

# SOCIAL MEDIA POINTERS FOR SUCCESS

- Use Social media to tell your Rotary Stories
- Keep Websites and Facebook pages up to date
- Be active
- Be persistent – if you haven't posted something for weeks/months it doesn't give a good impression of the club as an active, vibrant one
- Post little & often rather than a lot infrequently
- Schedule when your posts go 'live'
- Engage with your audience – build up a relationship with them
- Encourage your friends to share your posts
- Respond to comments, SHARE!
- Share posts from RI and other Clubs
- Consider paying to extend your reach – your advertising dollar goes much further on social media
- Never post just text – always include a photo or video clip
- Use Facebook to promote upcoming guest speakers & club events
- Consider making a short (1 minute) video wrap-up of the guest speaker's address and post on Facebook
- Use compelling photos
- Time your posts to maximise your exposure – typically meal times is best: 6-8am, 1-3pm, 6-8pm
- Avoid being over-zealous in tagging. Nobody likes being tagged in a post that has nothing to do with them.
- Be mindful of what you post. Does it pass the Four Way Test?

## Rotary's Public Image - Whose Responsibility is it?

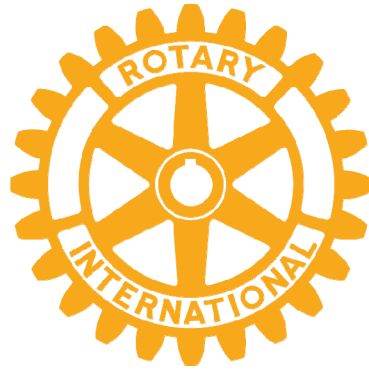
When addressing Rotary Clubs and Districts on raising Rotary's public image, I always state that I believe Public Image is every Rotarian's responsibility. It's not my responsibility as the Rotary Public Image Coordinator, or the Club's Public Image Chair's responsibility to raise our public image, it's the actions of every single Rotarian that will influence how Rotary is perceived in the community. How we behave, what we say, what we do and even how we dress all determine how well we live up to our reputation as an organisation of business & professional leaders. Basic stuff - and common sense! Unfortunately, common sense is not always as common as we'd like to think. Hence the need to keep reminding all Rotarians of their responsibilities!

But what happens in the Club situation? Who is responsible for the Public Image of the Club?

This week on Facebook I noticed two posts from the same Club—both appearing on the same day. Both posts promoted activities that the Club is organising in the near future—one a fundraiser and the other a service project.

The two posts had different Club logos— one the old, outdated, blue and gold Rotary wheel and the other the 'new' logo (our official logo) correctly personalised to reflect the Club's identity. This raised the question in my mind about whose responsibility it is to ensure that the Club's public image is up to an acceptable standard. I realise that not all Clubs have a Public Image Director and often the person taking on the task of organising a Club event is the person who prepares the promotional material and arranges circulation. But ultimately, I believe, it is the Club President who is responsible for the information that emanates from his or her Club. It is the President's responsibility to ensure that the correct Rotary branding is used at all times. Being Club President is a time-consuming role and it is not possible to personally oversee every-thing the Club is involved in. However, it is essential that all Rotarians in the club are aware of the need to raise our public image, how to go about it, and the importance of using the correct logo. And it is critical that the President ensures that those Rotarians who promote Club activities are familiar with the correct branding. As I keep saying, it's CONSISTENCY AND CLARITY of our message that is important and that means using the correct logo at all times!

# Rotary



*Extract from Zone 8 Public Image Newsletter Issue 6 May 2019*

## **RAISING OUR PUBLIC IMAGE**

Raising our Public Image is all about Consistency and Clarity of our actions and our message.

### **Be diligent about BRANDING**

**Always** use the correct Rotary logo. Our 'new' logo is simple and contemporary and with the word 'Rotary' alongside the emblem (the Rotary Wheel) it is easy for people outside of Rotary to recognise it and to begin to associate the great work we do both locally and around the world with Rotary. This is critical for our future growth.

It's important to update club merchandise to reflect the correct branding—ie roadside banners, event banners, pull-up banners, event flyers, our news-letters, our club polo shirts (should we have a Rotary uniform in Australia??) and most importantly our website and Facebook pages. Again, it's consistency and Clarity of our message!

### **Tell our ROTARY STORIES.**

Until recently, Rotarians rarely talked about what we do—we didn't 'blow our own trumpets' (so to speak) and Rotary was often considered a well-kept secret. However with stagnating membership, but demands for our services continuing to rise, it became obvious that we needed to tell the world about the incredible work we do. This would encourage people to join us as members, support our projects either financially or through volunteering, and by financially support The Rotary Foundation—our Charity! Fortunately Rotary International has provided us with the resources to help us tell our stories in a clear and consistent way. The Brand Centre in My Rotary ([www.rotary.org](http://www.rotary.org)) has a wealth of information that clubs can access to help with telling our stories.

### **PLAN, PLAN, PLAN!**

You all know the old adage: if you fail to plan, you plan to fail! Having a well-developed plan is critical if we are going to be successful in raising our public image. This involves having the right people with the right skills in place, and training them well. Public Image needs to be an integral part of every event that we run, so when we sit down to plan our events we need to also plan how we are going to maximise the public image impact of that event.