

Creating a Dynamic Public Image Committee



What is Public Image?

Definition:

Rotary's Public Image is what people outside of Rotary think when they hear our name. Our public image is shaped by the actions of our members, the activities we engage in, the impact we have, the stories we tell, and more.

What is Public Relations?

Definition:

Rotary's Public Relations is how we relate with each other and to members of the community. It is the industry practice of shaping or strengthening our organization's image. It is how we *Represent*.

Amy - Public Image isn't what we think of ourselves. Our public image is shaped by the actions of our members, the activities we engage in, the impact we have, the stories we tell, and more.

Barbara PR

Public Image

Club & District Level Challenges

Tell us your challenges

Public Image Districts:

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Public Image Club:

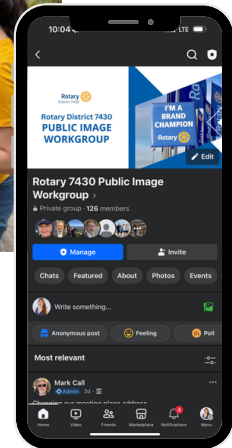
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Amy - Shaping our Public Image starts with a vibrant Public Image Team. We want to start by hearing what are some of the challenges your clubs & districts have encounter with specifically creating a dynamic public image team.

Real-World Example of a Vibrant District Public Image Team

Rotary District 7430

- District Communications
- Social
- Website
- Video Series
- Learning Opportunities
- Provide support & guidance to District Events & Committees & Clubs



Amy -

Our District 7430 Public Image Team has come a long way in the past several years. What started as a few individuals managing communications or social media has now transformed into a coordinated, strategic effort focused on building a community of Public Image champions.

This year, our team has grown to 10 members, each playing a crucial role in district public image efforts. We manage district communications, which includes a monthly newsletter, a quarterly club-focused newsletter, a monthly video message, and multiple social media platforms. Additionally, we oversee two Facebook groups, maintain the district website, and offer learning opportunities, while also supporting various district committees and events.

Our team is collaborative and always looking for ways to adapt and grow. One of our priorities this year is to strengthen our public image community, especially by fostering connections between Public Image Chairs at the club level. We have a Facebook group for sharing ideas and have hosted quarterly public image forums. This year, we've added in-person meetups to further build and strengthen these connections & community.

Key aspects to our growth:

District Leadership commitment to the importance of Public Image and using our brand. District commitment to following best practices and working to only publish brand compliant material/media. Emphasis on "Telling our Story" Telling our Rotary Stories are an accessible public image tool that every member can do.

6 TIPS FOR CREATING DYNAMIC PUBLIC IMAGE TEAMS

We've identified 6 key elements that are helpful for curating a dynamic & vibrant Public Image Team at the District or Club level.

How to Identify Public Image/Relations Talent:

Tell us your thoughts...



Amy kick off discussion. What do you look for in public image team members?
Qualities/skills?

Tip #1 Finding the Right People for PI Teams



Open To Learning

CREATIVITY



Skills

INTEREST MATTERS

MEDIA

PUBLIC RELATIONS



Storytellers

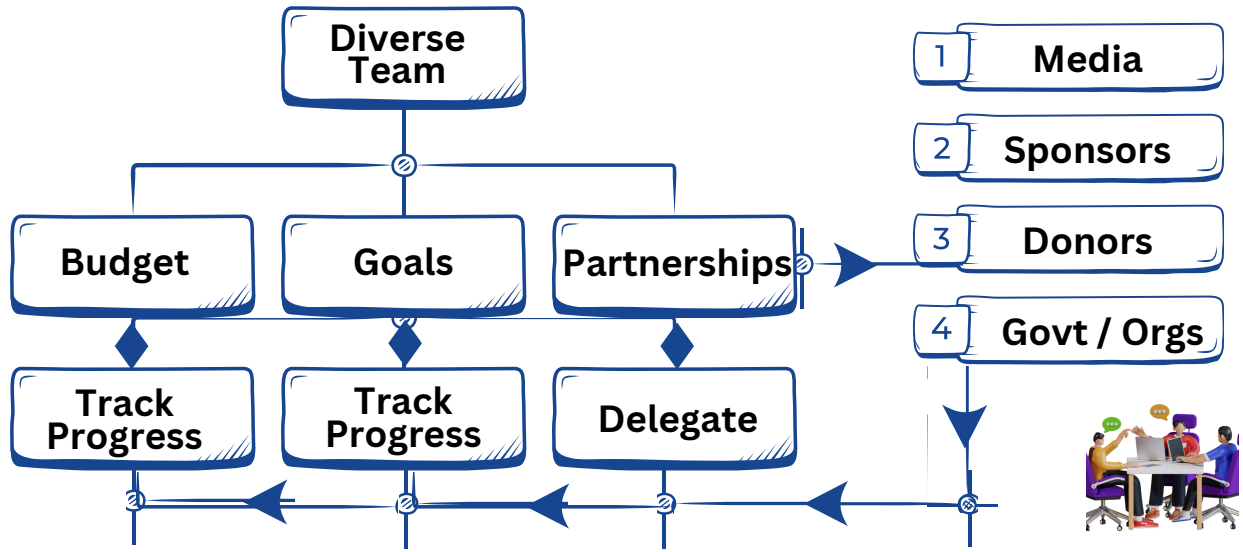
MARKETING NETWORKING



Collaborative Teamworkers

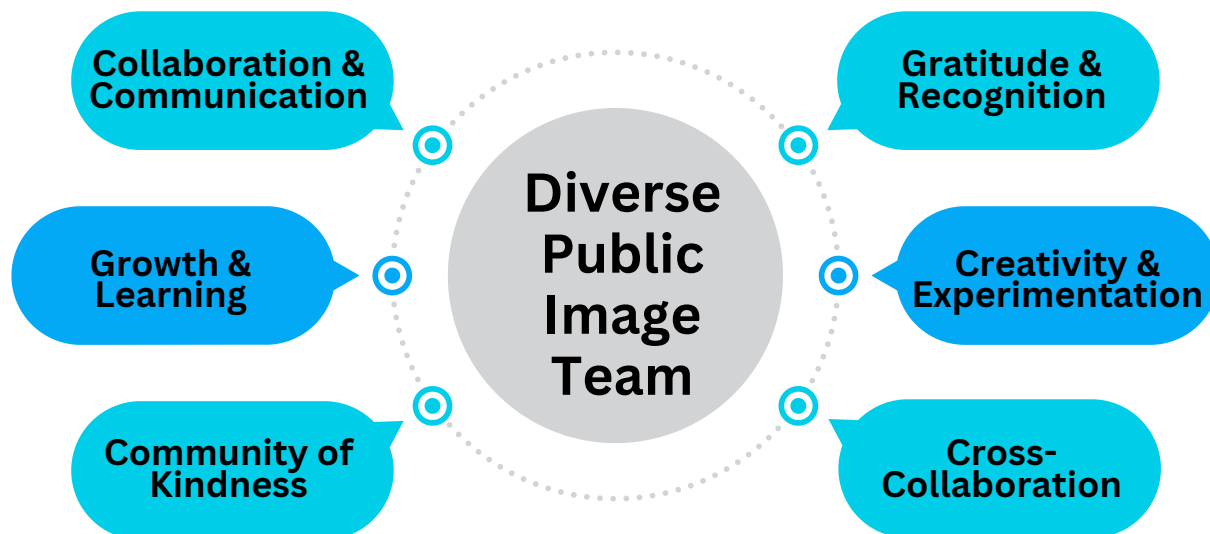
Barbara

Tip #2: Structuring a PI Team & Developing a Collaborative Culture



Barbara

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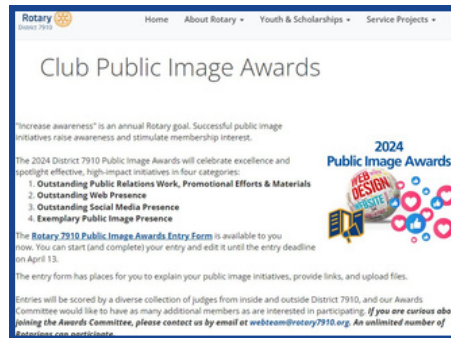



Barbara & Amy - developing a collaborative Mindset

Tip #2: Celebrating & Recognition



- Use Rotary International Club Excellence Award
- District Wide Public Image Awards
- Photo or Video Contests



2022 Governor's Challenge for Public Image (PI) 

How each club share its stories with the world is vital to Rotary's future. By employing unified branding and a clear and compelling voice, we are enhancing our legacy as one of the most widely recognized and respected service organizations in the world.

ACCEPT THE CHALLENGE AND BE A ROTARY PUBLIC IMAGE CHAMPION! Many Rotary Clubs throughout our District are doing a great job of creating positive Public Image in their communities. The 2022 Public Image Challenge will recognize clubs for their efforts to "Share their Stories" and encourage other clubs to expand their efforts, especially in connection with the Rotary National Day of Service on April 30th.

Challenges

- **FEBRUARY** - Announce the challenge and ask every club to participate by first designating a PI chair. Currently only 16 of 44 clubs have a PI/PR chair. These individuals should complete the 2 hours PI Public Image online training and begin efforts to put together their club PI team - It is important that this not be a one person effort.
- **MARCH** - Introduce the PI Chairs to our D7430 Facebook Group, to the People of Action (POA) Photo Editor and to other District, regional and RI resources that will help them with their responsibilities. Ask each PI Chair to submit a plan to promote its April Day of Service (April 30th). We will share ideas from the plans among all Club PI chairs.
- **APRIL** - Clubs implement their Day of Service Public Image Plans. The D7430 PI team will review club efforts and share/promote what we consider the "best and the brightest" ideas/implementation.
- **MAY** - POA Photo/video contest - clubs submit their best People of Action branded photos (created with the Editor) - We will pick 1 winner for each area and then the top 2 overall to highlight and reward with special recognition.

*** An email will be sent each month to club PI chairs with details for participating in and completing that month's Challenge.

Amy - How many of you in your districts or clubs have had a public image award or challenge? These are great for several reasons...They help create a culture of celebrating our public image successes, they can provide learning opportunities, raise the awareness of the importance of our public image and they can be helpful in identifying key members to join your Public Image Team.

Tip #3 Teaching Public Image Concepts to All Club Members

Every Member is a Public Image Advocate:

- Rotary Learning Center (my.rotary.org)
- Zones 28 & 32 Public Image Webinars
- District/Club Learning Opportunities
- Tech and System Tutorials

- Encourage Rotary Moments
 - *Tell us your Why*
- Visit community events as a Rotarian
 - Wear a pin
 - Tell Rotary stories
 - Invite people to our meetings/events



Barbara

Tip #3 Teaching Public Image Concepts to All Club Members

Creating Excitement around Branding:

- **Be Brand Champion!**
 - More than our logo
- **People of Action**
- **Create interactive campaigns**

- **AWARENESS**
 - **Social Protocol**



Amy

Be a Brand Champion by creating excitement around our using our Brand & Brand Center tools! Talk about our brand tools with excitement! Share the why with positivity. And celebrate clubs that use the the brand tools.

Our Brand is more than a logo. It's our core mission & values. Our logo and branding elements connected to our shared vision! Essentially we are People of Action & our brand story communicates that. And that's exciting!!!

Tip #4 Building a Culture of Gratitude and Kindness

Setting the Vibe/Tone for Your Public Image Team:

- Create a culture of gratitude & kindness
- Use the Four-Way Test as a guide
- Supportive environment
- Build Trust
- Open Communication & Safe Space

KIND PEOPLE
SAVE THE
-WORLD-

IT TAKES
COURAGE
-TO BE-
•KIND•



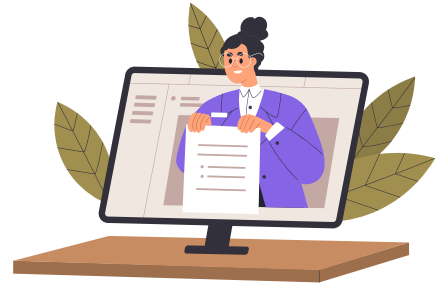
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Tip #5

Developing PI Templates and Processes

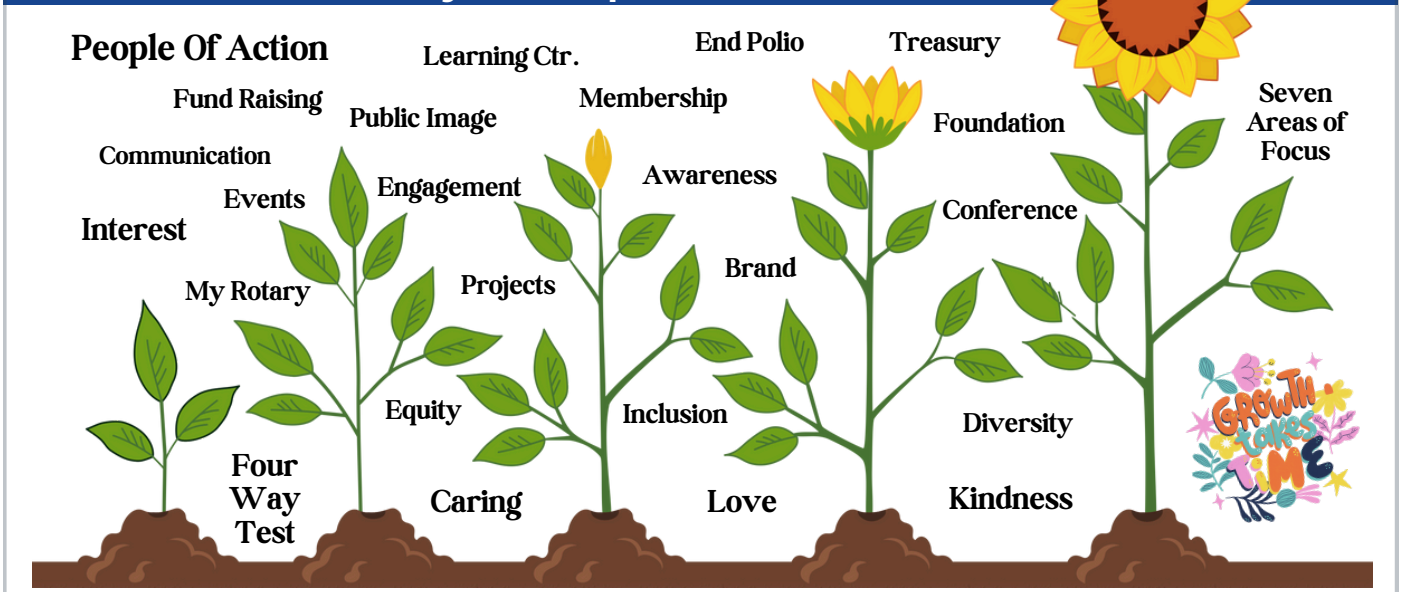
Helpful Technology

- Storytelling Form Template
- Canva
 - ppt presentation
 - MP4
- Google Docs
- MicroSoft Office
 - Excel
 - Powerpoint
 - Word
- Zoom
- Teams
- Owl - for hybrid meetings



Barbara

Tip #6 Encourage Continued Learning Increase our Ability to Adapt



Amy kick off - 2 of my key phrases that I use all the time with my PI team is 'It's a journey and progress over perfection.' Keep taking steps forward, celebrate wins small & big and if you and your team commits to the learning experience you'll look back and see that together we've created a positive impact with our public image efforts.

Barbara close



QUESTIONS