2019-20 District 5790 Club Website and Social Media Analysis with 74 of 74 Clubs reviewed

Current Status of District 5790 Clubs

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Jan. 8, 2020

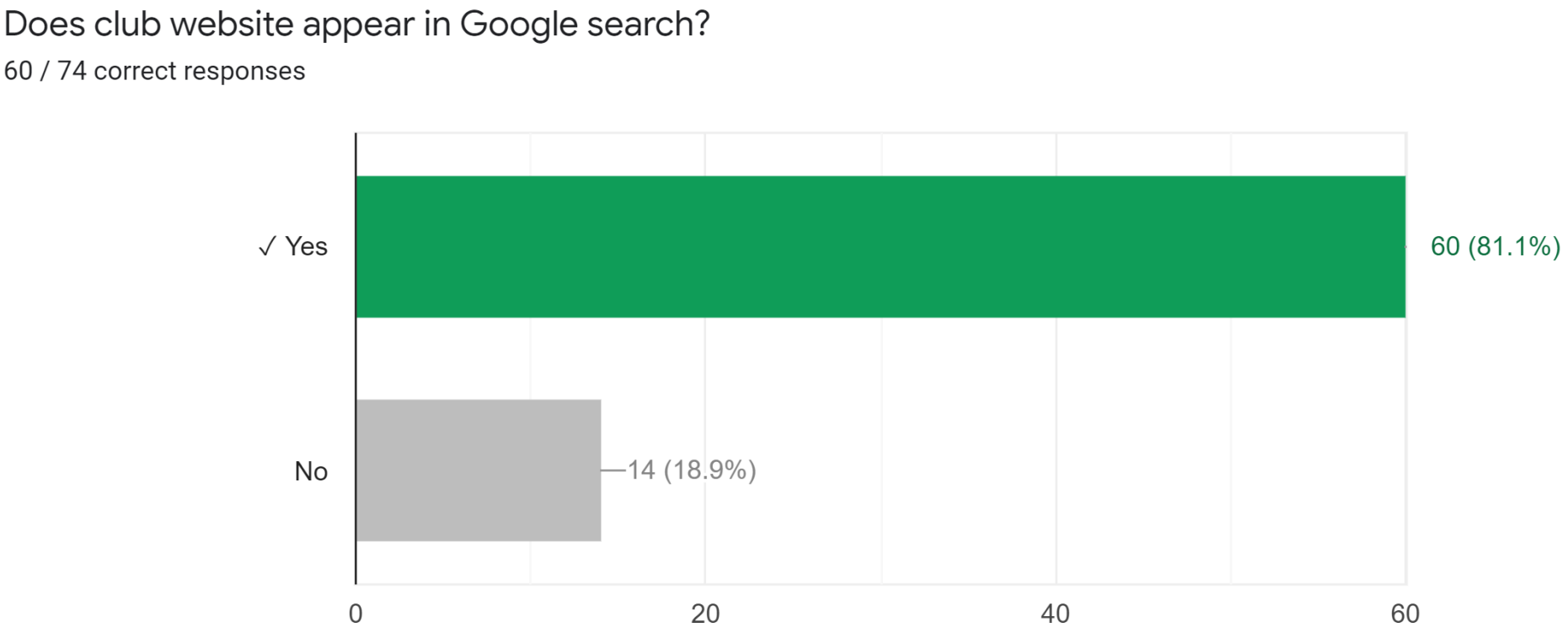
Rotary

Club Internet Presence

Criteria for this survey was drawn from Rotary International resource materials such as Quick Start guides for Rotary Websites and Social Media Guide for Rotary Clubs.

Rotary

Clubs with website appearing in a Google Search

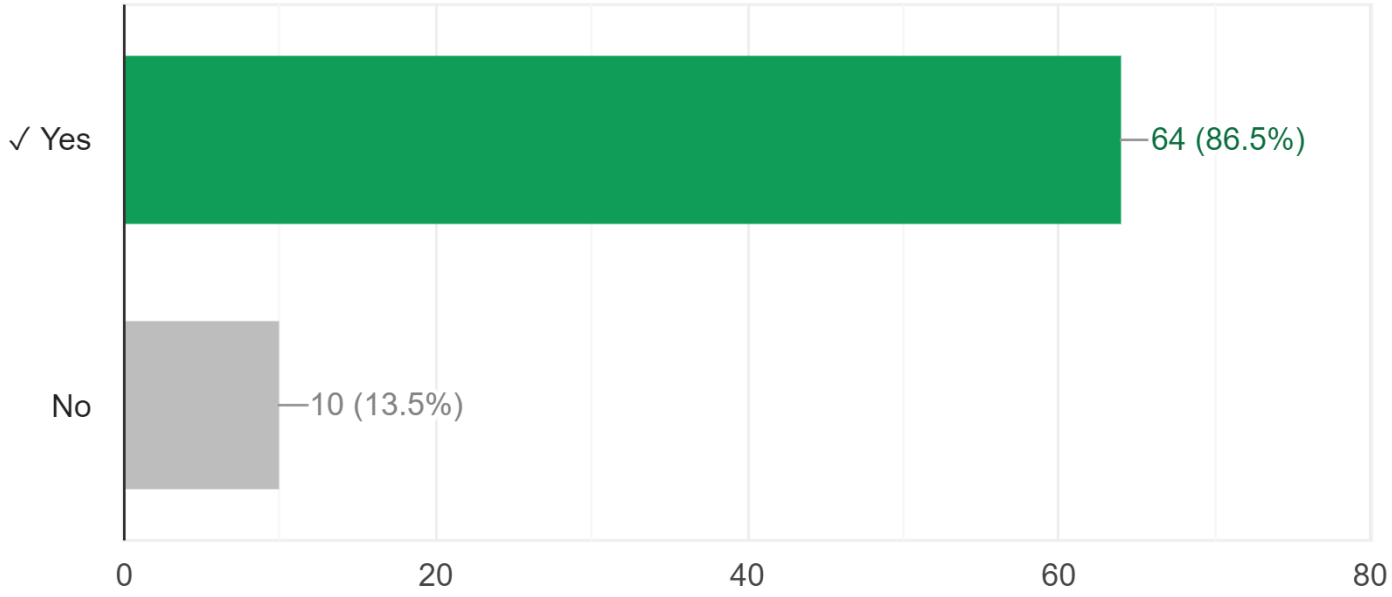


95% of clubs with websites use ClubRunner

Clubs with a Face Book Page found in a Google Search

Does the club Facebook page appear in Google Search?

64 / 74 correct responses

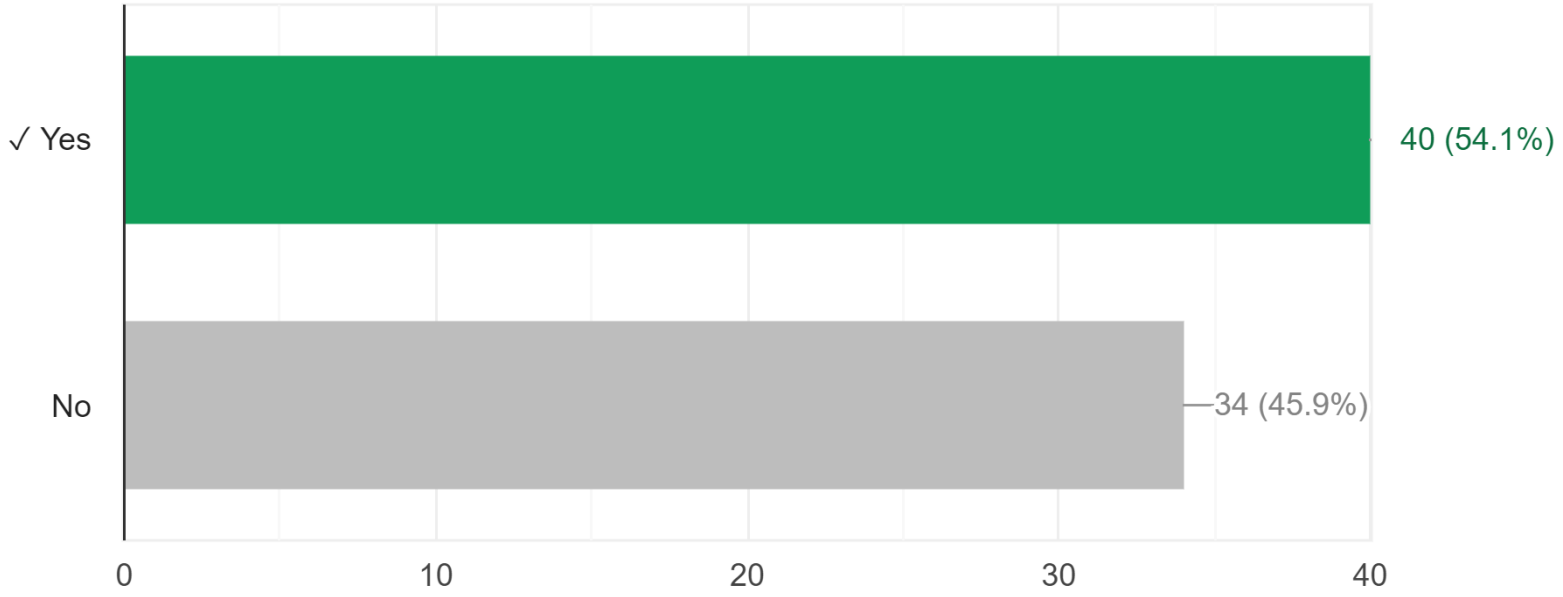


Rotary

Clubs with a news outlet references found in a Google Search

Are there any news media articles posted about the Rotary Club the past 12 months?

40 / 74 correct responses

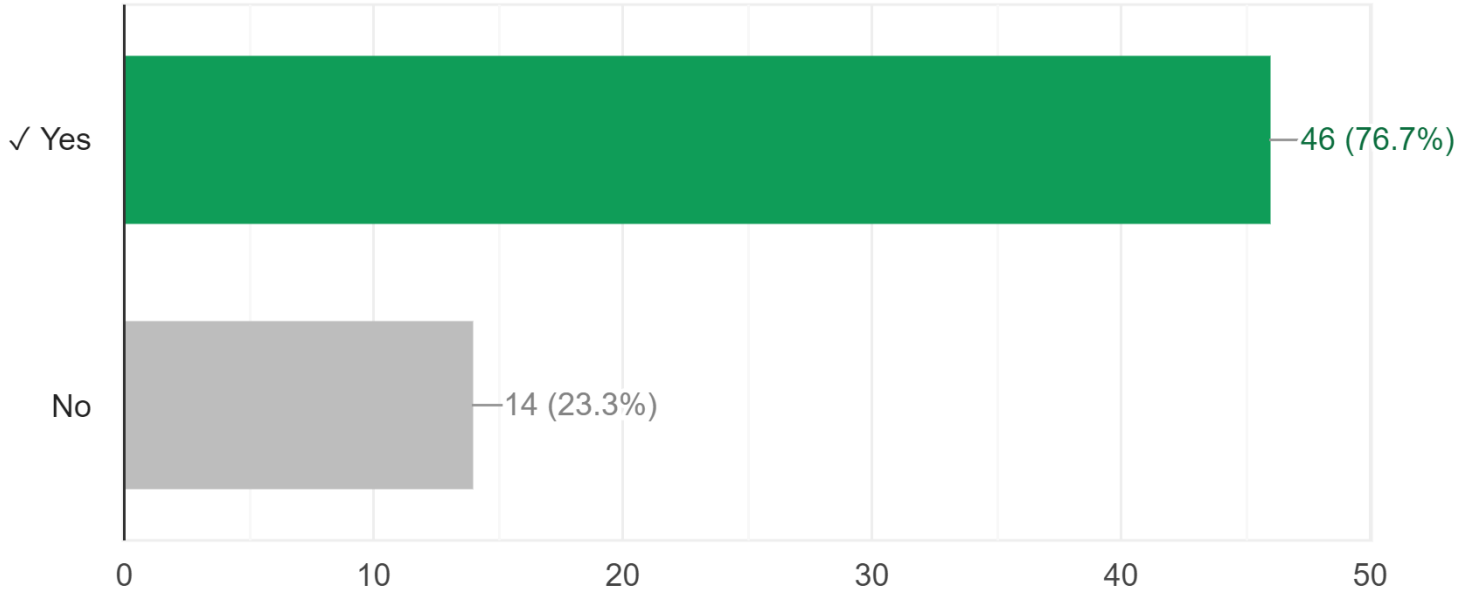


Rotary

Brand Compliance

Does the homepage display the correct Rotary "Wheel" Logo?

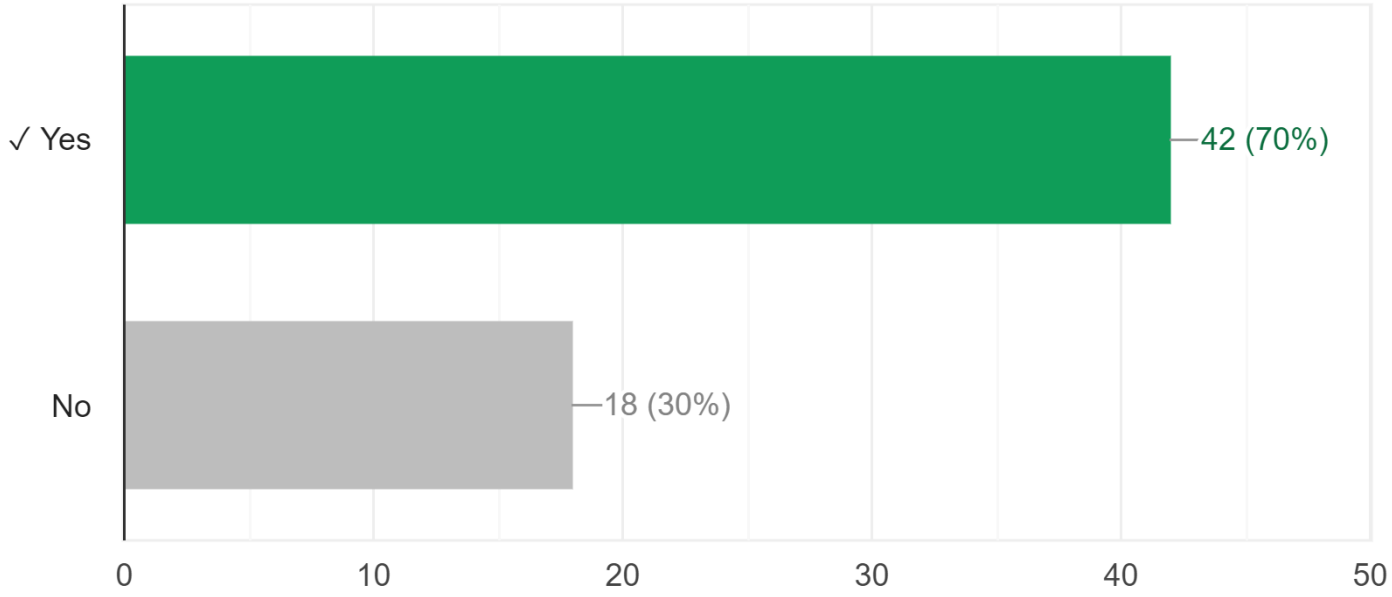
46 / 60 correct responses



Brand Compliance

Are the Rotary Logo's used throughout the website compliant with Rotary Brand Central?

42 / 60 correct responses

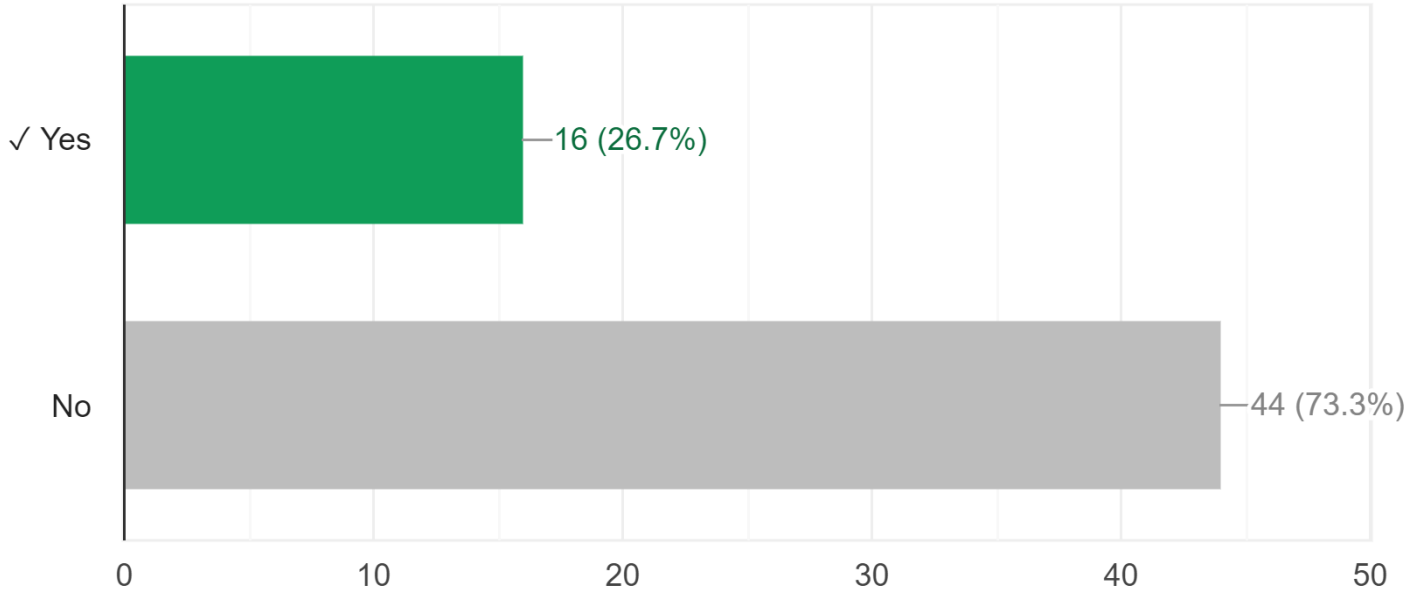


Rotary

Club Website Information

Does the homepage display the current Presidential Theme?

16 / 60 correct responses

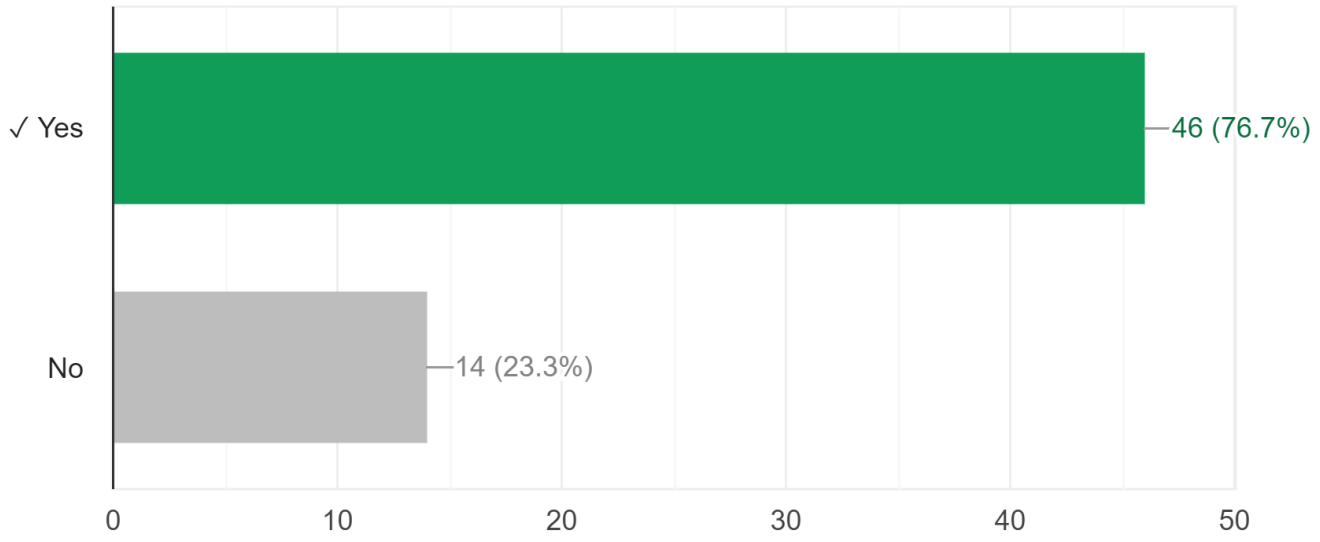


Rotary

Brand Compliance

Does the website contain a link to the District Site?

46 / 60 correct responses

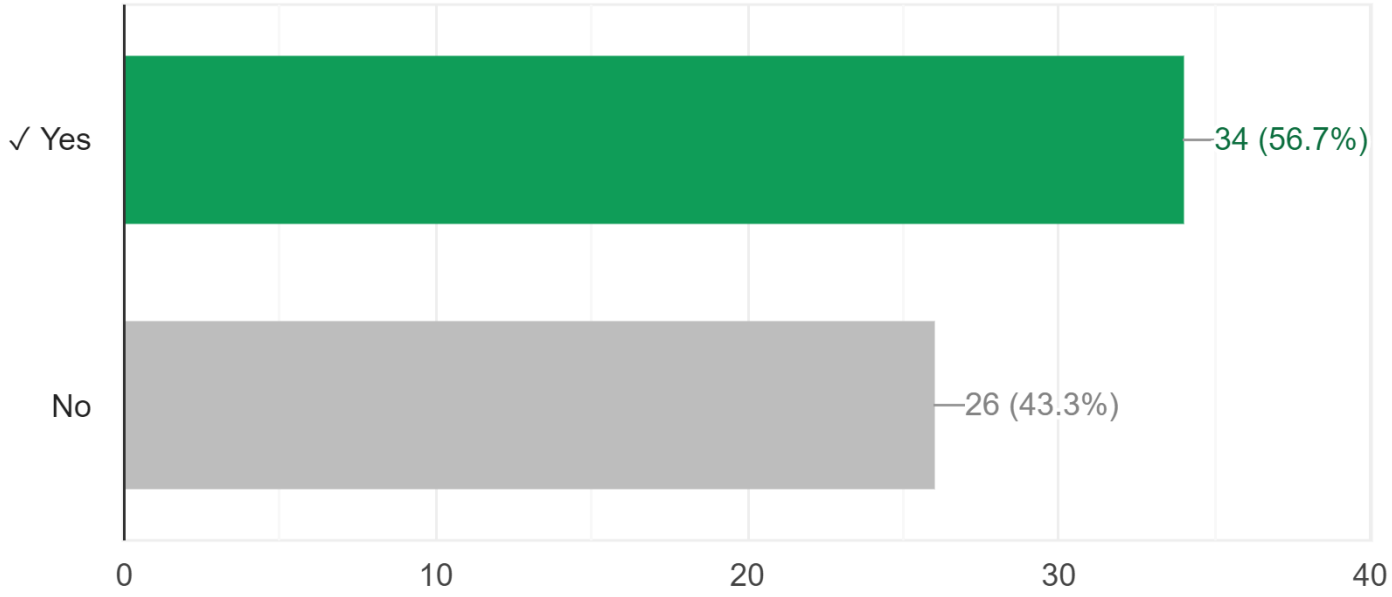


Rotary

Website Information

Does the website contain a link to the RI?

34 / 60 correct responses

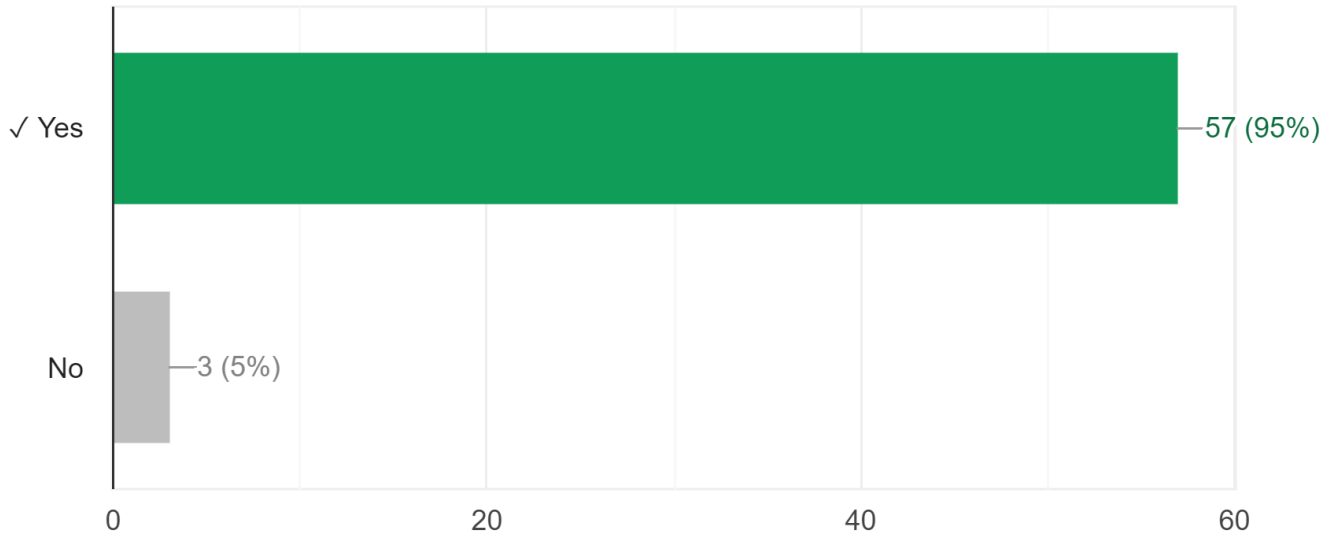


Rotary

Website information

Does the homepage contain meeting information (time, date, location)?

57 / 60 correct responses

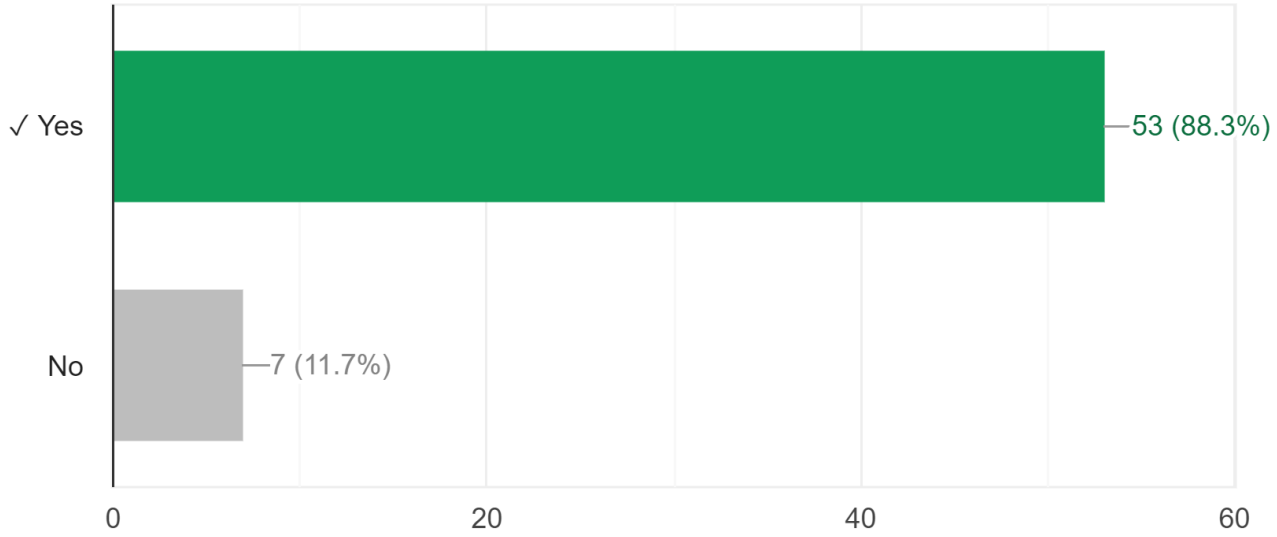


Rotary

Website Communications

Does the homepage contain (or have a link to) contact information?

53 / 60 correct responses

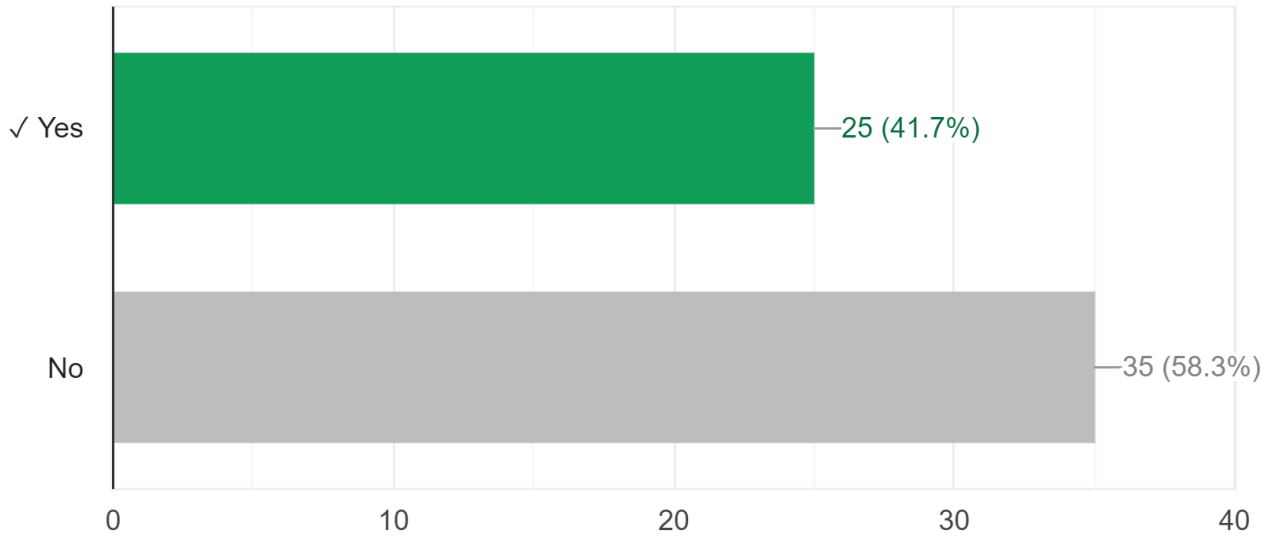


Rotary

Website Communications

Does the homepage display (or contain a link to) a list of upcoming speakers?

25 / 60 correct responses

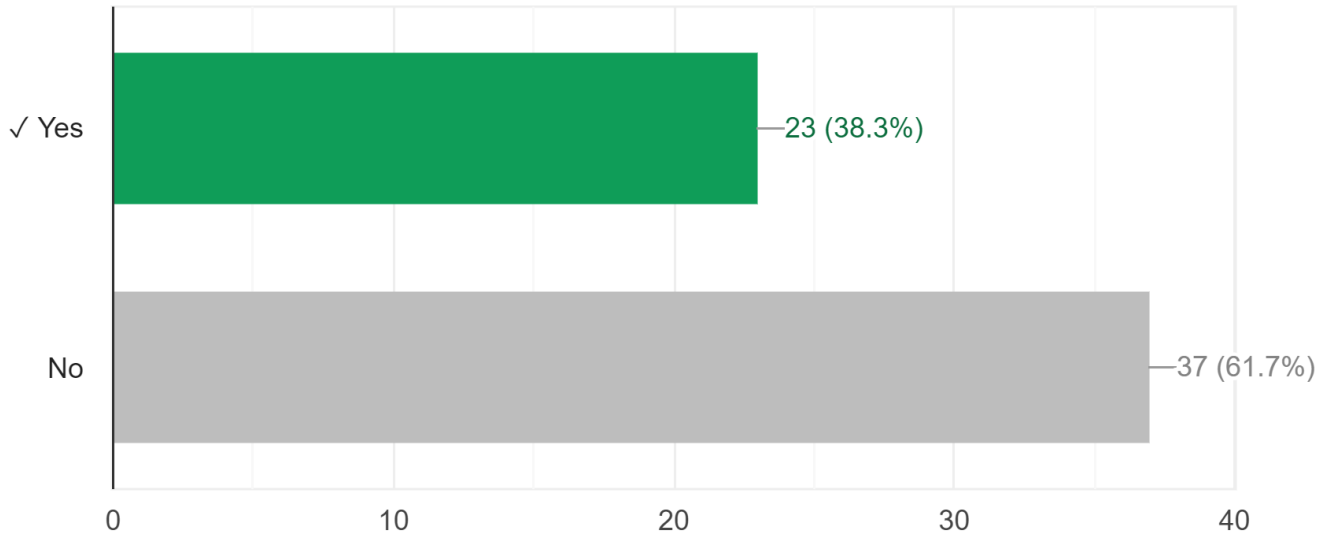


Rotary

Website Communications

Does the homepage contain information or links to service projects?

23 / 60 correct responses

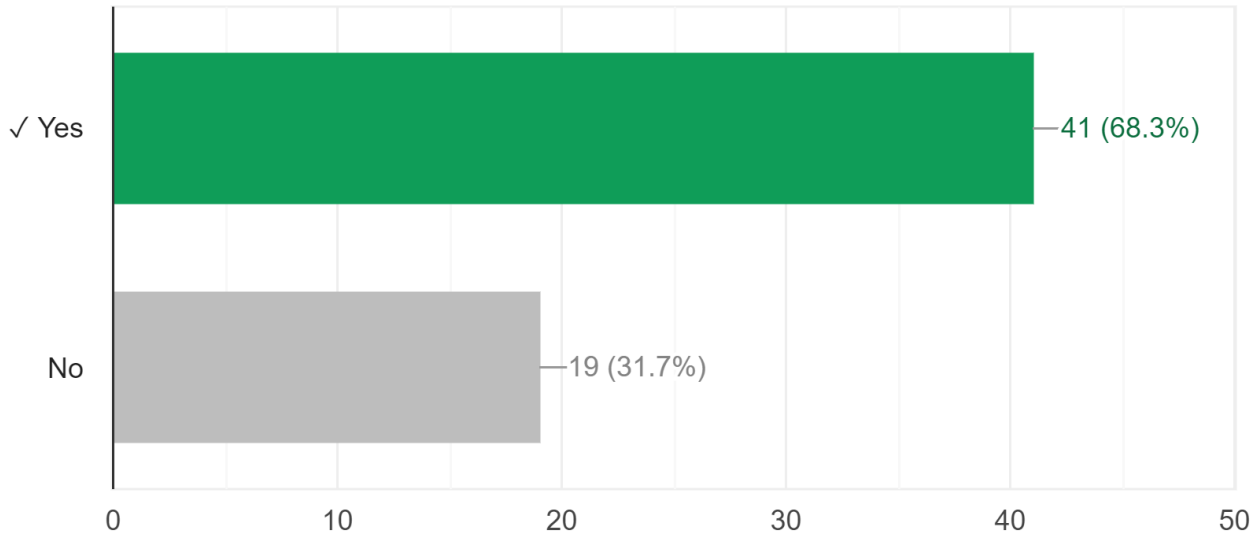


Rotary

Website Communications

Does the homepage have an "About Us" link?

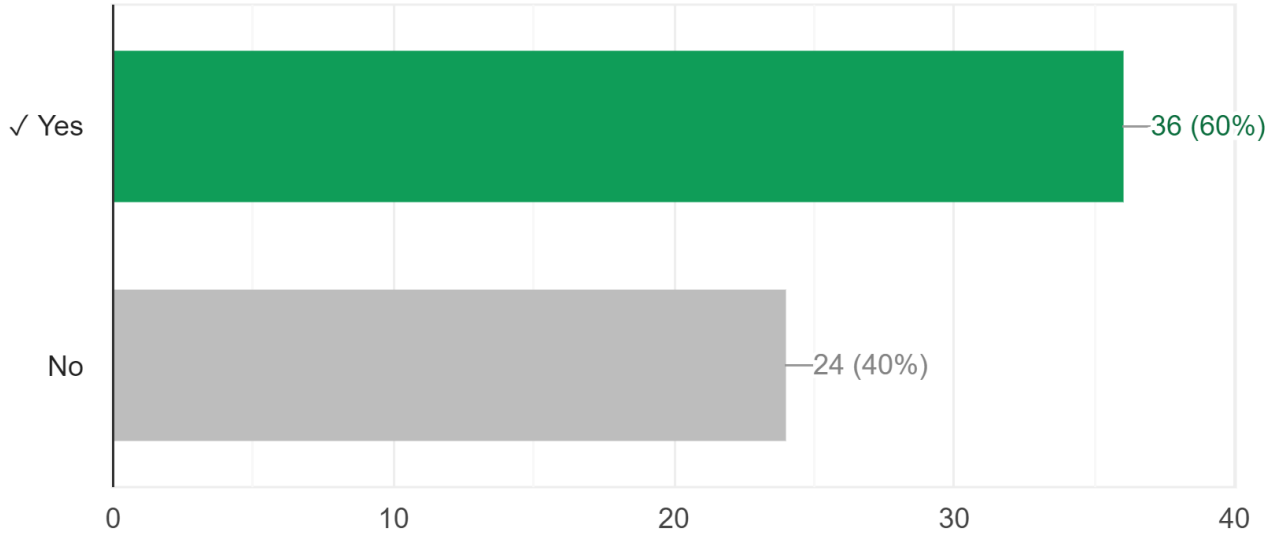
41 / 60 correct responses



Website Communications

Does the homepage have an upcoming events section or link to a calendar of events?

36 / 60 correct responses

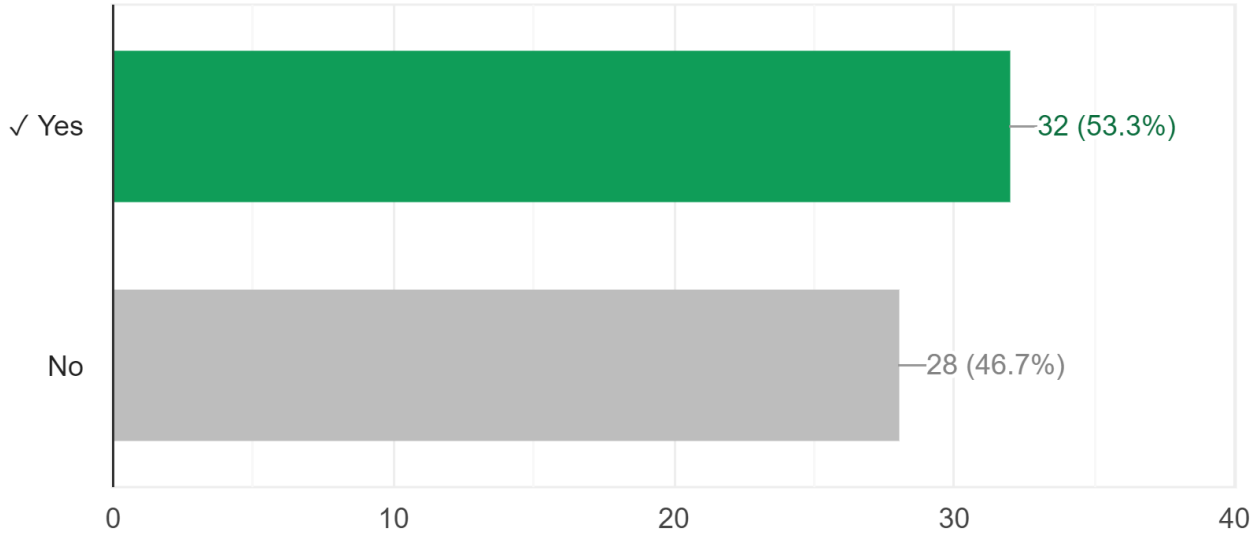


Rotary

Website Communications

Does the homepage show a link to Facebook or other social media sites?

32 / 60 correct responses

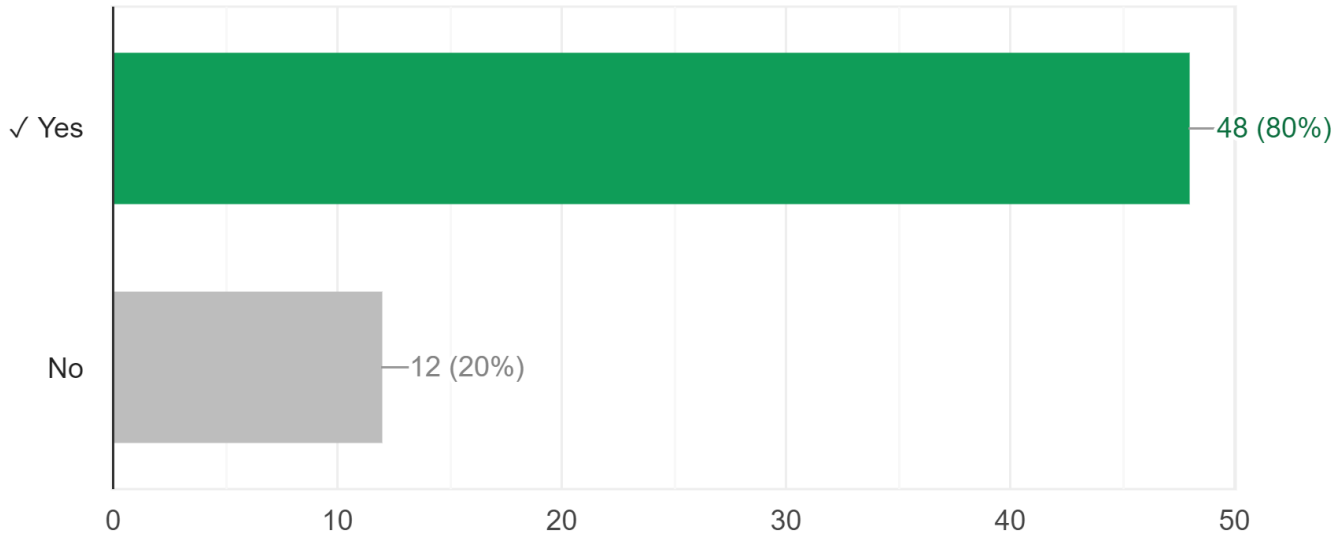


Rotary

Website Communications

Does the homepage contain a list of Directors/Executives or a link to that information?

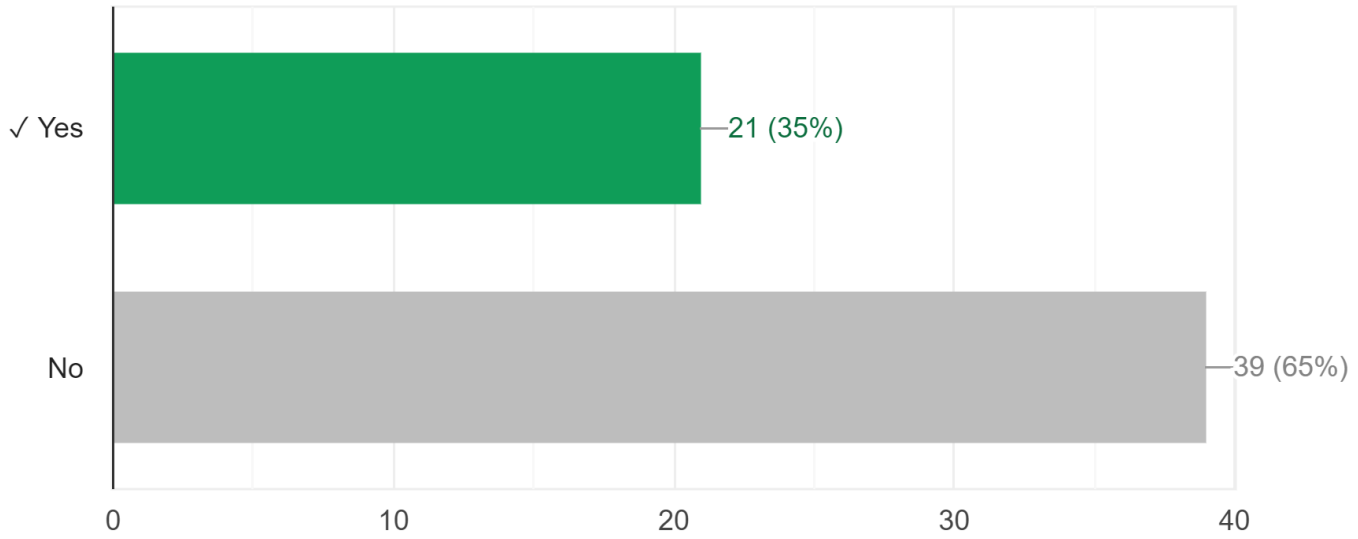
48 / 60 correct responses



Website Communications

Does the homepage provide a subscription button or link to the Club Bulletin?

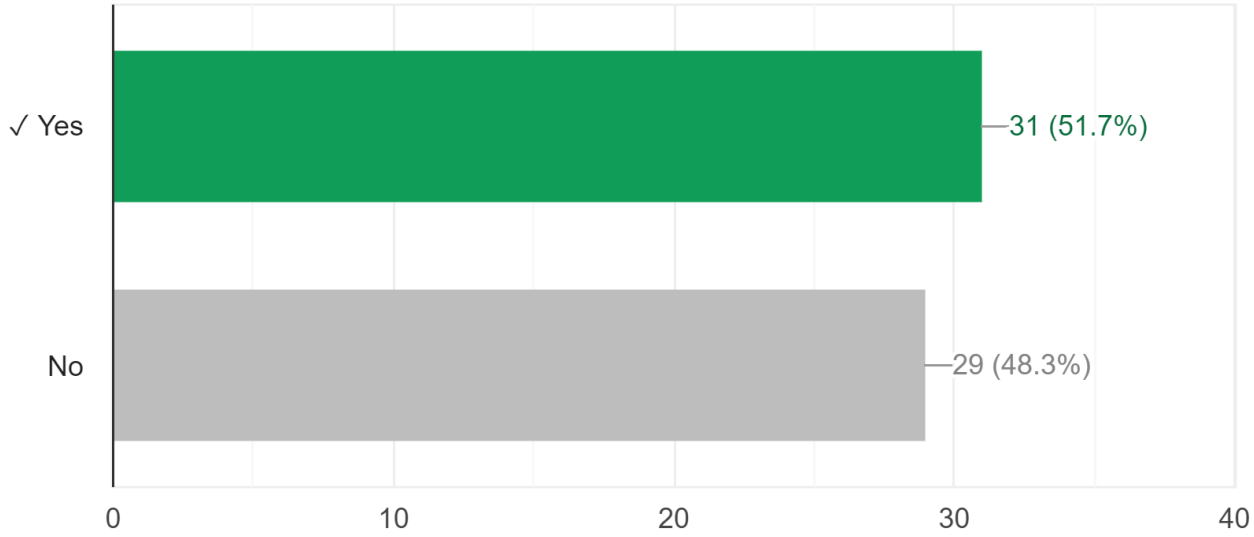
21 / 60 correct responses



Website Communications

Is information on the homepage current (or have at least some content from/for the last month)?

31 / 60 correct responses

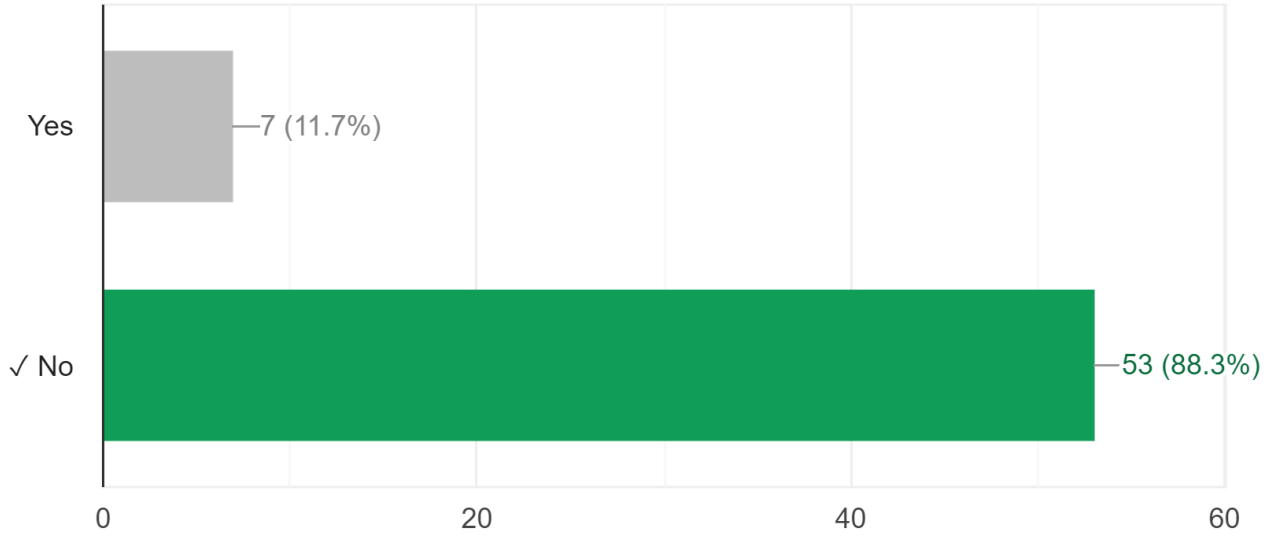


Rotary

Website Communications

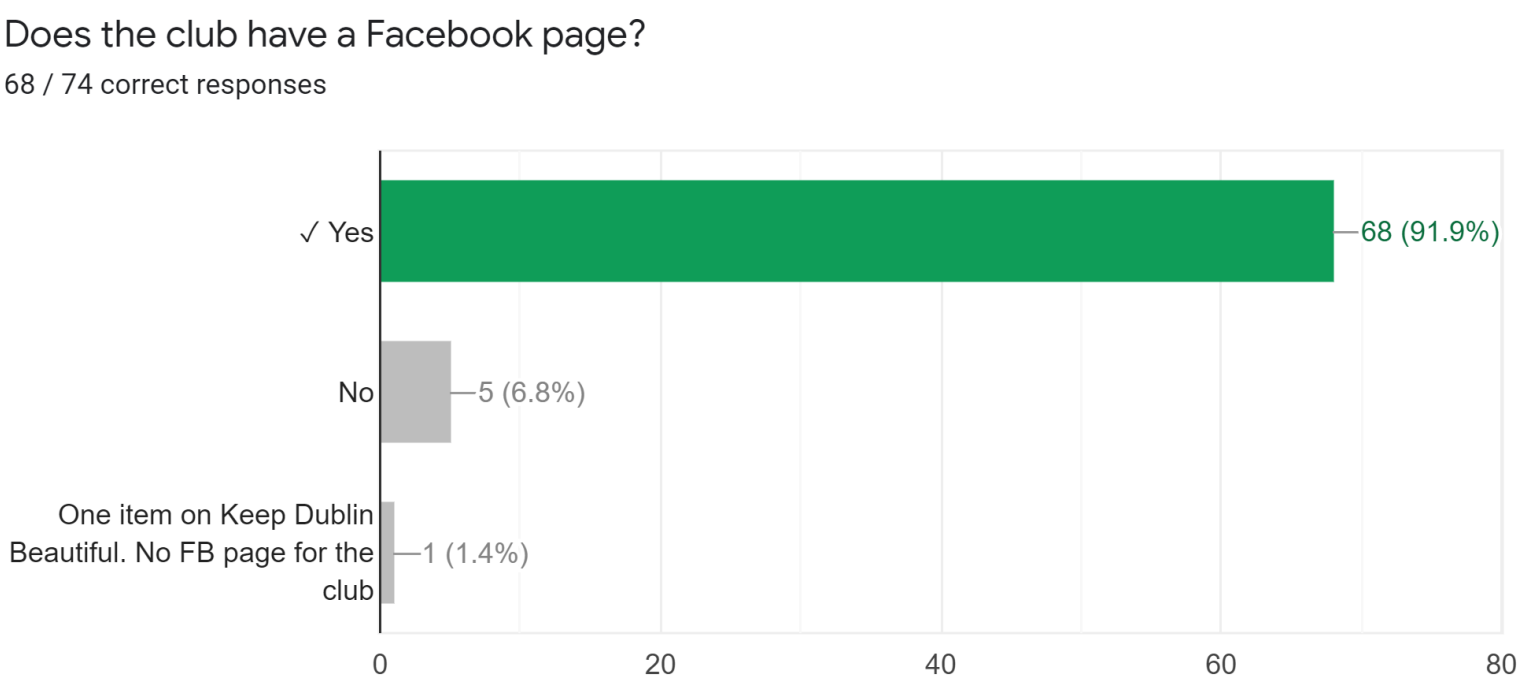
Does the homepage contain any "broken" links?

53 / 60 correct responses



Rotary

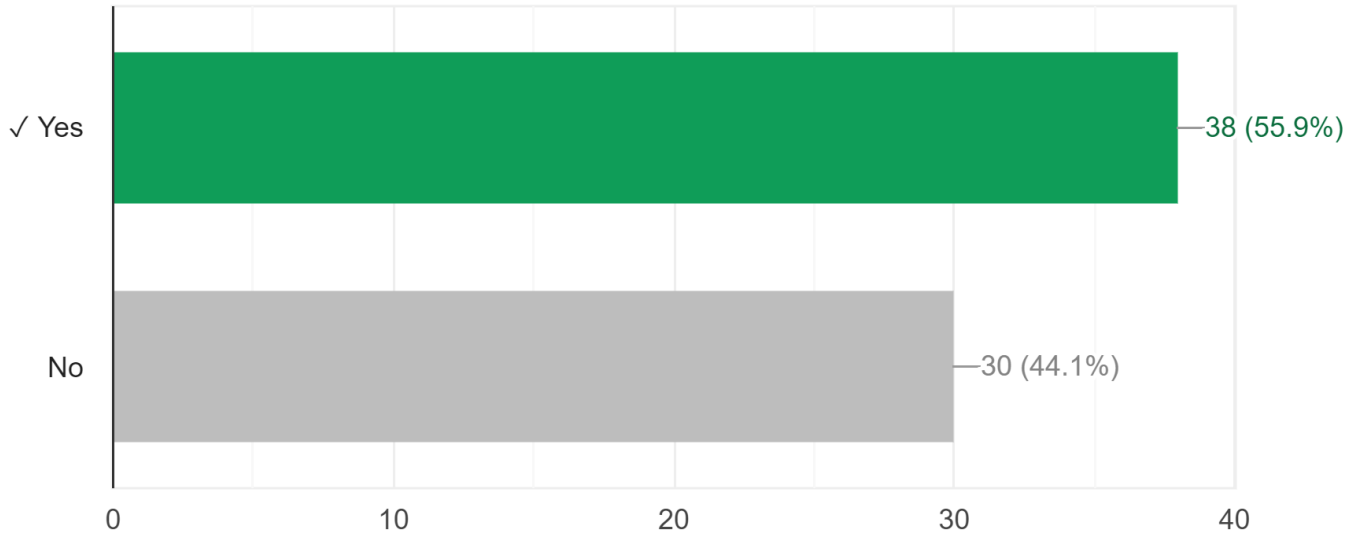
Facebook information



Facebook information

Has the Facebook page been updated within the last 2 weeks with most current post less than 7 day old?

38 / 68 correct responses

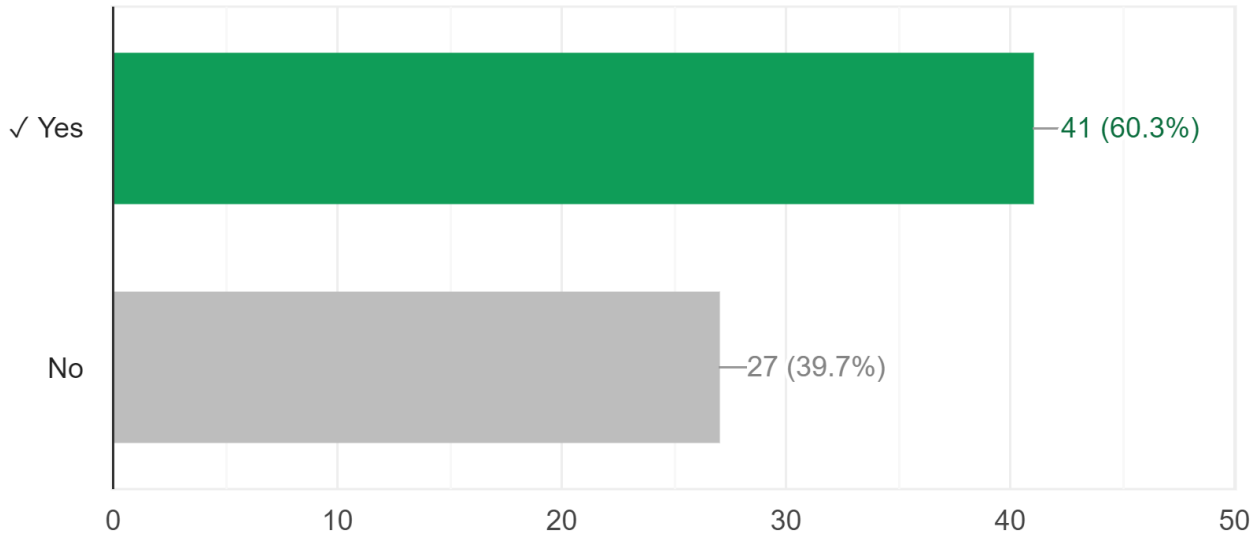


Rotary

Facebook information

Does the Facebook page display the current Rotary Wheel?

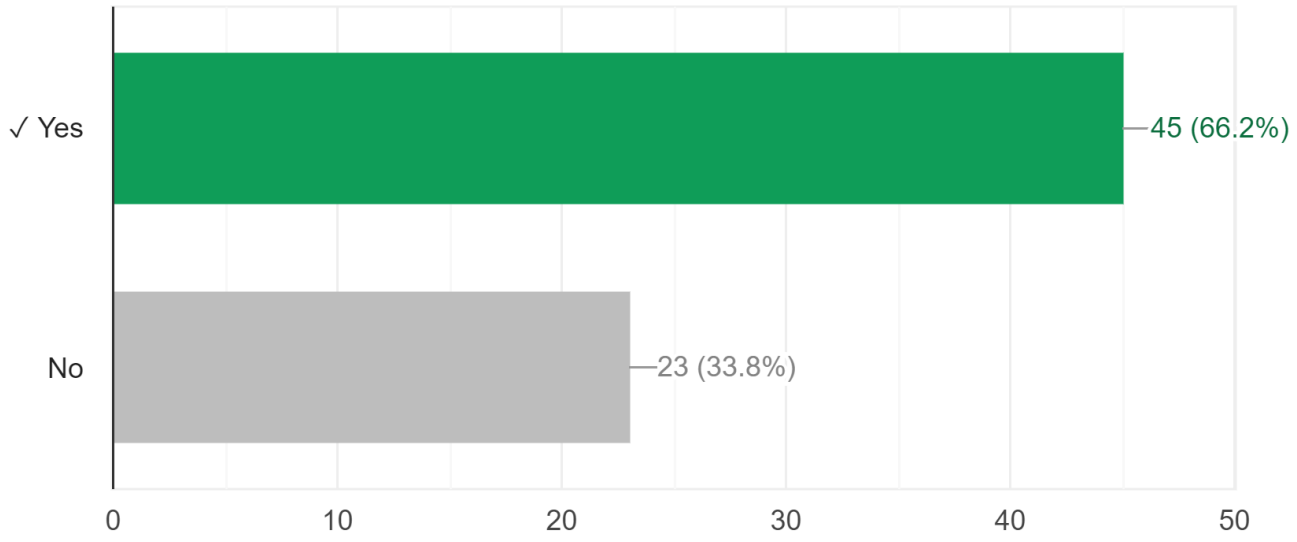
41 / 68 correct responses



Facebook information

Does the Facebook page show meeting information (time, date, and location)?

45 / 68 correct responses

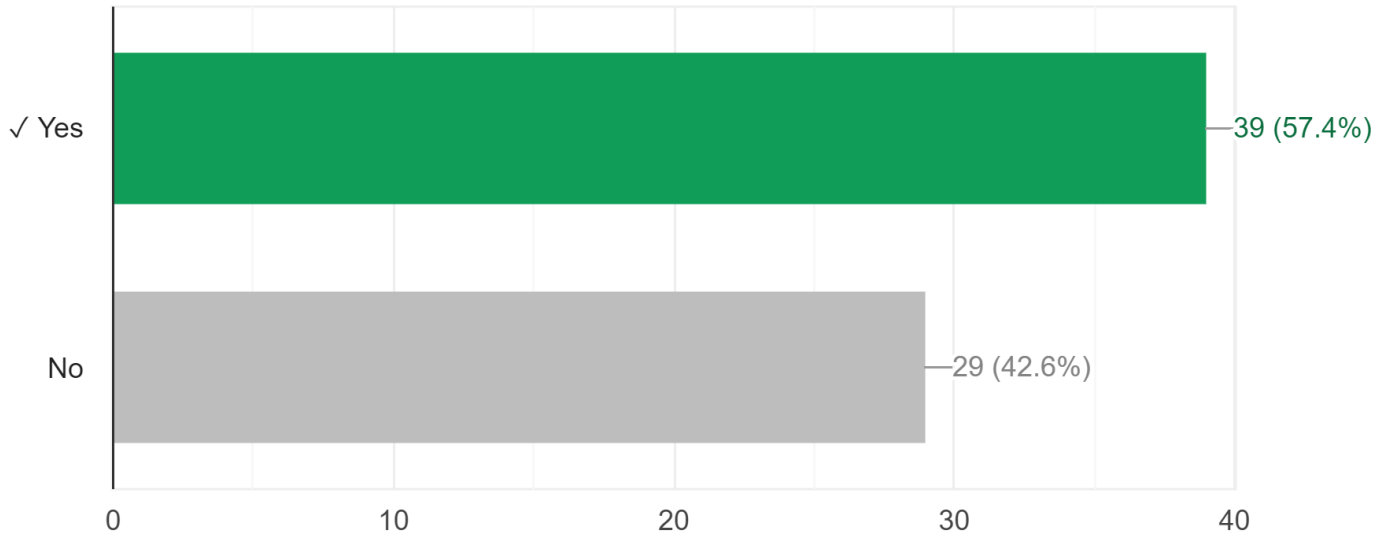


Rotary

Facebook information

Does the Facebook page contain a link to the Club Website?

39 / 68 correct responses

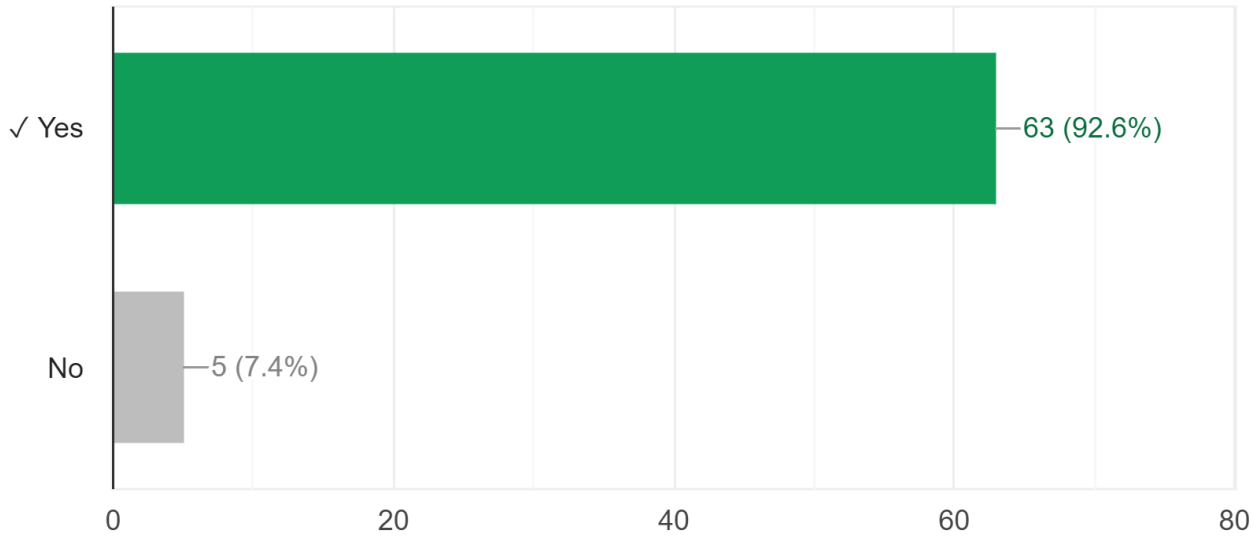


Rotary

Facebook information

Does the Facebook page contain club pictures?

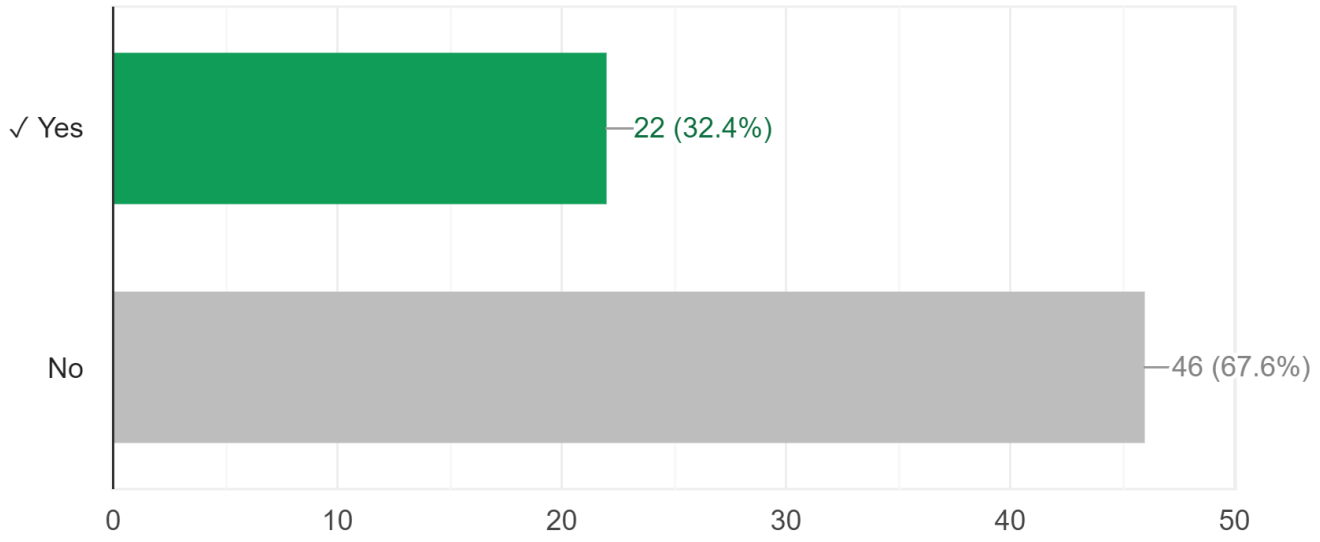
63 / 68 correct responses



Facebook information

Does the Facebook page share or have links to RI or District posts from the past month?

22 / 68 correct responses



Public Image committee actions needed based on survey

- Implications for Public Image Committee
  - Need educate non-compliant clubs regarding correct logo
  - Educate clubs regarding availability of templates for communicating with print and broadcast media
  - Better promotion by District PI Committee of District & RI Websites
  - Help clubs understand that promotion of Club Service Projects as a means for promoting Rotary
  - Public Image committee needs to understand how we can move the Public Image effort forward for all clubs – What do clubs gain through public image? What is lost without it?
  - Opportunities for investment. What's in it for me for those clubs without resources for an effective PI initiative?

Rotary