

Rotary Public Image Content Plan (July–June)

Annual Social Media Strategy Goals

- Highlight club impact and service projects
- Celebrate member achievements
- Recruit new members
- Promote events and fundraisers
- Support Rotary International initiatives
- Strengthen community relationships

JULY – New Leadership Month

- Introduce club/district officers and board
- Share the RI President's theme and goals
- “Why I Serve” quotes from new leaders
- Photos from installation ceremonies

AUGUST – Membership & New Club Development Month

- Member spotlight: how they found Rotary
- “Bring a friend” meeting invitations
- Carousel of membership benefits
- Celebrate new member inductions

SEPTEMBER – Basic Education & Literacy Month

- Feature local or global literacy projects
- Celebrate local educators and librarians
- Book drive photos or Little Free Library installs
- Reading recommendations from members

OCTOBER – Community Economic Development Month

- Highlight partnerships with local businesses
- Stories from supported entrepreneurs or nonprofits
- Feature economic development projects
- Invite a business leader to speak at a meeting

NOVEMBER – Rotary Foundation Month

- Impact stories from Foundation-funded projects
- Promote recurring donations: EREY (Every Rotarian Every Year)
- Recognize Paul Harris Fellows and Major Donors
- #GivingTuesday campaigns

DECEMBER – Disease Prevention & Treatment Month

- Recap health-related service events
- Highlight vaccination or wellness projects
- Promote Rotary's work on polio eradication
- Partner features: clinics, nonprofits, hospitals

JANUARY – Vocational Service Month

- Member spotlights: careers & community service
- Job shadowing or mentorship programs
- Vocational award or recognition posts
- How members apply Rotary ethics at work

FEBRUARY – Peace & Conflict Prevention/Resolution Month

- Rotary peace fellow highlights
- Promote local or global peacebuilding projects
- “What Peace Means to Me” quote graphics
- Events focused on dialogue, inclusion, and understanding

MARCH – Water, Sanitation & Hygiene (WASH) Month

- Share global WASH project successes
- Promote clean water facts and stats
- Show your club in action: hygiene kits, cleanups
- Collaborations with international clubs

APRIL – Environment Month

- Earth Day (April 22) events and photos
- Tree plantings, park cleanups, recycling initiatives
- Green tips from members
- Partner org spotlights: sustainability or conservation groups

MAY – Youth Service Month

- Highlight RYLA, Interact, Rotaract, and scholarship programs
- Share youth success stories
- Shout out graduating students
- Photos from youth events or exchanges

JUNE – Rotary Fellowships Month

- Feature members in international Rotary Fellowships
- Share hobbies and passions that bring members together
- Invite others to explore or start a fellowship
- Throwback photos from past fellowship trips or events

Year-Round Content Ideas

- 🎉 Member birthdays, anniversaries, and milestones
- 📷 Throwback Thursdays (TBT) – historic photos or flashbacks
- 🧠 “Did You Know?” Rotary facts
- 🎥 Event recap reels or volunteer highlights
- 📣 Promote fundraisers, community events, and meeting invites
- 🏆 Recognize awards, certifications, or achievements