

A group of business professionals in an office setting. A woman in a grey blazer is pointing at a tablet held by a man in a dark suit. Another man in a dark suit is visible on the left, holding a coffee cup. The background is a bright office with large windows.

SOCIAL MEDIA PLANNING

People of Action

From District to Club – Telling your Story

Understanding Hashtags?



#PeopleOfAction

What is a Hashtag?

In Seattle, #Rotary members are building 400 square feet tiny houses to provide shelter and stability for the homeless. #peopleofaction



How to use a Hashtag?



Use in all social media – Facebook, Instagram, LinkedIn, YouTube

Building People Of Action Stories



Focus on
Relevant
Community
Challenges



Describe
the Actions
You
Took



Show
Collaboration
&
Partnerships



Include the
Beneficiaries



Illustrate the
Impact on the
Community



In Seattle, #Rotary members are building 400 square feet tiny houses to provide shelter and stability for the homeless. #peopleofaction








TOGETHER, WE

TRANSFORM

Rotary  PEOPLE OF ACTION





TOGETHER, WE

EMPOWER

Rotary




PEOPLE OF ACTION

A science teacher, an older man with glasses and a white lab coat, stands behind a black lab bench. He is looking down at a young boy who is holding a flask containing a yellow liquid. A young girl, also wearing safety goggles, is looking on. The lab bench is cluttered with various glassware, including several brown bottles with green caps, a beaker, and a Bunsen burner. In the background, a whiteboard is visible with several chemical equations written on it. The overall scene is a chemistry laboratory setting.

TOGETHER, WE

LEARN

A group of five people, three men and two women, are gathered in a wood shop. They are all looking at a wooden structure that is being worked on. One man is using a hand saw to cut a piece of wood. The others are observing and talking to him. The background shows stacks of lumber and a wooden wall.

TOGETHER, WE

MENTOR

A photograph of a group of young people in a classroom or meeting setting. In the foreground, two men are shown in profile, looking towards the right. The man on the left has long, curly brown hair tied back and a beard, wearing a light blue button-down shirt. The man on the right has short dark hair, wears glasses, a small earring, and a white patterned shirt with a blue lanyard. In the background, other people are blurred, including a woman in a red top and a man in a dark shirt. A white wavy banner at the bottom contains the text "TOGETHER, WE PROMOTE PEACE".

TOGETHER, WE

PROMOTE PEACE



TOGETHER, WE

SAVE LIVES

Rotary



PEOPLE OF ACTION



[HOME](#)

[OUR BRAND](#)

[DOWNLOADS](#)

[TEMPLATES](#)

[People of Action materials](#)

[VIEW](#)



Welcome to the Rotary Brand Center

What would you like to do today?





YOUR SOCIAL MEDIA CHECKLIST

YOUR PUBLIC AND INTERNAL FACE

Facebook

**Connected
to Instagram**

LinkedIn

Events

YouTube

Speakers

Community Actions

Website

Updated

Listing of meetings
with connection to
Membership

YOUR SOCIAL MEDIA CHECKLIST

YOUR PUBLIC AND
INTERNAL FACE

Home Page | Rotary
District 6440



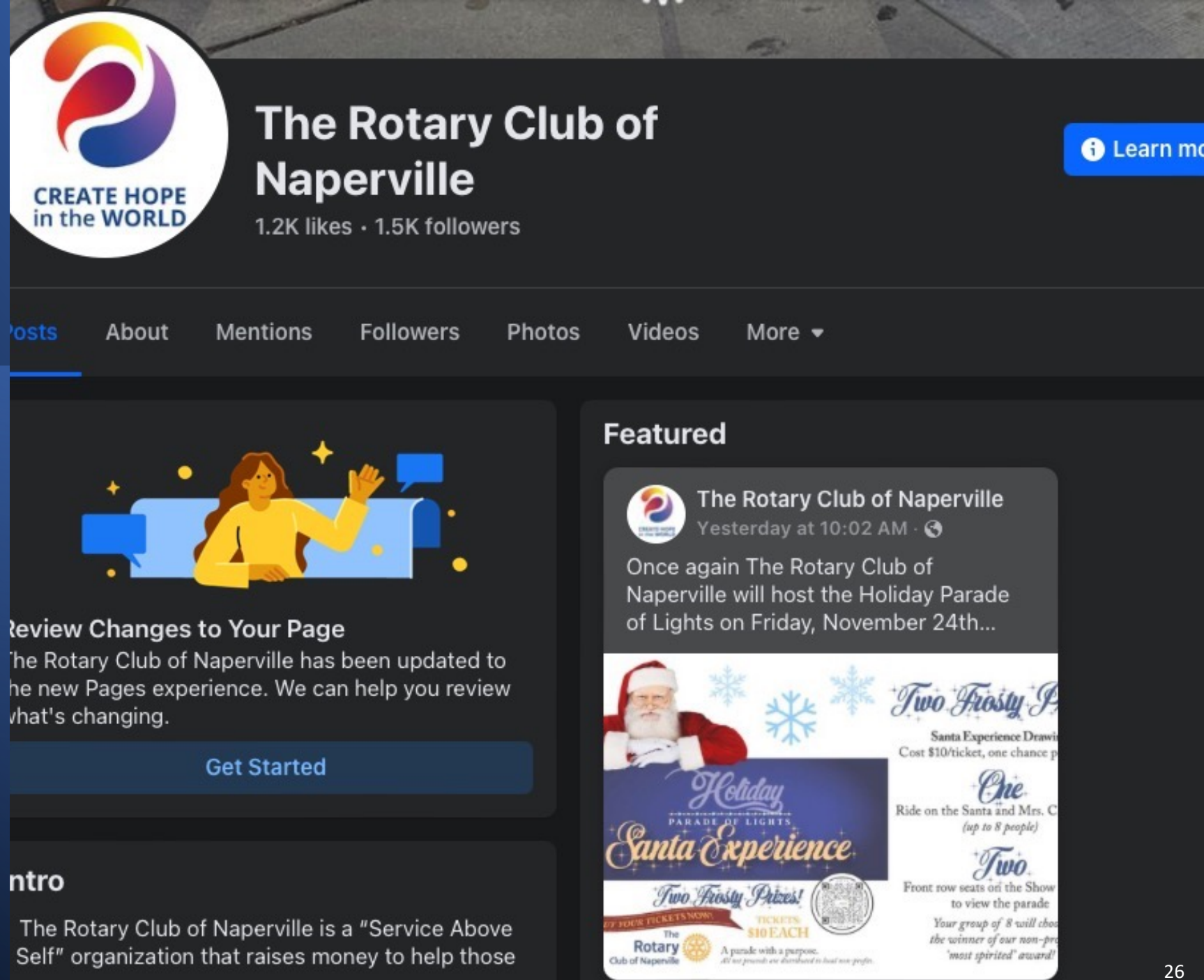
YOUR SOCIAL MEDIA CHECKLIST

YOUR PUBLIC AND
INTERNAL FACE



YOUR SOCIAL MEDIA CHECKLIST

LANDING PAGE



The screenshot shows the Facebook profile of The Rotary Club of Naperville. The profile picture is a circular logo with a stylized 'R' in orange, yellow, and blue, with the text 'CREATE HOPE in the WORLD' below it. The page name is 'The Rotary Club of Naperville' with 1.2K likes and 1.5K followers. A blue button with an information icon and the text 'Learn more' is in the top right. The navigation bar includes 'Posts', 'About', 'Mentions', 'Followers', 'Photos', 'Videos', and 'More'. The main content area features a post titled 'Review Changes to Your Page' with an illustration of a woman and a 'Get Started' button. Below this is an 'Intro' section. To the right, a 'Featured' section displays a post about the 'Holiday Parade of Lights Santa Experience' with a festive graphic showing Santa, snowflakes, and ticket information.

The Rotary Club of Naperville
1.2K likes · 1.5K followers

[Learn more](#)

[Posts](#) [About](#) [Mentions](#) [Followers](#) [Photos](#) [Videos](#) [More](#)

Review Changes to Your Page
The Rotary Club of Naperville has been updated to the new Pages experience. We can help you review what's changing.
[Get Started](#)

Intro
The Rotary Club of Naperville is a "Service Above Self" organization that raises money to help those

Featured

The Rotary Club of Naperville
Yesterday at 10:02 AM · 🌐

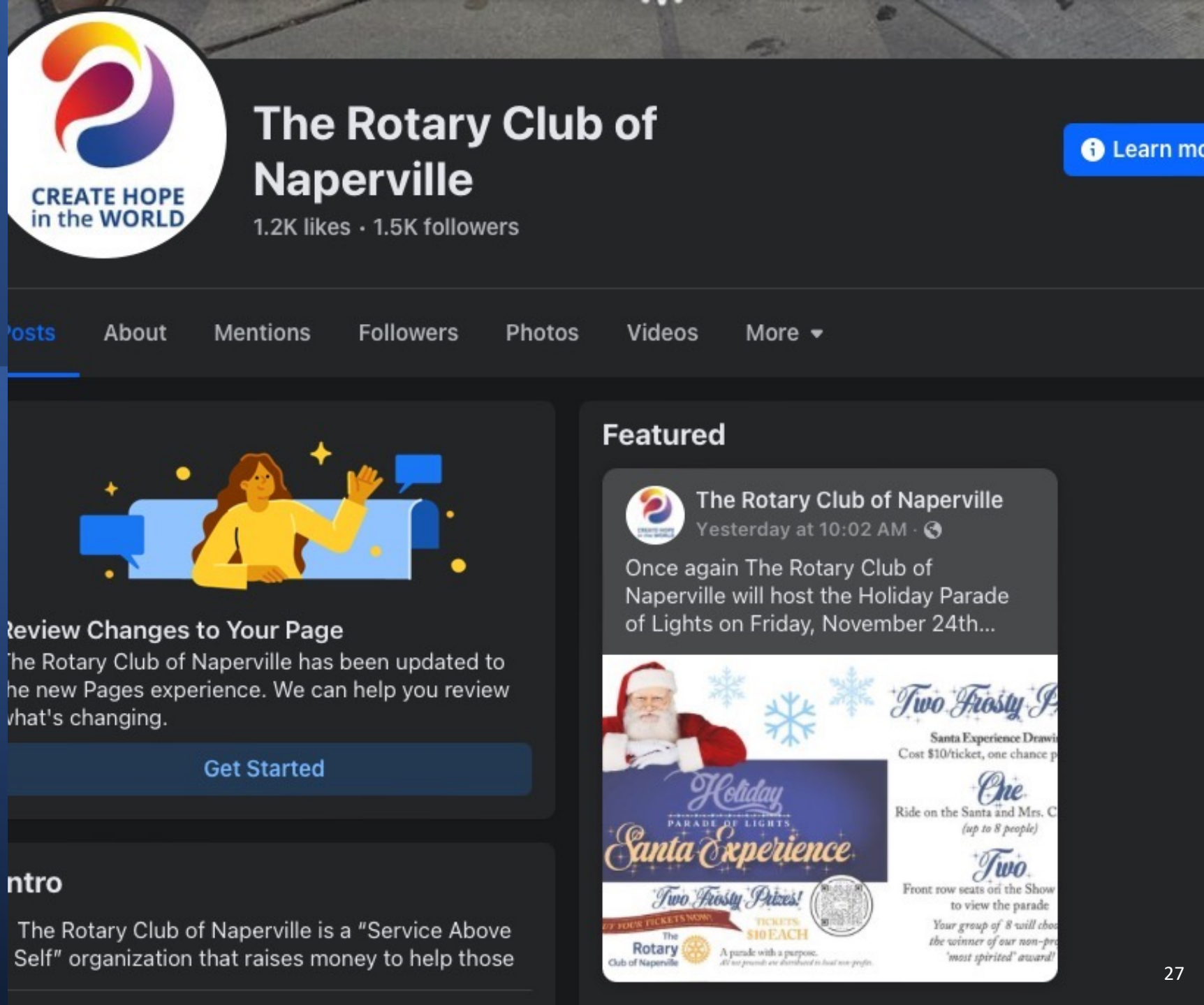
Once again The Rotary Club of Naperville will host the Holiday Parade of Lights on Friday, November 24th...

Holiday Parade of Lights Santa Experience
Two Frosty Prizes!
Santa Experience Drawing
Cost \$10/ticket, one chance per ticket
One
Ride on the Santa and Mrs. Claus (up to 8 people)
Two
Front row seats on the Show to view the parade
Your group of 8 will choose the winner of our non-profit "most spirited" award!

Two Frosty Prizes!
OF FOUR TICKETS NOW! TICKETS \$10 EACH
The Rotary Club of Naperville
A parade with a purpose. All net proceeds are distributed to local non-profits.

YOUR SOCIAL MEDIA CHECKLIST

ABOUT YOU



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The Rotary Club of Naperville
1.2K likes · 1.5K followers

[Posts](#) [About](#) [Mentions](#) [Followers](#) [Photos](#) [Videos](#) [More](#)

Review Changes to Your Page
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[Get Started](#)

Featured

The Rotary Club of Naperville
Yesterday at 10:02 AM · 🌐

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Intro
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YOUR SOCIAL MEDIA CHECKLIST

POSTS

y Club of Naperville



s to Your Page

Naperville has been updated to
erience. We can help you review

Get Started

of Naperville is a "Service Above
n that raises money to help those

ofit organization

naperville.org

bsite



The Rotary Club of Naperville

9h · 🌐

Thank you to Tim Pabich from [Magnitech](#) for speaking at our Club meeting yesterday. Tim provided some valuable insight into the changing world of cybersecurity.



📣 Boost this post to reach up to 1918 more people if you spend \$14.

Boost post



Debbie Tatara, Ron Amato and 3 others



28

COMMUNITY EVENTS

YOUR SOCIAL MEDIA CHECKLIST



The Rotary Club of Naperville

1.2K likes · 1.5K followers

Posts

About

Mentions

Followers

Photos

Videos

More ▾

Events

Past



FRI, NOV 25, 2022

The Rotary Club Of Naperville Holiday

Downtown Naperville · Naperville
Event by The Rotary Club of Naperville



SAT, MAY 1, 2022

2021 Interna

Event by The F









YOUR SOCIAL MEDIA CHECKLIST

FOLLOWERS PAGE

Posts About Mentions **Followers** Photos Videos More ▾

Followers Search

Followers Following Mutual Following **Likes**

	Barbara Byington 322 mutual friends	Message		Wendy Hayum-Gross 515 mutual friends	Me
	Jeff Gross 232 mutual friends	Message		Patty Edwards-Lindstrom 220 mutual friends	Me
	Bill Mitchell 179 mutual friends	Message		Rachel M. Ossyra 416 mutual friends	Me
	Janice Anderson 476 mutual friends	Message		Alma Jones 284 mutual friends	Me

PHOTOS TELL THE STORY

YOUR SOCIAL
MEDIA
CHECKLIST




The Rotary Club of Naperville

Intro

The Rotary Club of Naperville is a "Service Above Self" organization that raises money to help those

 Page · Nonprofit organization

 Naperville, IL

 rotaryclubofnaperville.org

Promote Website

Photos

[See all photos](#)




 Like

 Comment

 Share




Write a comment...

 You're commenting as W. Hunter Byington.



The Rotary Club of Naperville

5d · 

This morning, members of the Rotary Club of Naperville participated in the JDRF One Walk at the College of DuPage. The JDRF One Walk is a fundraising event for research, advocacy, and support in the fight against type 1 diabetes.



Instagram

Social networking service



YOUR SOCIAL MEDIA CHECKLIST

YOUR PUBLIC AND INTERNAL
FACE

MEET US

YOUR SOCIAL MEDIA CHECKLIST



Meetings



Covid-19

lakeviewrotary

566 posts 1,121

Chicago Lakeview Rot

We meet Wednesdays

👉 👉 👉 Link in Bio 👉

🔗 portal.clubrunner.com

Followed by oakhillsrotary

LANDING PAGE AND SHARE

YOUR SOCIAL MEDIA CHECKLIST

Instagram

Home

Search

Explore

Reels

Messages

Notifications

Create

Profile

Threads

More



margahew...



kauhajoen...



berkeleyr...



therotaryc...



rotary_clu...



ptborotary



rotaryclub...



rotary_clu...



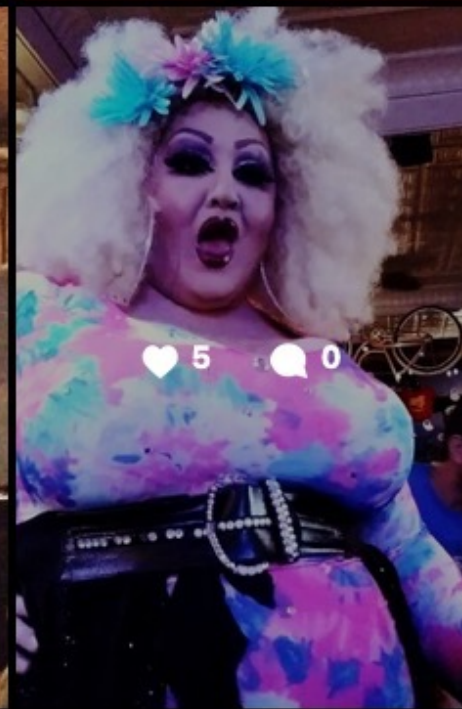
rotaryyep9640 and georgia_watts12 • 3d

leveviolao • Clocks - Coldplay



REELS OF FUN

YOUR SOCIAL MEDIA CHECKLIST





YOUR SOCIAL MEDIA CHECKLIST

YOUR PUBLIC AND INTERNAL
FACE

VIDEOS FOR THE
INTERNET

YOUR SOCIAL MEDIA CHECKLIST



Rotary District 6450

@RotaryDistrict6450 100 subscribers 236 videos

More about this channel >

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COMMUNITY

CHANNELS

Videos

▶ Play all



Rotary International's
President Gordon McInally...

18 views • 1 month ago



Rotary District 6450 installs
Conor Gee as 2023-2024...

34 views • 2 months ago



Slide show for Rotary 6450
District Governor Conor Gee...

23 views • 3 months ago



Rotary One pres
District 6450 Dis

3 views • 3 months ago

VIDEOS FOR THE INTERNET

YOUR SOCIAL MEDIA CHECKLIST

[HOME](#)[VIDEOS](#)[SHORTS](#)[PLAYLISTS](#)[COMMUNITY](#)[CHANNELS](#)

Bikes for Military Kids 2023

36 views • 3 months ago



**April 2023 District 6450 Grants
Management Seminar**

14 views • 5 months ago



**Rotary International Chooses Chicago
for 2023 Convention**

101 views • 7 months ago



**2022 Rotary District 6450 Global
Grants Management Seminar with PD...**

64 views • 10 months ago



**Nov 2022 District 6450 Rotary
Foundation Dinner - Why I Give by...**

8 views • 10 months ago



**District 6450 Rotary Foundation Dinner
- Quimistan, Honduras Simple School...**

10 views • 10 months ago



YOUR SOCIAL MEDIA CHECKLIST

YOUR PUBLIC AND
INTERNAL FACE

LinkedIn

Social media platform



BUSINESS CONNECTIONS

YOUR SOCIAL MEDIA CHECKLIST



A low-angle, close-up shot of a person's legs and feet as they run on a rocky trail. The person is wearing dark brown running shoes with red soles and light blue socks. The trail is covered with dry, yellowish-brown grass and small, light-colored rocks. The background is a blurred, hilly landscape under a bright sky.

Next Steps

Go here to get the slides

[https://bit.ly/](https://bit.ly/RotarySocialMediaSlides)

[RotarySocialMediaSlides](https://bit.ly/RotarySocialMediaSlides)

