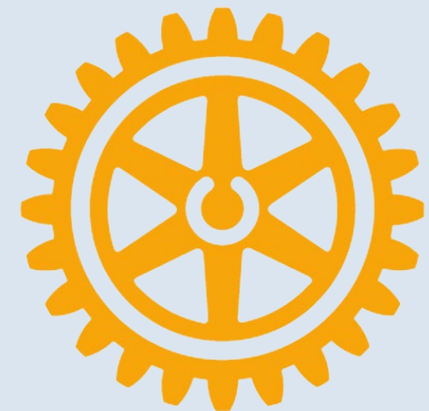


# Rotary Communications 101

D7090

**Robert Foster**

Rotary Club of Lincoln  
February 2025



# Agenda

The benefits of good communication

Keys to effective presentations

Writing skills

Communications tools

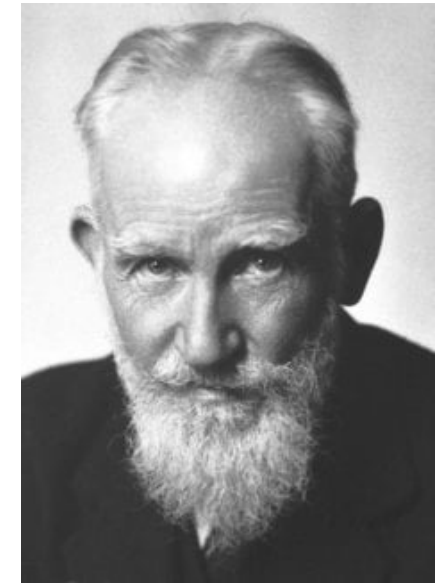
Applying all of this to your Rotary Club



# Communication

“The single biggest problem in communication is the illusion that it has taken place.”

-- George Bernard Shaw



# The benefits of good Communication



Good communication is important because it helps people connect with others, share ideas, and resolve conflicts.



- Stronger relationships
- Trust
- Teamwork



# The benefits of good Communication



## Stronger relationships

Good communication helps people express themselves honestly, listen attentively, and build empathy.

## Better engagement

Good communication can lead to greater engagement, which can help improve effectiveness and can aid in retention.



# The benefits of good Communication



## Innovation

Good communication can help members feel comfortable sharing their ideas, which can lead to innovation.

## Team building

Good communication can help Rotary members rely on each other and feel valued for their unique skills.



# The benefits of good Communication



## Mitigated conflict

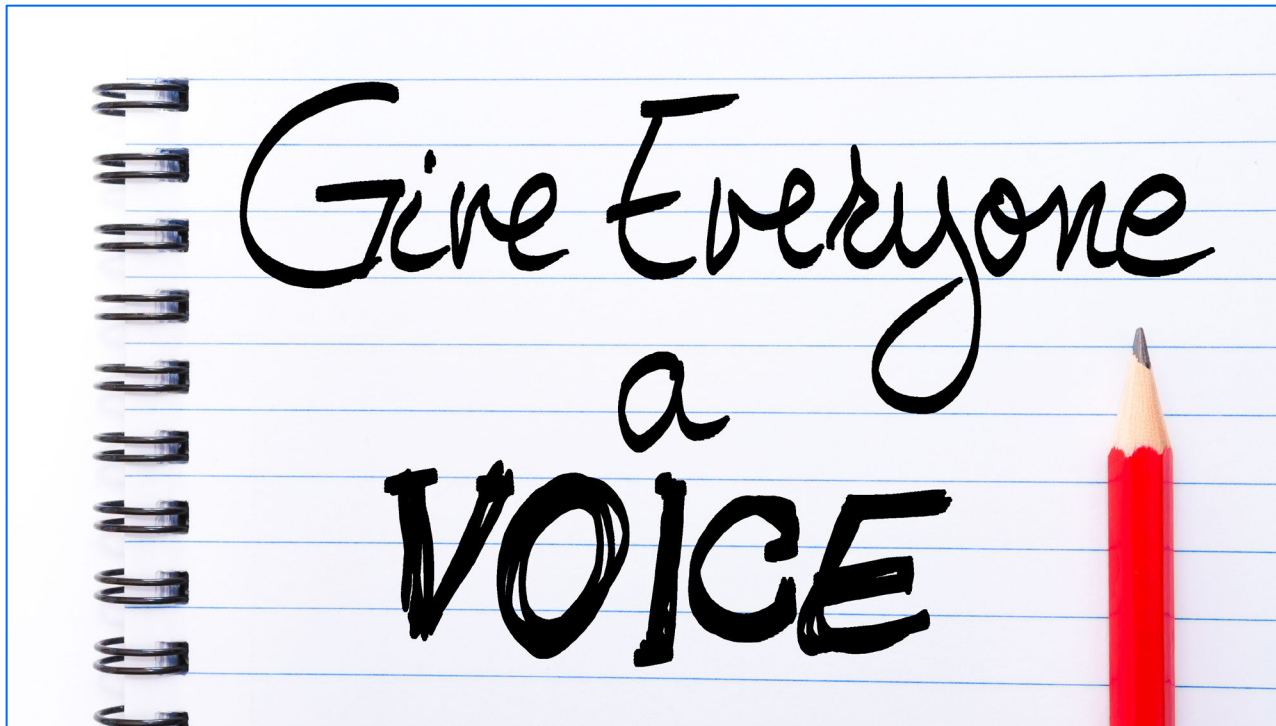
Good communication can help people avoid or resolve conflicts that can arise in any organization.

## Better collaboration

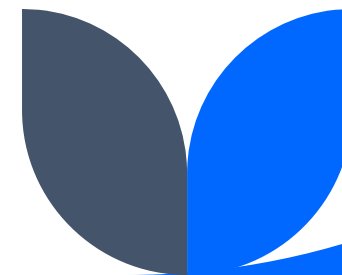
Good communication can encourage members to share ideas openly, which can lead to better collaboration.



# The benefits of good Communication



**Good communication can help ensure that everyone feels heard, whether they have an idea or a complaint.**





# Keys to effective presentations



# So, what's the worst that can happen?

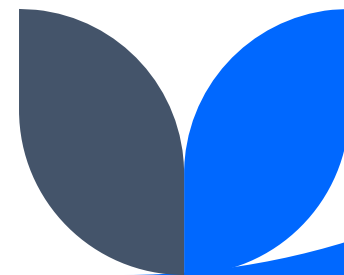




# Glossophobia

“According to most studies, people's number one fear is public speaking. Number two is death. Death is number two. Does that sound right? This means to the average person, if you go to a funeral, you'd rather be in the casket than up there doing the eulogy.”

-- Jerry Seinfeld

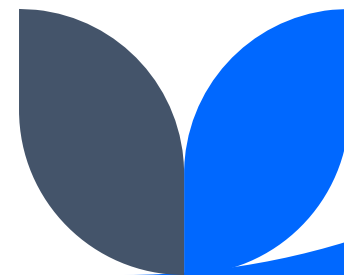




# Strive for excellence

Keep in mind that a presentation is usually a culmination of something you have spent time and energy on – applies equally to school, work or Rotary.

**Excellence is only achieved by understanding what good looks like, and practicing!**

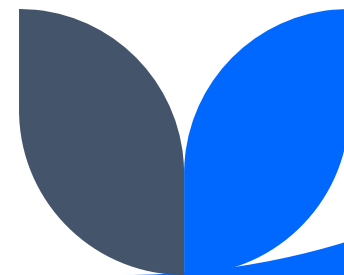




# Content

Define your key points first – for example, what do you need to say to achieve your purpose?

**Know your limit – Play within it.**



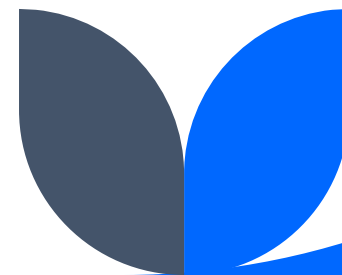


# Strategies when presenting

Don't memorize\* / don't read.

What is more important, an effective delivery or saying exactly the right words?

Tools you may use for your presentation are strictly personal choice – but use them properly!





# Delivery

Use movement – Don't stand glued to one place but also avoid pacing. And avoid distracting behaviours.

## Try for variety in your voice

- Fast and slow
- Forceful and soft
- Take pauses

**Eye contact – person to person**





# Approach

Don't try to be funny if you're not.

Starting with an interesting statement, observation, quotation, or question.

Using examples, anecdotes, analogies and statistics.

Be very mindful of the tone.





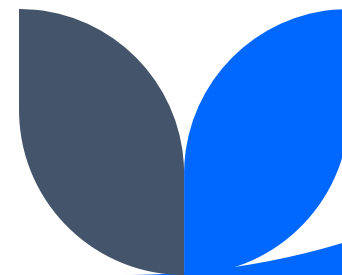


# Al Gore's opening line

“Here is the truth: The Earth is round; Saddam Hussein did not attack us on 9/11; Elvis is dead; Obama was born in the United States; and the climate crisis is real”

-- Al Gore

Gracious Quotes. (November 11 2021). *56 Famous Al Gore Quotes*. As retrieved from <https://graciousquotes.com/al-gore/>





# Preparation

**Never, never, NEVER wing it – no matter how informal a scenario!**

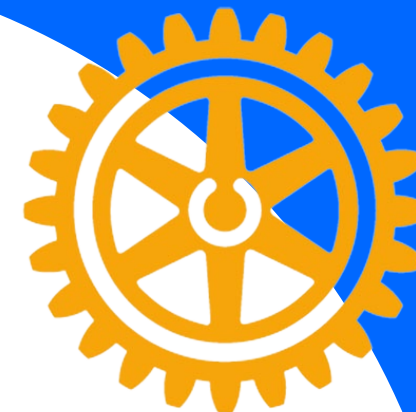
Respect your audience.

Even 10 minutes of preparation to organize your thoughts makes a huge difference.

\*You may want to memorize your first 2 sentences.



# 2024-2025 RI President Stephanie Urchick



<https://www.youtube.com/watch?v=4KW5wqdNoO4>

Rotary International Assembly 2024: GS1 - RIPE Stephanie Urchick  
Announces 24-25 Presidential Theme

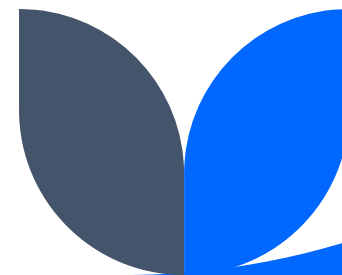




# Effective presentations

<https://www.youtube.com/watch?v=NI0HqIbX7dc>

Actors and musicians are incredibly good at presentations





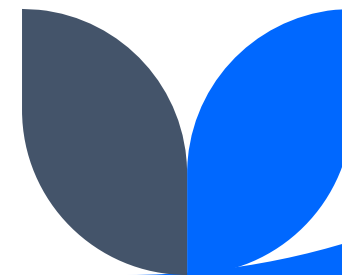
# What you say is important

Avoid jargon, acronyms, idioms and technical language unless required – don't assume, define.

Anticipate questions – and answer them.

More is not better.

**Proofread.**





# Good writing skills

Be it a report, a presentation, or a post to social media, whatever you are communicating, ensure you take the time and effort to ensure good grammar, spelling, punctuation, structure, clarity, and research.

**To reiterate – proofread.**



# Club communication

Communication options have increased dramatically.

Using the right tool for the right purpose has become a bit more complex.





PROTIP: TO MAKE YOUR DAY MORE DRAMATIC,  
POST A RANDOM MINOR NEWS STORY  
WITH THE COMMENT "IT BEGINS."

Source: <https://xkcd.com/1656/>







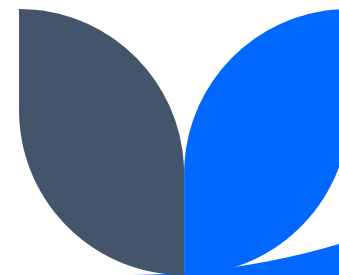
# Types of communication

## **Internal**

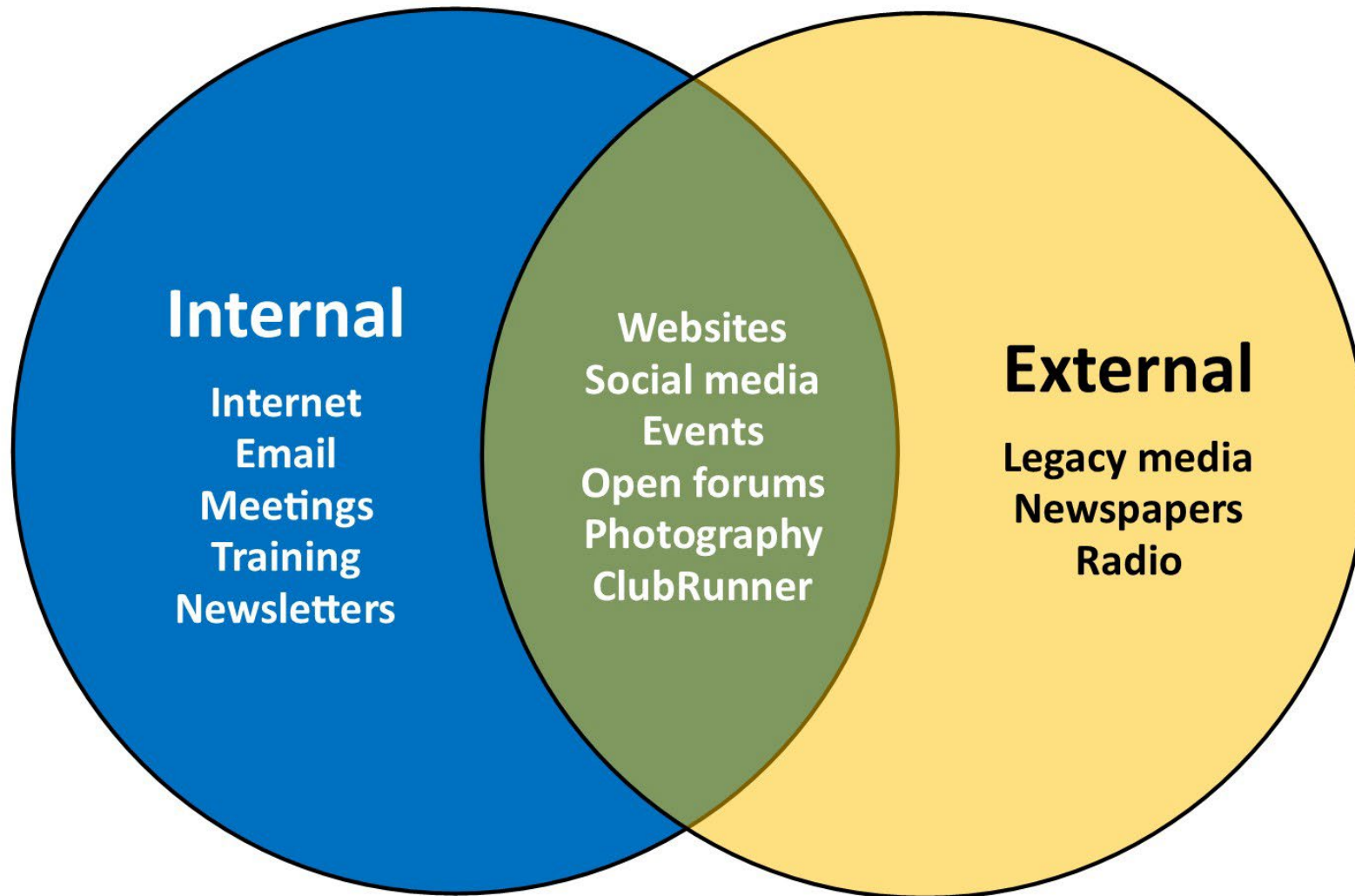
Messaging and information of importance to your Club – relaying in a timely, transparent manner.

## **External**

Messaging and information to the world outside of your Rotary Club – telling your story in the community.



# Communication Tools





# Social media

**The influence of social media has been powerful since the moment that it was first introduced to the world.**

From the very start, social media was an incredible and revolutionary approach to connection communication that allowed the entire world to feel connected in a way that was never possible prior.

Note, the source for much of the following information / data is from:  
<https://datareportal.com/social-media-users>





# Social media

**There were 5.24 billion social media users around the world at the start of January 2025, equating to 63.9 percent of the total global population.**

Social media user numbers have continued to grow with 206 million new users joining social media since the January 2024. That equates to annualized growth of 4.1 percent, at an average rate of 6.5 new users every single second.



# Social media usage

NUMBER OF SOCIAL MEDIA USER IDENTITIES



**5.24**  
BILLION



QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES



**+0.5%**  
**+24 MILLION**

we are social

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES



**+4.1%**  
**+206 MILLION**



AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA



**2H 21M**  
**YOY: -1.3% (-2 MINS)**



AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH



**6.8**  
**YOY: +2.3% (+0.2)**

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION



**63.9%**



SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+



**86.6%**



SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET



**94.2%**



FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES



**45.4%**



MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES



**54.6%**

# Social media



## There are 12 types of social media you need to consider

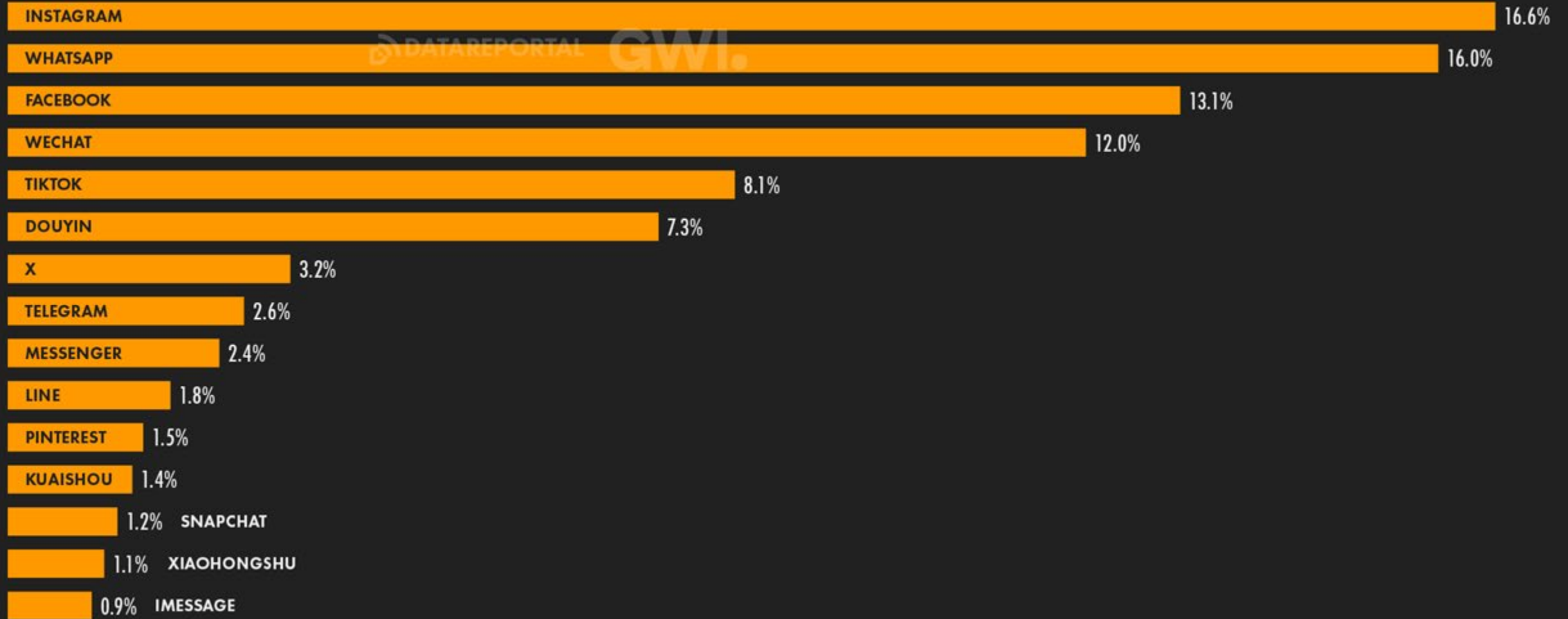
- Social media sites
- Video sharing sites
- Photo sharing sites
- Audio sharing sites
- Livestreaming apps
- Social messaging apps
- Disappearing content apps
- Social shopping networks and platforms
- Discussion forums
- Microblogging platforms
- Community based social media platforms
- Social review sites





# Favourite social media platforms

DATA REPORTAL GVI



# Favourite social media platforms – female

SOCIAL PLATFORM	AGE 16–24	AGE 25–34	AGE 35–44	AGE 45–54	AGE 55–64
INSTAGRAM	<b>24.8%</b>	<b>20.8%</b>	<b>16.0%</b>	13.9%	10.2%
WHATSAPP	12.7%	14.3%	15.4%	<b>17.3%</b>	<b>21.1%</b>
FACEBOOK	5.9%	10.6%	13.2%	14.9%	17.1%
WECHAT	8.2%	11.7%	15.5%	13.6%	12.0%
TIKTOK	15.5%	11.3%	7.8%	6.9%	5.0%
DOUYIN	6.6%	8.1%	9.8%	6.4%	5.4%
X	3.1%	2.1%	1.8%	1.6%	1.7%
TELEGRAM	2.6%	2.1%	2.0%	2.1%	2.2%
MESSENGER	1.7%	2.5%	2.5%	2.7%	3.0%
LINE	0.5%	0.8%	1.2%	2.6%	3.5%



# Favourite social media platforms – male

SOCIAL PLATFORM	AGE 16–24	AGE 25–34	AGE 35–44	AGE 45–54	AGE 55–64
INSTAGRAM	<b>26.6%</b>	<b>18.4%</b>	11.7%	9.4%	6.1%
WHATSAPP	14.1%	14.7%	<b>17.3%</b>	<b>19.5%</b>	<b>21.9%</b>
FACEBOOK	7.8%	13.5%	14.7%	16.4%	17.5%
WECHAT	8.2%	11.8%	16.0%	14.4%	14.4%
TIKTOK	9.6%	7.1%	5.7%	5.3%	4.3%
DOUYIN	6.5%	8.5%	8.2%	6.8%	6.6%
X	4.2%	4.6%	4.0%	3.8%	3.3%
TELEGRAM	4.0%	3.2%	3.2%	2.6%	2.5%
MESSENGER	1.8%	2.4%	2.2%	2.4%	2.3%
LINE	0.7%	1.0%	1.2%	2.4%	2.9%

# Social media activities by platform

SOCIAL MEDIA PLATFORM	LOOK FOR FUNNY OR ENTERTAINING CONTENT	FOLLOW OR RESEARCH BRANDS AND PRODUCTS	KEEP UP TO DATE WITH NEWS AND CURRENT EVENTS	MESSAGE FRIENDS AND FAMILY	POST OR SHARE PHOTOS OR VIDEOS
FACEBOOK	55.3%	52.5%	57.3%	<b>72.1%</b>	62.6%
INSTAGRAM	66.7%	62.3%	54.7%	60.4%	<b>70.2%</b>
TIKTOK	<b>79.6%</b>	51.1%	43.7%	21.7%	42.3%
LINKEDIN	11.6%	24.9%	<b>28.7%</b>	13.0%	15.9%
SNAPCHAT	36.7%	25.8%	24.3%	40.9%	<b>44.4%</b>
X	35.8%	37.8%	<b>60.5%</b>	18.1%	28.2%
REDDIT	29.7%	<b>30.9%</b>	30.7%	7.7%	12.4%
PINTEREST	20.8%	<b>36.4%</b>	14.1%	6.9%	15.3%



# What works best

**When it comes to communication, each Rotary Club will have its own set of unique opportunities.**

Think about your own club:

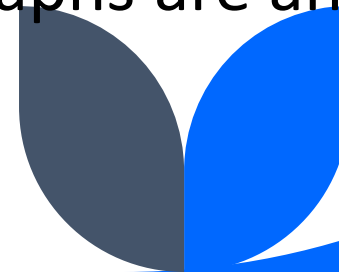
- How do you see yourselves?
- How are you seen in the community? (How do you know?)
- How would you like to be seen in the community?
- What opportunities are available in the community?



# The do's

**Make sure you know and understand how your Rotary Club fits into your community.**

- **Establish your “brand”, ensure that all your external and internal communications are consistent and support your brand.**
- Create a social media strategy you can maintain to allow for the most success in interacting and developing followers.
- Ensure you have a photography plan – photographs are an integral part of telling the Rotary story.







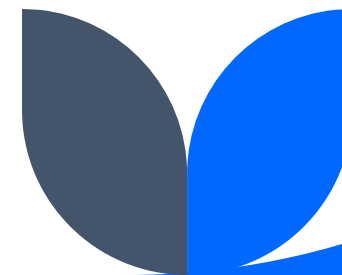




# The don't's

## Make sure your club doesn't make these mistakes:

- Underestimate the importance of communications.
- Overlook the internet and smartphones as important tools.
- Start an active social media campaign if you can't maintain the frequency of your posting.
- Depend on others to tell your story.





# And then there's your Club

It seems in today's world that we are frequently at odds with the people around us.

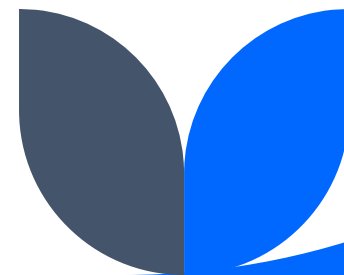
However, differences of opinion are a necessary thing – it would be a very boring world if we all thought the same way about everything.



# Having differences without major conflict isn't a bad thing



1. Remain open
2. Permit the conflict
3. Find common ground
4. Consider interests, not positions
5. Do it face-to-face
6. Do it in writing
7. Get to the point
8. Turn suggestions into requests





# Avoid major conflict in the first place



**Create a policy and procedure for club communications.**

**More importantly, as a club, commit to following it.**

Prioritize clear, concise and consistent messaging.

Actively listen to members and encourage open feedback.

Use a variety of communication channels.

Be mindful of different communication styles to ensure everyone feels included and informed about club activities and upcoming events.

# Always follow the 4-Way test

Is it the truth?

Is it fair to all concerned?

Will it build goodwill and better friendships?

Will it be beneficial to all concerned?



# Questions

