

WHAT IS PUBLIC IMAGE?

HOW YOUR CLUB IS PERCEIVED
TO THE OUTSIDE WORLD



WHAT DOES A PUBLIC IMAGE EFFORT DO:

Creates Awareness of your Rotary Club
Helps make successful events.
Encourages membership growth.

**Which all help your club
make a greater impact.**



WHAT ARE THE PUBLIC IMAGE GOALS?

BE SEEN

BE REMEMBERED

BE IRRESISTIBLE

MOST IMPORTANT
PUBLIC IMAGE ADVICE
COMES IN 2 WORDS:

MOST
IMPORTANT
PUBLIC IMAGE
ADVICE COMES
IN 2 WORDS:

*Be
Present*

Be Where People are Looking
for a Group just like YOU

WHO SHOULD BE ON THE PUBLIC IMAGE COMMITTEE?





PUBLIC IMAGE **TOOLS FOR SUCCESS**

SOCIAL MEDIA

SWAG

EMAIL/WEBSITE

SIGNAGE

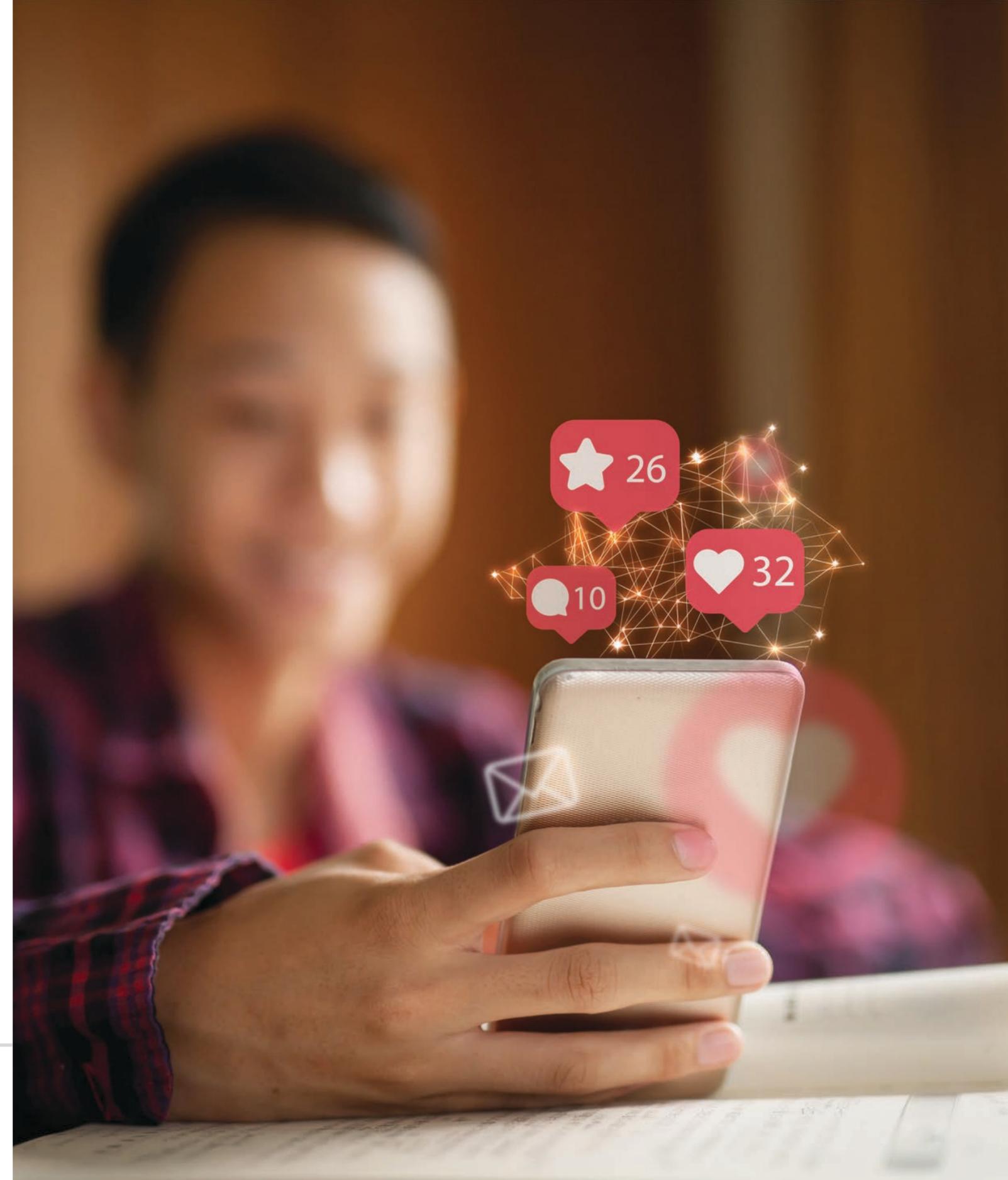
TRADITIONAL MEDIA

BRAND CENTER

Social Media by the Numbers

It's where people spend their time:

- Over 5 billion people use social media worldwide—that's 62.6% of the global population!
- The average person spends about 2 hours and 20 minutes per day scrolling, liking, and sharing content.



Social Media

Plays a huge role in Rotary's Public Image because it...

#1

Encourages businesses to sponsor Rotary events.

#2

Inspires prospective members to learn more and join.

#3

Motivates current members to stay engaged and involved.



SOCIAL MEDIA TIPS

Be Specific

Instead of general statements, share real numbers and real examples of your club's impact. This makes your message stronger and more relatable.

Demonstrate Impact

Show the real-world difference your club is making. Get testimonials from community partners or beneficiaries

Include a Call to Action

What do you want people to do after they see your post? Don't leave them guessing—tell them!

Pro Tip:

Find out local Facebook "GROUPS" and share your events with them!



Staying Active on Social Media

- Share the job between 2, 3 or 4 people so it's not overwhelming
- TAG to take advantage of the wildfire way social media sends posts to others who don't follow you
- SHARE with the District Pages! Let other Rotarians know the awesome stuff you're doing. Just tag us! @RotaryDistrict6630.
- Share the JOY of being a Rotarian... the JOY of doing service work in hopes that it inspires others and maybe encourages new members.



Your Phone is All You Need

- It's in your pocket
- Mobile phones have great quality cameras for stills and videos
- Mobile phones make it easy to point, shoot and post quickly
- Mobile phones take us LIVE for even better engagement



Visit the Rotary Brand Center

- Easy to create branded graphics
- Easy to download images, videos, promo materials, etc.
- Find videos and tutorials on how to promote your club or event.

Rotary Brand Center

Help & FAQ Search

HOME OUR BRAND DOWNLOADS TEMPLATES People of Action materials VIEW

Welcome to the Rotary Brand Center

What would you like to do today?

We are Rotary. We are People of Action.

No other organization is quite like Rotary. By using our voice consistently in all our messaging, we can ensure that our communications reflect our distinct character.

SWAG

STUFF WE ALL GET

SWAG



Strengthen
Brand
Recognition



Sends the Message
that Rotarians are
People of Action...
who put service
above self.

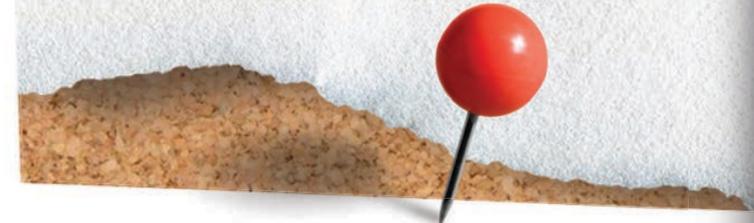
Apparel



Jackets



Hats



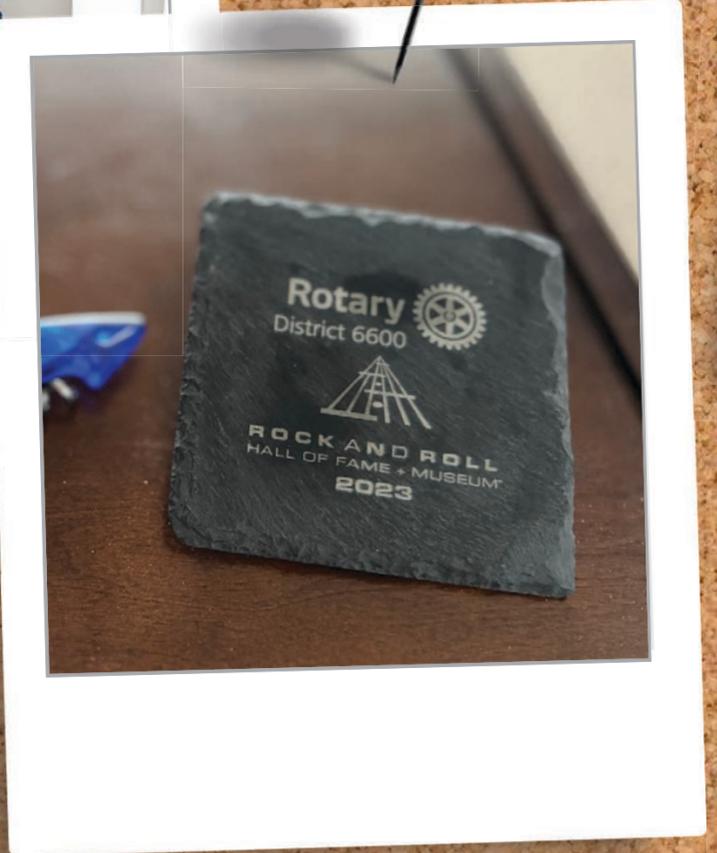
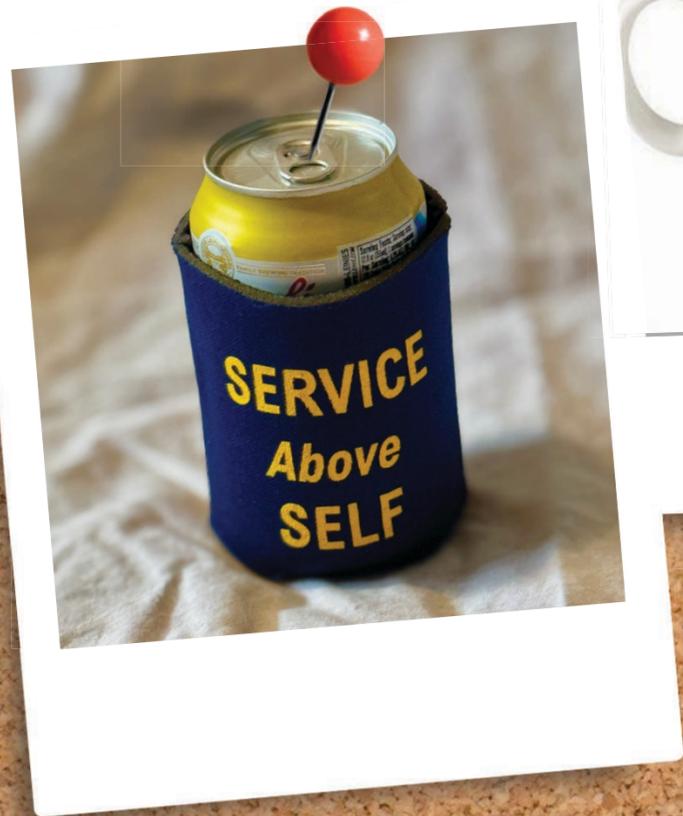
Shirts



Polos

What we
Use, Wear
and Share

More than Apparel



Drinkware
Gifts
Home Items
Bags, Etc.

Websites

- Websites are the windows to a club, its members and its overall personality.
- What is YOUR club personality? Spend time deciding how you want to portray yourself on your website.
- Search other Rotary clubs for ideas.
- Need Help? Cheryl Warren with District can assist.

Member Login

Rotary About Us Meetings Find Service Projects The Rotary Foundation Contact Us

Plano West Rotary SERVE YOUR COMMUNITY Plano West Rotary

Together we take action for lasting change

Find Service Projects

Grow local economies Volunteer with people like you Serve your community

3 EASY STEPS TO JOIN PEOPLE OF ACTION

This website uses cookies to ensure you get the best experience on our website. [Learn more](#)

GOT IT!

serve with Us Fellowship with Us Join Us

Emails & Enewsletters



- Meeting Reminders
- Volunteer Updates
- Special Event invitations and updates.

Some people do NOT use social media regularly!

Some people are ON social media, but only choose to share information one-on-one. They may not share a social post, but they may forward an email to new members.

Use these to acknowledge members who have gone above and beyond in their service above self.



Public Relations

Writing a great press release:

- Start with the 5 Ws:

Who, What, When, Where, Why

- **Add a 6th W: the WOW factor.**

The WOW factor tells your club's story of IMPACT

Create a media list and communicate with journalists:

Email - Call - Recap

Be sure to add photos that show ACTION and include a caption of who is in the photo.



Share with the world the awesomeness of your club!



Food Bank Fun!

Join us!

March 14 & 15



Rotary 

119th

ANNIVERSARY

World Rotary Day February 23, 2024