

Rotary



PR 101

An overview of basic PR strategies and tactics to build and enhance your club's reputation.



Today's Topics

- What is 'Public Relations'?
- Resources Available to Help Clubs
- Rotary's Brand Identity and Voice
- Defining Success
 - Elevator Pitch
 - Website
 - Facebook
 - Instagram
 - Metrics
- Q&A



Dan Dubreuil

- Rotarian for 2 Years
- Rotary Burlington North
- Director of PR D7080
- Retired in 2018
 - 15 years in marketing
 - 15 years in consumer insights
- Enjoy instructing, fundraising, travel, skiing, guitar, singing and napping

James Weber

- Rotarian for 8 Months
- Rotary Passport Club South
- Vice President and Treasurer Elect of the Rotaract Club of Halton
- Co-Chairperson of the District 7080 Environment Committee
- Member of D7080 PR.
- Working in the Insurance Industry
- Enjoys chess, golfing, boxing.

Questions?



Please ask in Chat

Primary Goals of Most Rotary Clubs

- Raise funds for worthy causes
- Volunteer with community partners
- Increase / Maintain membership
- Create a forum to build personal relationships and have fun



**A positive image
or reputation
makes achieving
ALL these goals
easier.**

Rotary's Public Image

- Getting people to recognize Rotary's name is only a start
- Explaining what we do, and the impact we make, is essential to enhancing people's understanding and inspiring them to get involved.



Rotary unites leaders from all continents, cultures, and occupations to exchange ideas and take action for communities around the world.

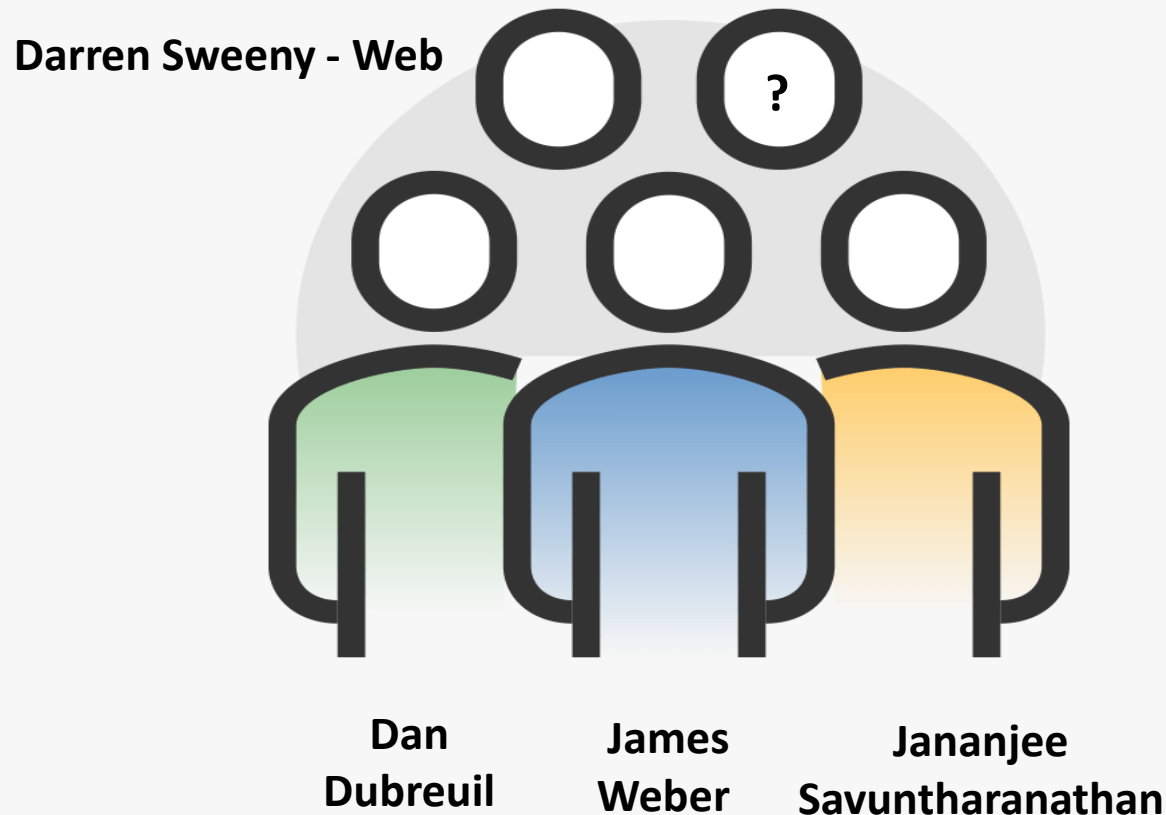


Rotary PR Resources



District 7080 PR Committee – Our Primary Goal

- Provide resources for district committees, clubs and members to enhance their Marketing and PR efforts.



Public Relations

Welcome

Resources

[Rotary PR Guide \(PDF\)](#)

[Quick Start Guide for Social Media \(PDF\)](#)

[Quick Start Guide for Club Website \(PDF\)](#)

[Rotary Visual Identity Guide \(PDF\)](#)

[Rotary fact sheet \(PDF\)](#)

[Rotary Videos \(Link\)](#)

[Rotary Voice & Visual Identity Guide \(PDF\)](#)

Links

[Rotary Learning Centre \(RI Sign-in Required\)](#)



Public relations

One of Rotary's strategic goals is to enhance the public's image of Rotary and its awareness of our service and activities. We hope that this information will **YOU** to increase membership, expand community partnerships, improve fundraising opportunities, and promote involvement in club projects.

Rotary's public image is shaped by the actions of **YOU**;

- Each Member Representing Your Rotary Club
- Your Club involvement in the community
- Your presence on the web and social media
- The Publications Your Rotary Club produces.

Resources

[Rotary PR Guide \(PDF\)](#) **Must!**

[Quick Start Guide for Social Media \(PDF\)](#) **Must!**

[Quick Start Guide for Club Website \(PDF\)](#)

[Rotary Visual Identity Guide \(PDF\)](#)

[Rotary fact sheet \(PDF\)](#)

[Rotary Videos \(Link\)](#)

[Rotary Voice & Visual Identity Guide \(PDF\)](#) **Must!**

Links

[Rotary Learning Centre \(RI Sign-in Required\)](#) **Must!**

[Rotary Brand Center \(RI Sign-in Required\)](#) **Must!**

[Rotary Club Central \(RI Sign-in Required\)](#)

[Rotary Press Centre](#)


[Rotary Showcase](#)

[Online Tools](#)

[ClubRunner Support](#)

my.rotary.org


Profile Delegation Account Settings Sign Out (an.dubreuil63@gmail.com)

Rotary  My Rotary Rotary.org Club Finder

Exchange Ideas Take Action **Learning & Reference** Manage The Rotary Foundation News & Media Member Center

Home | Learning & Reference

Learning & Reference



[f](#) [t](#) [in](#) [✉](#) [🖨](#)

What do you want to do?

I want to... 

History

Travel back in time to the founding of Rotary and follow the growth of our organization.

Financials

View our financial reports, filings, and annual report.

Official directory

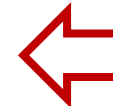
The directory lists Rotary clubs and districts, as well as the boards of directors and trustees, and committees. It is available only to Rotarians who are signed in.

Learning Center

Take advantage of a wealth of training materials designed to help you learn new skills and become more successful in what you do.

[Visit the center](#)

[View the course catalog](#)



ENROLL

Rotary Courses - English >



NEW

E-LEARNING

45m

Building a Diverse Club

English ★★★★★

ENROLL



NEW

E-LEARNING

15m

Building Rotary's Public Image

English ★★★★★

ENROLLED



NEW

LEARNING PLAN

45m

Club Administration Committee Basics

ENROLL



NEW

LEARNING PLAN

2h 45m

Club Membership Committee Basics

ENROLL



NEW

LEARNING PLAN

4h 30m

Club President Basics

ENROLL



NEW

LEARNING PLAN

1h 15m

Club Public Image Committee Basics

ENROLL

Rotary Courses - Languages >



NEW

LEARNING PLAN

3h 45m

社秘書の基本知識

ENROLL



NEW

E-LEARNING

30m

Être un bon facilitateur

French



NEW

LEARNING PLAN

3h 45m

Adjoint de gouverneur : Les bases

ENROLL



NEW

E-LEARNING

15m

All About Rotary Peace Fellowships

English ★★★★★



NEW

E-LEARNING

30m

Alla guida del cambiamento

Italian ★★★★★



NEW

E-LEARNING

15m

An Introduction to Adult Learning

English ★★★★★

My Rotary Brand Centre

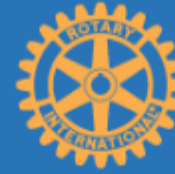


PEOPLE OF ACTION

Get everything you need from Rotary's latest public image campaign.

[LEARN MORE](#)

TELL ROTARY'S STORY
VOICE AND VISUAL
IDENTITY GUIDELINES



GUIDELINES

Apply our messaging and visual guidelines to your communications to tell Rotary's story in a consistent and engaging way.

[LEARN MORE](#)



LOGOS

Download high-resolution logos and Rotary graphics.

[LEARN MORE](#)



MATERIALS

Use our customizable materials to promote your club, projects, and programs.

[LEARN MORE](#)



ADS

Download online, print, outdoor, and radio ads to promote Rotary in your community.

[LEARN MORE](#)



IMAGES & VIDEO

Select images or videos that capture Rotary's essence and reflect our work and our members.

[LEARN MORE](#)

TELL ROTARY'S STORY

VOICE AND VISUAL IDENTITY GUIDELINES



What is a “brand voice”?

It is the unique tone and style in which a brand communicates.

Dove


v.

CLINIQUE

Rotary



OUR VOICE IS...

Smart

THIS MEANS...

We look at problems from different angles and apply our expertise to address social issues in ways others cannot. We are insightful and discerning.

OUR COMMUNICATIONS ARE...

**Knowledgeable
Perceptive
Confident**

Compassionate

Tackling the world's toughest challenges requires empathy. We champion real people and stories that are relatable and universal.

**Thoughtful
Sincere
Engaging**

Persevering

We find lasting solutions to systemic problems at home and abroad. We speak with clarity and conviction.

**Bold
Purposeful
Courageous**

Inspiring

Motivated by the enduring connections and positive change we bring to communities and the world, we encourage others to take action. We convey hope, enthusiasm, and passion.

**Upbeat
Hopeful
Visionary**

An invitation to prospective members to visit a local club...

No “Voice”

Rotary is ordinary people around the world working together to clean the environment, end polio, improve our communities, and accomplish other extraordinary things.

Learn more at rotary.org.

In Rotary’s “Voice”

It’s amazing what we can accomplish when hearts and minds work together. See how leaders from countries, cultures, and occupations around the world are taking action — to enhance health, empower youth, promote peace, and improve their community.

Join leaders at a Rotary club near you

Using our “Voice” in Photography

Which image would best fit a Facebook post inviting people to attend a weekly meeting and join your club?



Photography should focus on connections and community. We are People of Action!



Visual Identity Guidelines



Rotary Logos

Full Color

Positive (for light or white backgrounds)



Reversed (for dark backgrounds)



One Color

100% black



100% Rotary Azure



100% white (for dark backgrounds)



Common Logo Issues



Use the Masterbrand Signature on a background that has sufficient contrast.



Use a color version of the Masterbrand Signature when printing in full color.



Keep the Masterbrand Signature clear of outlines, special effects, or other graphic elements.



Keep the Masterbrand Signature free of a holding shape and do not replace the wordmark with a font.

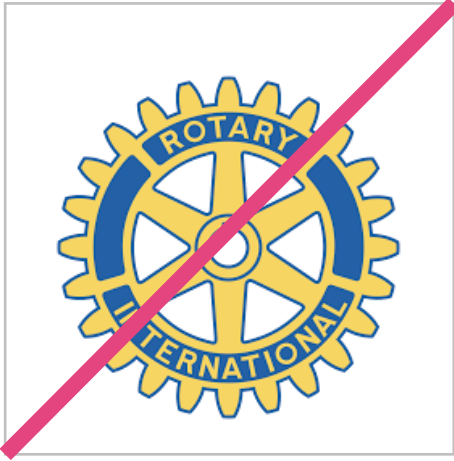


Keep all elements undistorted and in the right order.

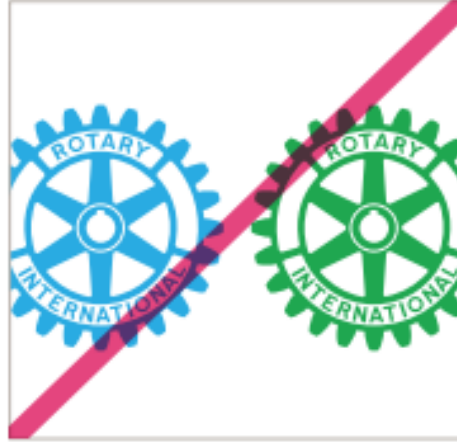
CORRECT USAGE — Masterbrand Signature



Common Mark of Excellence Issues



Use the current logo.



Use Rotary colors specified on page 14 for the Mark of Excellence.



Keep the Mark of Excellence whole — never cropped.



CORRECT USAGE — Mark of Excellence



Rotary Leadership Colours & Codes

Rotary Leadership Colors		Secondary Colors		Pastels		Neutrals			
									
Azure PMS 2175C C99 M47 Y0 K0 PMS 2175U C99 M53 Y0 K0 Hex #0050a2 R0 G93 B170	Sky Blue PMS 2202C C96 M0 Y6 K0 PMS 2202U C94 M0 Y6 K0 Hex #019fcb R1 G180 B231	Cranberry PMS 214C C0 M100 Y22 K0 Rubine RedU C0 M100 Y22 K0 Hex #c10042 R217 G27 B92	Turquoise PMS 7466C C90 M0 Y38 K0 PMS 7466U C88 M0 Y27 K0 Hex #018d8d R0 G153 B153	Slate PMS 2165C C68 M43 Y30 K9 PMS 2166U C68 M46 Y30 K13 Hex #687d90 R104 G125 B144	Mist PMS 2162C C40 M23 Y18 K1 PMS 2162U C42 M26 Y18 K4 Hex #9ea6b4 R158 G166 B180	Charcoal Cool Gray 11C C48 M22 Y24 K66 Cool Gray 11U C15 M0 Y0 K60 Hex #58585a R88 G88 B90	Pewter Cool Gray 8C C23 M11 Y13 K41 Cool Gray 8U C10 M0 Y0 K50 Hex #919295 R145 G146 B149	Smoke Cool Gray 5C C0 M0 Y0 K33 Cool Gray 5U C0 M0 Y0 K33 Hex #bcdbc0 R188 G189 B192	Silver Cool Gray 2C C14 M10 Y13 K0 Cool Gray 2U C14 M10 Y16 K0 Hex #e7e7e8 R231 G231 B232
									
Royal Blue PMS 286C C100 M80 Y9 K2 PMS 286U C100 M92 Y9 K2 Hex #0c3c7c R23 G69 B143	Gold PMS 130C C0 M41 Y100 K0 PMS 129U C0 M35 Y100 K0 Hex #f7a81b R247 G168 B27	Violet PMS 2070C C57 M91 Y0 K0 PMS 2070U C54 M99 Y0 K0 Hex #872175 R135 G33 B117	Orange PMS 2018C C0 M68 Y95 K0 PMS 2018U C0 M58 Y95 K0 Hex #ff7600 R255 G118 B0	Lavender PMS 665C C17 M20 Y0 K8 PMS 665U C17 M20 Y0 K8 Hex #c6bcd0 R198 G188 B208	Powder Blue PMS 290C C25 M4 Y5 K0 PMS 545U C28 M4 Y0 K0 Hex #c9dee9 R201 G222 B233	Storm Warm Gray 10C C51 M46 Y55 K19 Warm Gray 10U C51 M46 Y45 K19 Hex #675d58 R103 G93 B88	Ash Warm Gray 7C C41 M34 Y44 K4 Warm Gray 7U C41 M38 Y37 K8 Hex #958d85 R149 G141 B133	Platinum Warm Gray 3C C25 M22 Y32 K0 Warm Gray 3U C25 M22 Y28 K2 Hex #c5c1bb R197 G193 B187	Cloud Warm Gray 1C C15 M12 Y17 K0 Warm Gray 1U C15 M12 Y17 K0 Hex #e6e5d8 R230 G229 B216
									
				Moss PMS 7537C C36 M23 Y34 K0 PMS 7537U C36 M23 Y30 K0 Hex #a7aca2 R167 G172 B162	Taupe PMS 7501C C13 M16 Y35 K0 PMS 7501U C13 M16 Y35 K0 Hex #d9c89e R217 G200 B158			Black C0 M0 Y0 K100 Hex #000000 R0 G0 B0	White C0 M0 Y0 K0 Hex #ffffff R255 G255 B255

Rotary Fonts

Licensed option - fonts for purchase

Primary*, use ALL CAPS condensed style for headlines and main navigation. Use regular style for secondary headlines, secondary navigation, info graphics, lockups, identifiers, or dense body copy.

FRUTIGER LT STD

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

47 Light Condensed
57 Condensed
67 Bold Condensed
77 Black Condensed

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

45 Light
46 Light Italic
55 Roman
56 Italic
65 Bold
66 Bold Italic
75 Black
76 Black Italic
95 Ultra Black

Secondary*, use for body text, secondary headlines, captions, callouts, or identifiers.

Sentinel

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Light
Light Italic
Book
Book Italic
Medium
Medium Italic
Semibold
Semibold Italic
Bold
Bold Italic
Black
Black Italic

Free option - when Frutiger and Sentinel fonts are not available or are cost prohibitive

Primary, for digital applications

OPEN SANS CONDENSED

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Condensed Light
Condensed Light Italic
Condensed Bold

OPEN SANS

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Light
Regular
Italic
Bold

Primary, for Microsoft Office applications or when Open Sans Condensed is not available. Font should be used similarly to Frutiger for headlines, secondary navigation, etc.

ARIAL NARROW

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

ARIAL REGULAR

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Italic
Bold
Bold Italic

Secondary, for digital applications and Microsoft Office applications, or when Sentinel is not available. Font should be used similarly to Sentinel for body text, secondary headlines, etc.

Georgia

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz1234567890

Regular
Italic
Bold
Bold Italic

* For information on purchasing these typefaces, contact graphics@rotary.org.

A hand holding a yellow ruler vertically next to the word "Success" written vertically on a chalkboard. The word "Success" is written in a large, white, serif font, oriented vertically. The ruler is yellow with black markings and numbers, held by a hand at the top. The background is a dark chalkboard.

Success

Your club has...

- 1. Members that encourage others to get involved in club activities**
- 2. A well designed, up-to-date website that complies with RI Brand standards**
- 3. A Facebook Page with current posts that communicate club activities and other relevant news**
- 4. Ditto for Instagram**
- 5. Metrics in place to measure social media engagement and website traffic**



Your club has...

1. **Members that encourage others to get involved in club activities**



The Elevator Pitch

#7080whyrotary



Your club has...

1. Members that encourage others to get involved in club activities
2. A well designed, up-to-date website that complies with RI Brand standards

Your Club Website:

- Primarily a tool for current members, but it also has a role to play in attracting new members to your club.
 - *Ensure the content on your homepage appeals to an external audience.*
- The design and content of your site reflects the professionalism of your club.
 - *Ensure the content is up-to-date and adheres to Rotary's visual identity and branding guidelines*
- About 1/3 of most club traffic is generated from a phone or tablet.
 - *Make sure the content and design works well on all screens.*



Website Essentials:

- An invitation to get involved in Rotary!
- Contact information
- Articles that highlight events and projects
- Calendar of events & meetings
- An overview of Rotary and your club
- Time and location of meetings
- Mailing address
- Links to social media accounts
- Links to District and Global websites



Look for ClubRunner Website Training Webinars:

- <https://site.clubrunner.ca/page/webinars>

DATE & TIME	SESSION FOCUS	DESCRIPTION
April 22 2021 3:00pm EDT	Website Live Designer	Get a hands on demonstration of how to configure and customize your site using the Website Designer 3.0. <i>Duration: 30 minutes</i>
May 05 2021 3:00pm EDT	Website Content Management	<p>Please note that this webinar will not cover how to use Website Designer.</p> <p>In this session learn how you can manage website content for your club!</p> <ul style="list-style-type: none">✓ Create, edit, and publish stories, news and links✓ Create, edit, and manage photo albums✓ Add private club documents and public download files✓ Add speakers and upcoming events to the calendar (does not cover event registration and volunteer management)✓ Tips and tricks such as inserting large photos and YouTube videos



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**Fake
News**

Envy

**Coal
Powered
Servers**

**Impact on
Self Worth**

FOMO

**Myanmar
Genocide**

**Cambridge
Analytica**



**Tax
Avoidance**

**Data
Breaches**

Censorship

**Anti Privacy
Protection**

**Alt Right
Hate Speech**

**Fake
Accounts**

Social Media Usage – Canada 2020

- Facebook remains the dominant Social Media platform in Canada, with strong adoption across all age groups.

% of Online Adults with an Account

	All Online Adults	18–24	25–34	35–44	45–55	55+
Facebook	83	84	93	88	84	76
YouTube	64	90	81	76	66	43
Instagram	51	89	76	59	45	28
LinkedIn	44	35	53	49	47	40
Twitter	42	65	54	49	43	27
Pinterest	40	54	50	44	36	30
Snapchat	27	78	49	28	16	6
Reddit	15	41	30	18	9	3
TikTok / Douyin	15	55	24	17	6	3
Tumblr	9	27	17	10	5	3

Why Facebook?

- Facebook is **expansive**
- Facebook is **easy** to use
- Facebook is **effective**
 - Presents relevant info customized by user-curated preferences



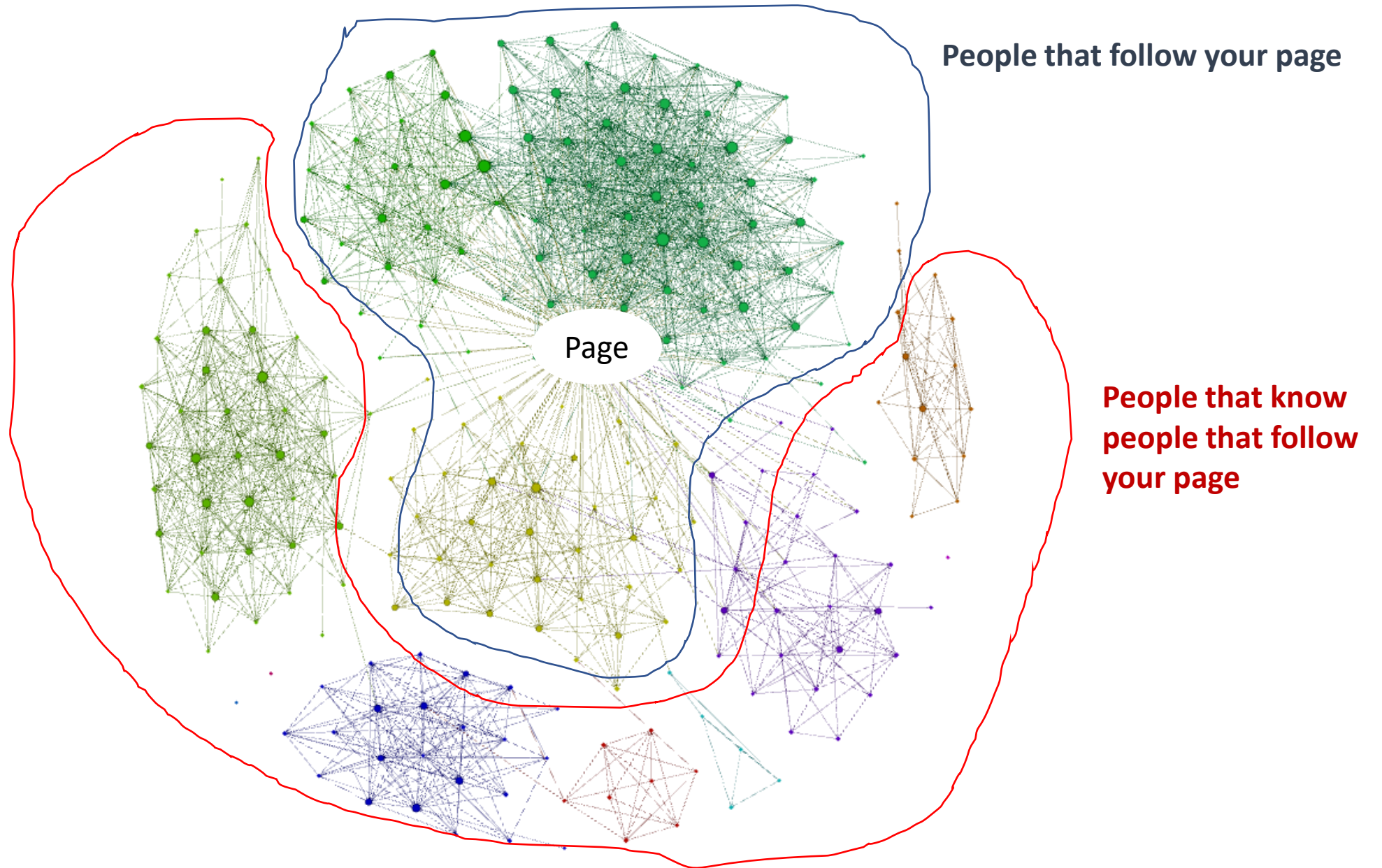
Why is it Important to Get Followers?

- **Allows you to get your message out to ...**
 - people that have an interest in your page (Followers)
 - the friends of those people, if they choose to share your post
- **This can drive interest in your club and increase the involvement of your followers!**

Worth Noting:

Only about 1 in 10 of your followers have the opportunity to see your post on their time-line.

The Reach of Social Networks



How to Get ORGANIC Followers and Increase Engagement:

- Make people laugh
- Make people excited
- Make people think
- Challenge peoples' assumption
- Give people something practical
- Conduct interviews
- Share numbered lists
- Start a poll
- Start a debate
- Give something away
- Post / Create an EVENT
- Learn the art of writing a great headline
- Post on the best days & times
- Use great photography & visuals
- Post videos
- Include appropriate hashtags
- Balance original and shared content
- Share partners' content

Be Creative!

Critical Assessment of Social Media Messages:

- Is it an Idea that's worth sharing with your target?
- Will your target be motivated to share the message with others?
- What can you do to make the message more likely to be shared?



Prospective Members



Current Members



Volunteers & Donors



Partners & Agencies



A hand is holding a yellow ruler vertically against a dark chalkboard. The word "Success" is written vertically in large, white, sans-serif capital letters on the left side of the image. The ruler is positioned to the right of the word, with the hand at the top. The ruler has black markings and numbers from 1 to 30. The chalkboard has some faint, illegible markings.

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Social Media Usage – Canada 2020

- Instagram is an important Social Media platform, especially among younger Canadians.

% of Online Adults with an Account

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Facebook	83	84	93	88	84	76
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Instagram	51	89	76	59	45	28
LinkedIn	44	35	53	49	47	40
Twitter	42	65	54	49	43	27
Pinterest	40	54	50	44	36	30
Snapchat	27	78	49	28	16	6
Reddit	15	41	30	18	9	3
TikTok / Douyin	15	55	24	17	6	3
Tumblr	9	27	17	10	5	3

Why ADD Instagram to the Mix?

- It's VERY easy to do, especially with free tools like *Hootsuite* and *Buffer*.
- Somewhat different audiences
 - Instagram skews young and female
 - Instagram skews heavily to mobile devices /audiences
- The overlap in audiences allows for message reinforcement (a good thing)
- Prevalent hashtag use enables easy discovery of Rotary by users
- It's a more positive environment → Rotary *is* a positive organization



Make Your Life Easy:

- Use Buffer or Hootsuite to post to both FB and IG from a PC.
- Schedule your posts:
 - Late morning on weekdays
 - Post to FB and IG a few days apart from each other
- Use square images / video for both platforms → Not perfect, but good enough
- Use a common message for each channel, but be sure to...
 - Remove URLs for Instagram → They will not work
 - Use correct tags and hashtags → They are different for FB and IG



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“What gets measured gets managed.”

Peter F. Drucker, *The Effective Executive*



Performance Metrics:

- Tools to measure the success of online PR programs are free and easy to use:
 - Website → Google Analytics
 - Facebook → FB Insights (or Creator Studio, or paid apps)
 - Instagram → IG Insights (or Creator Studio, or paid apps)



Performance Metrics – Google Analytics

- Google Analytics offers virtually ever website metric you can image.
That said, most clubs would benefit from tracking a few basic things:

	<u>Jan 1</u>	<u>Feb 1</u>	<u>Mar 1</u>
Users	220	250	230
New Users	180	151	204
Bounce rate %	60.2	70.3	61.9
Sessions	300	325	347
Pages / Sesssion	1.6	1.8	2.0
Time on site	1.62	1.22	1:40

Performance Metrics – Google Analytics

- Understanding which website pages are viewed can also be very helpful:

Page ?	Page Views ? ↓	Unique Page Views ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?
	17,142 % of Total: 100.00% (17,142)	14,933 % of Total: 100.00% (14,933)	00:02:21 Avg for View: 00:02:21 (0.00%)	12,450 % of Total: 100.00% (12,450)	85.78% Avg for View: 85.78% (0.00%)
1. /page/Changing-Your-Name-in-a-Zoom-Meeting	8,213 (47.91%)	7,921 (53.04%)	00:05:09	7,921 (63.62%)	96.47%
2. / Home	1,468 (8.56%)	1,061 (7.11%)	00:01:53	958 (7.69%)	50.84%
3. /page/99-missions-home	708 (4.13%)	565 (3.78%)	00:02:00	533 (4.28%)	56.29%
4. /Page/clt-2021	335 (1.95%)	277 (1.85%)	00:03:36	224 (1.80%)	77.68%
5. /events/calendar	223 (1.30%)	162 (1.08%)	00:01:10	26 (0.21%)	46.15%
6. /page/99-missions-register-to-play	201 (1.17%)	164 (1.10%)	00:03:07	31 (0.25%)	61.29%
7. /page/discover-rotary/	177 (1.03%)	81 (0.54%)	00:02:50	53 (0.43%)	43.40%
8. /page/99-missions-missions	158 (0.92%)	120 (0.80%)	00:03:40	26 (0.21%)	57.69%
9. /page/pets-2021/	139 (0.81%)	111 (0.74%)	00:05:57	99 (0.80%)	74.75%
10. /page/clt-2021	130 (0.76%)	104 (0.70%)	00:04:43	93 (0.75%)	77.42%















Performance Metrics - Facebook

- Facebook *Insights* let's you see if you are growing your base of followers. It also allows you to track reach and engagement.

	<u>Jan 1</u>	<u>Feb 1</u>	<u>Mar 1</u>
Followers	373	396	446
New Posts	13	12	18
Post Reach	1201	841	74176
Total Engagement	435	335	6722
Likes	112	28	51

Facebook Insights

- Looking at how each post performed is a great way to learn what resonates with your followers.

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares								
Published	Post	Type	Targeting	Reach		Engagement		Promote
05/04/2020 10:50 AM	 The community need has never been as great as it is now. Happy to			374		28 43		Boost Post
04/16/2020 2:53 PM	 Time to make a difference! Rotary is lending a hand anywhere we can.			237		39 33		Boost Post
04/05/2020 7:36 PM	 Our friends at the Art Gallery Burlington doing things a little			88		3 5		Boost Post
03/28/2020 2:21 PM	 Shout out to the folks at Burlington Food Bank for continuing to meet			176		6 26		Boost Post
03/24/2020 12:20 PM	 Our team is determined to continue meeting the needs of the			66		1 8		Boost Post
03/18/2020 2:20 PM	 Our team is determined to continue meeting the needs of the			135		27 20		Boost Post
03/14/2020 2:58 PM	 There are times when a community comes together in a surprising way			93		4 9		Boost Post
03/14/2020 12:49 PM	 The Community need doesn't stop. Rotary volunteers helping prep for			716		49 65		Boost Post
03/10/2020 2:09 PM	 Thank you to Pamela Massaro and Karen Candy from The Carpenter			164		30 21		Boost Post

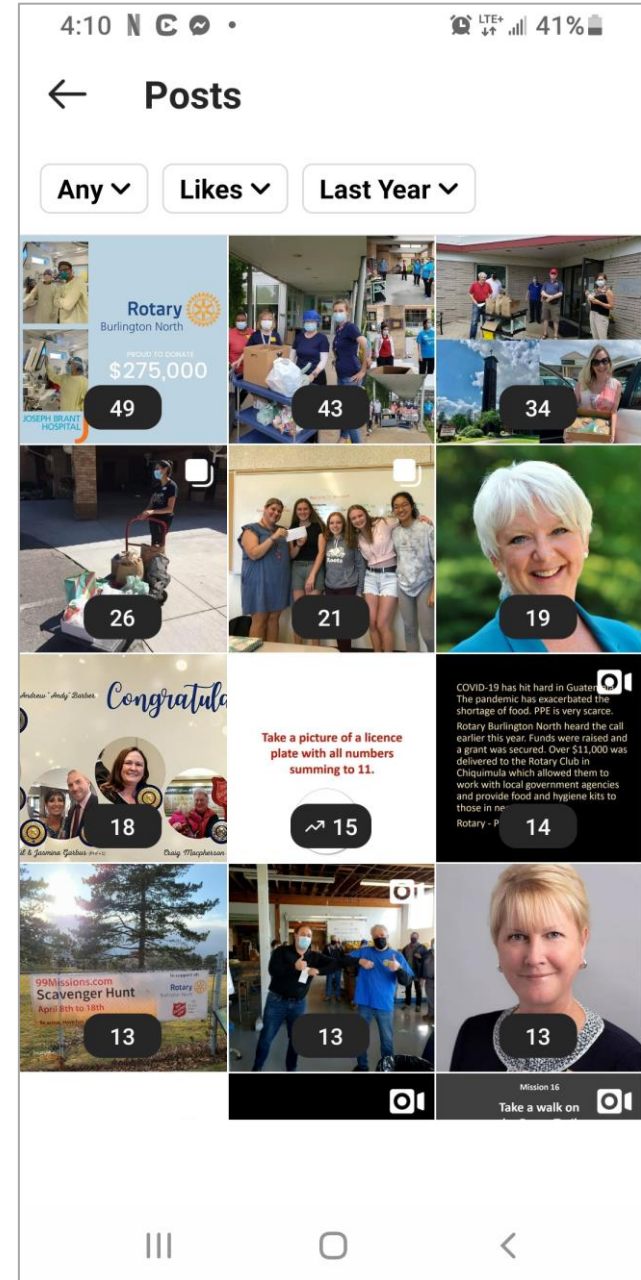
Performance Metrics - Instagram

- Instagram Insights let's you see if you are growing your base of followers. It also allows you to track overall reach and interactions.

	<u>Jan 1</u>	<u>Feb 1</u>	<u>Mar 1</u>
Followers	500	540	545
Accounts Reached	250	450	250
Post Interactions	25	455	22
Likes	12	25	11
Comments	1	9	1
Saves	1	1	1
Shares	0	0	0

Instagram - Insights

- Instagram Insights allows you see how each post performed. It's is a great way to learn about what resonates with your followers.



Effective PR Takes Time!

- Research
- Insights
- Creativity
- Copy writing / Editing
- Photography
- Approvals
- Integration
- Follow-ups
- Relationships
- Measurement

A major
challenge for
most Rotary
clubs!

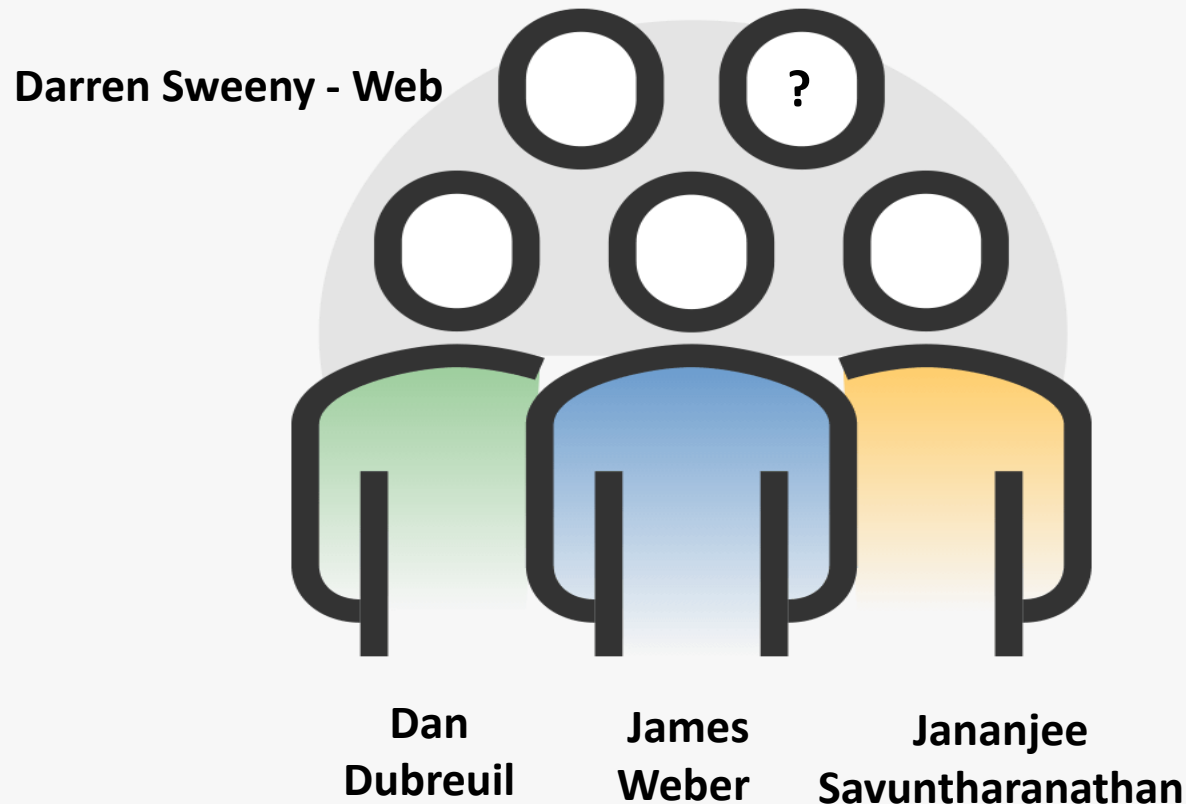
A Few Final Thoughts...



- Be patient. It's a marathon, not a sprint
- Leverage each of the 3 channels (Website / FB / IG)
- Leverage district and RI resources
 - Learning Materials
 - Graphic Assets
 - People
- Stay true to Rotary's brand in ALL you do
- Benchmark, set goals and then measure your success!
- Consider working in clusters to drive scale and efficiency

District 7080 PR Committee – Our Primary Goal

- Provide resources for district committees, clubs and members to enhance their Marketing and PR efforts.



Thank
you

Driving Membership Growth

The District's Plan for 2021-2022
Thursday, May 20th at 7:00PM

Learn what the PR and
Membership Committees
have planned to create
awareness and drive
interest in Rotary.



Rotary
District 7080



Performance **TRENDS:**

Website:

- **Users:** The number of unique people who visited your site
- **Bounce Rate %:** The % of people who leave after viewing just one page
- **Sessions:** The total number of interactions with your website by your users
- **Pages / Session:** The average number of pages visited per session
- **Time on site:** The average time users spend on your site (kind of)

Facebook:

- **Followers** The current number of unique FB users who 'Follow' your page on Facebook
- **Burlington Fans** The current number of unique FB users that like your page that live in Burlington
- **New Posts** The number of new posts created/published by your page post (in a period)
- **Reach** The number of unique FB users that saw at least one post (in a period)
- **Total Engagement** The total number of comments, shares, clicks, like generated by your page in a period) (