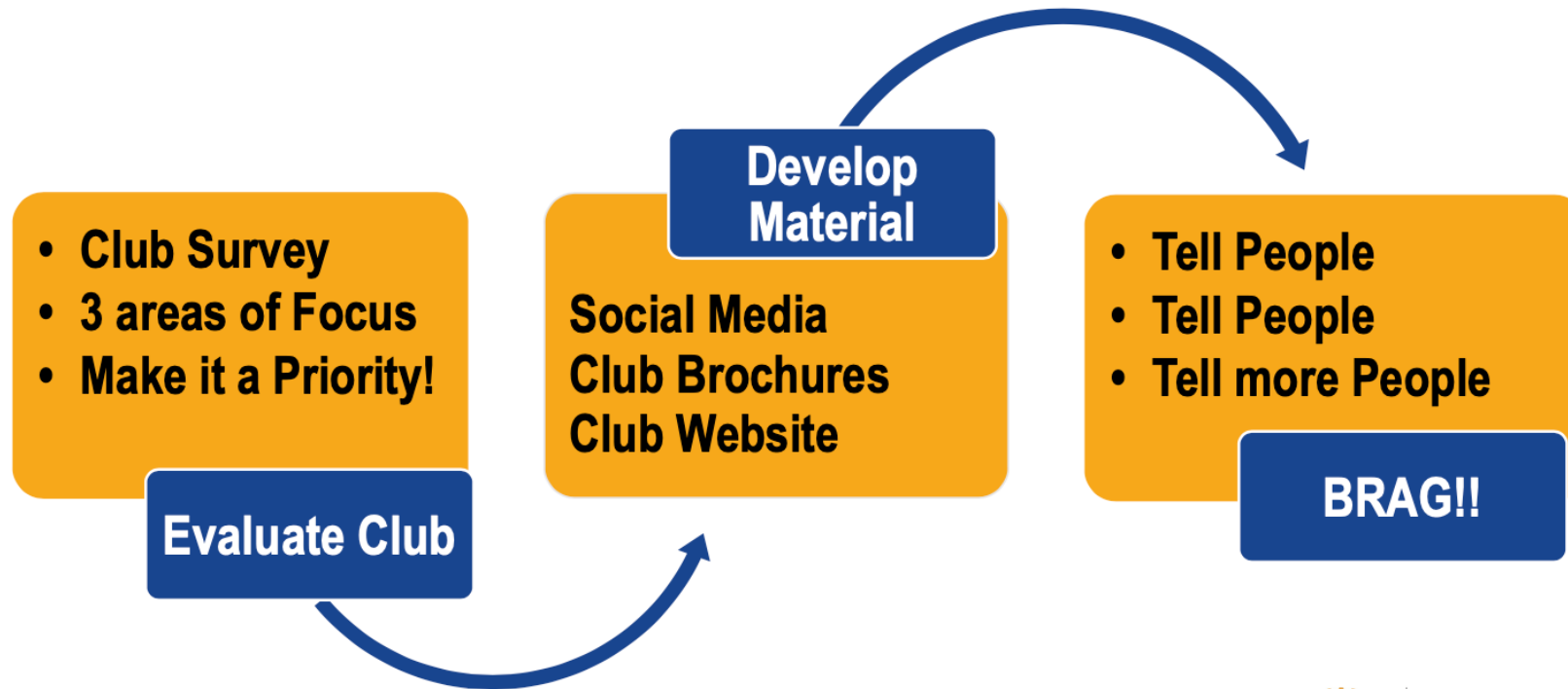- Public Image - PI ROCKSTAR'S - Scott Naumann, Shawn Mullen & Gretchen Nollman

Public Image is...... EVERYTHING

Public Image is…… EVERYTHING

THE IMPORTANCE OF PROPER BRANDING

Public Image is…… EVERYTHING

AUDIT HOW YOU LOOK ON SOCIAL MEDIA

- **#1 MAKE SURE YOUR CLUB IS A PUBLIC PAGE and not a GROUP PAGE.**

- **Check your about us section-**

- **Meeting location?**

- **Does it hyperlink back to your website?**

- **Updated logos?**

- **Timeline Photo – (action representing club)**

- **Profile Photo – (recognizable logo)**

- **Do you have a pinned post?**

- **How does it look on other devices**
  - **Mobile/Desktop/Tablet**

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Public Image is…… EVERYTHING

Facebook & YouTube

- **8 Billion video views per day** on Facebook
  (**grew** from <u>4</u> Billion to <u>8</u> Billion in just 8 months)
- In 2019, **80%** **of all Internet traffic will be video**
- YouTube: Video use increases by **100%** each year
- **92%** of mobile video consumers share video with others
- Companies using videos have **41% more web traffic**
- **A social video generates *1,200% more "Shares"* than text and images COMBINED!**

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Build Awareness for Rotary International

Resources to follow for Content

- www.MyRotary.org
- Facebook @rotary
  - @rotarydistrict5870
- Twitter @rotary
- YouTube @rotary
- Vimeo search Rotary
- Pinterest search Rotary
- Facebook GROUPS

WE ARE THIS CLOSE
TO ENDING POLIO

Now is our chance to change the world. To make
sure no child is disabled by polio ever again.
Join in. Speak out. Donate. Be a part of history.

endpolionow.org

Rotary

ThisClose

John Cena

Rotary | District 5870
Central Texas

Public Image is...... EVERYTHING

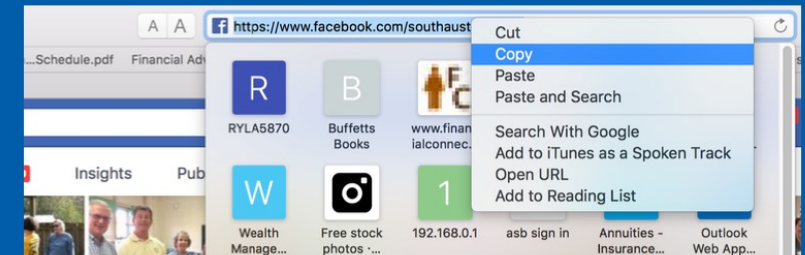## GET MORE "LIKES" AND BUILD YOUR AUDIENCE

START BY TAKING 5 MINS IN YOUR NEXT MEETING AND ASKING EVERYONE TO GET THEIR PHONES OUT RIGHT NOW AND LIKE THE PAGE.

NEXT ASK THEM TO "INVITE" THEIR FRIENDS TO LIKE IT.
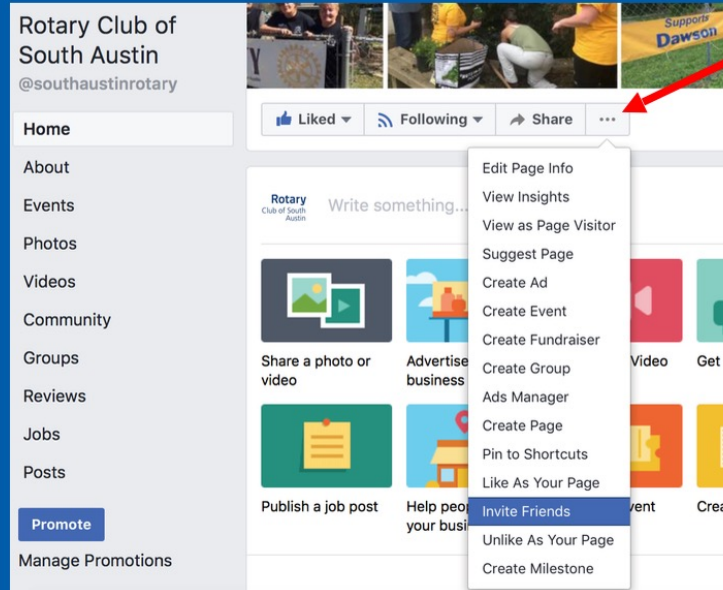
Develop a step by step email and send it out to members with a link that they can easily click on and get to the club page.

You can copy & paste the page URL!

Content... Content... Content!

- Take photos & videos of Club meetings, socials, projects/events, awards
- Invite fans/friends to meetings, events & projects
- Use content found on the Facebook pages of projects the club supports. For example, if your club supports the local homeless shelter, share some of their content from time to time.
- Use Rotary Branded quotes & videos (You Tube & Vimeo)

Rotary D6000

Public Image is…… EVERYTHING

IN CONCLUSION

BRAND - CENTER OF SERVICE
ATTRACT - INNOVATORS
USE -YOUR RESOURCES
BE - PREPARED FOR MEDIA
THINK – PEOPLE OF ACTION
SHARE - SOCIAL MEDIA - @ & # & INTERACT

Q&A - OPEN

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