

Promoting Your Rotary Club

It's important to spread the good news about the work your Rotary club is undertaking. This will bring visibility and attention to Rotary in general, and it will also raise awareness about your particular club, which could in turn lead to new members or donations. There are multiple avenues for raising awareness available to you. This handout offers instructions for using several promotional vehicles, each recommended because they are free and easy to use.

For further information, watch our instructional video on the District's website; look for the link in the District Info section.

ROTARY DISTRICT 7890 WEBSITE

Our district website is an asset you can put to use to promote your club's news and events.

The District's URL: <http://www.rotarydistrict7890.org/>

What you can post:

On the District News section: This is the place where we will happily post news stories of district-wide interest, such as stories about projects that affect people on a broad scale or on "superstars" in the district. We are not able to post notices of upcoming club events or fundraisers.

To post your story of district-wide interest on our site: Send a summary of your news and a photo to PDG Karen Andrews at karen1710@comcast.net. Our editors will prepare your item in final form.

The following vehicles can be used to post any and all club and event news:

ROTARY DISTRICT 7890 FACEBOOK PAGE

The District is on Facebook:

Rotary District 7890 Northern CT & Western MA:

www.facebook.com/groups/424304164335317/

What you can post on this page: Any appropriate Rotary-related news or events from your club or another club

How to post your news: Simply click on the "Join" button to join the group, and then use the status bar to post your message.

YOUR CLUB'S OWN WEBSITE

It's a great idea for your club to establish its own website if you haven't already. Using a Wordpress.com platform is easy and inexpensive. Visit wordpress.com to learn more. If you do have a club website, it's important to keep it updated, to keep it fresh and interesting.



Michael J. Roy, District Governor

YOUR OWN CLUB FACEBOOK PAGE

In order to create a Facebook page for your Rotary club, you will first need to establish a personal Facebook account, which you can do by visiting www.facebook.com and following the prompts.

To create a page for your Rotary club, look in the left-hand navigation bar:

- Click on "Create Page"
- Choose/click on "Company, Organization or Institution"
- Choose a Category and enter your Rotary club's official name
- Click "Get Started"
- Follow the prompts, creating an "About Me" page for your club and uploading what is known as a profile picture, which will display when visitors come to your page.
- Invite Facebook friends to Like your new club page, and ask other club members to also invite their Facebook friends to Like the page.
- To use Facebook's "Help" feature, click on the small downward-facing triangle at top right, and then click "Help."

Once you establish a Facebook page, it's important that you post on it on a regular basis to develop an audience. Also, if you have an event posted on your club's Facebook page, feel free to share that on the District Facebook page. You can also send event news to your Area Assistant Governor, who may want to share it with clubs in your geographic region.

PRESS RELEASE TO LOCAL MEDIA

Sending a press release is a free and effective way to get noticed in the local media.

Simply follow these steps below.

- Write a press release, using the tips found in the two tutorials at the very bottom of the page at: <http://www.beetlepress.com/press-releases/>. Keep your release short and focused on who, what, where, when and why.
- Send your release to appropriate editors in your region, including:
 - Northampton's Daily Hampshire Gazette: smoulton@gazettenet.com
 - Springfield's The Republican: CSimison@repub.com
 - Westfield's Evening News: carlhartdegen@thewestfieldnews.com
 - Pittsfield's Berkshire Eagle: news@berkshireeagle.com
 - Connecticut Journal Inquirer: business@journalinquirer.com
 - Hartford Courant: bphillips@courant.com
 - West Hartford News: westhartfordnews@ctcentral.com
 - Plainville Citizen: olawrence@record-journal.com
 - Putnam Villager: adam@villagernewspapers.com
 - Southington Observer: eharris@southingtonobserver.com
 - Glastonbury Citizen: citizen@snet.net

Also search for smaller media outlets and other editors in your Area by doing a Google search, and send your news to their attention as well.