

Enhancing Your Rotary Club's Public Image

Top 10 List of Best Practices

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Public Image is...

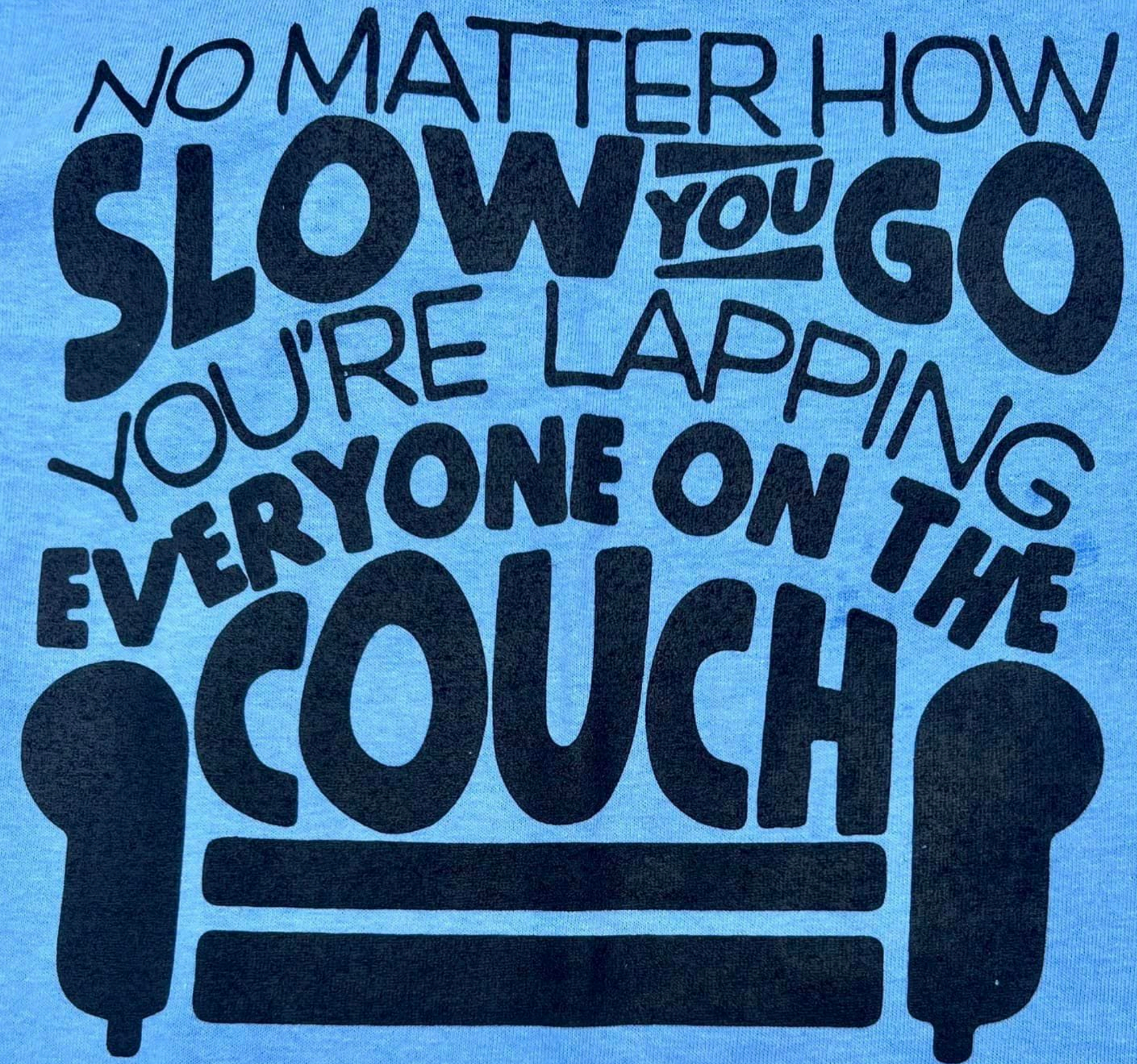
The way we present our club, our projects and programs within our group and to our community.


- To attract new members
- To attract people to our events
- To answer the question “What Is Rotary”
- We do that via our:
 - website
 - email newsletters
 - social media posts
 - flyers, brochures and ads



#1 Use the official Brand Logo

- Consistency is KEY to building a brand. Consistency builds TRUST in people as to who you are.
- Each Rotary Club has its own personality, its own history. It's okay to use a historical logo here or there, but let it be secondary so you appear CURRENT, but still honoring your past



Rotary 
Club of Twinsburg



#2 Know your best resources

- It's in your pocket
- Okay, it's your phone...
- 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



#3 What makes for a good photo?

- Capturing the emotion in UNSTAGED moments, even if they're actually staged.
- Understand photo composition and the elements of design.
- You can google tips on taking better photos. (Hint: don't put your subject smack dab in the middle.)
- ZOOM IN!
Seeing facial expressions = seeing emotions



#4 Write copy that puts the emotion to the 5 Ws

- Who, What, When, Where, Why
- Make a connection
- Tug at the heart strings
- Make someone chuckle



#5 Stay active on social media as best as you can

- 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.



#6 Become Friends with local press

- Read your local paper and see who's writing about similar events and groups as Rotary.
- Create a media list.
- Email them a press release and follow up with another email or call.



#7 Create a PI Strategy and Calendar

- When to publicize events to public
- Plan posts that aren't specific to a time or event. The more activity you have, the more you'll rise in your followers' feeds
- Planning and calendarizing multiple posts will make the job easier
- Makes it easy to share the workload

HOW TO CREATE A
SOCIAL MEDIA CALENDAR
[FREE TEMPLATE]

LILACH BULLOCK
GENERATE LEADS THAT CONVERT



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Twitter	Facebook, Instagram, Pinterest	Twitter	Facebook, Instagram, Pinterest	Twitter, YouTube	Twitter	Twitter, YouTube, Instagram
Twitter, YouTube	Facebook, Instagram, Pinterest	Twitter	Facebook, Instagram, Pinterest	Twitter	Facebook, Instagram, Pinterest	Twitter
Facebook, Instagram, Pinterest	Twitter	Facebook, Instagram, Pinterest	Twitter	Facebook, Instagram, Pinterest	Twitter	Facebook, Instagram, Pinterest
Facebook, Instagram, Pinterest	Twitter, YouTube, Instagram	Twitter	Facebook, Instagram, Pinterest	Facebook, Instagram, Pinterest	Twitter	Twitter
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#8 Review Your Website

- 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.

Member Login


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Fellowship with Us



Join Us

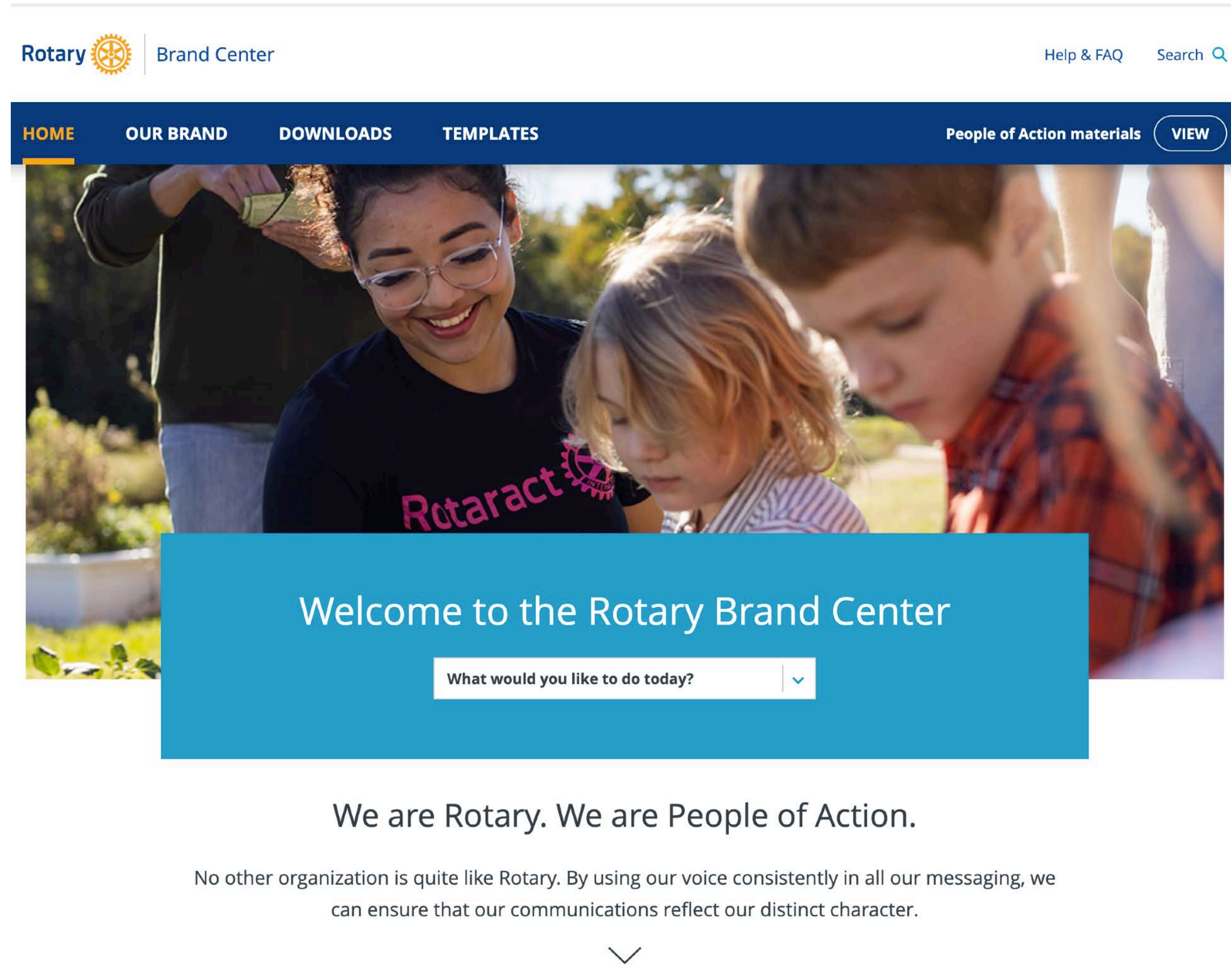
#9 Make CANVA your new best friend

- FREE web app for designing attractive social media posts, images, flyers
- Has pre-set templates for a variety of social platforms
- Can add text and other graphics
- Can edit video



#10 Visit the NEW Brand Center

- SO much easier to navigate
- Easy to create branded graphics
- Easy to download images, videos, promo materials, etc.



Share with the
world how
awesome you
are!

Rotary
Club of Twinsburg

