



PUBLIC RELATIONS 2016/17

Rotary
District 9685



WELCOME

Ian Cameron
Public Relations Director 2016-17

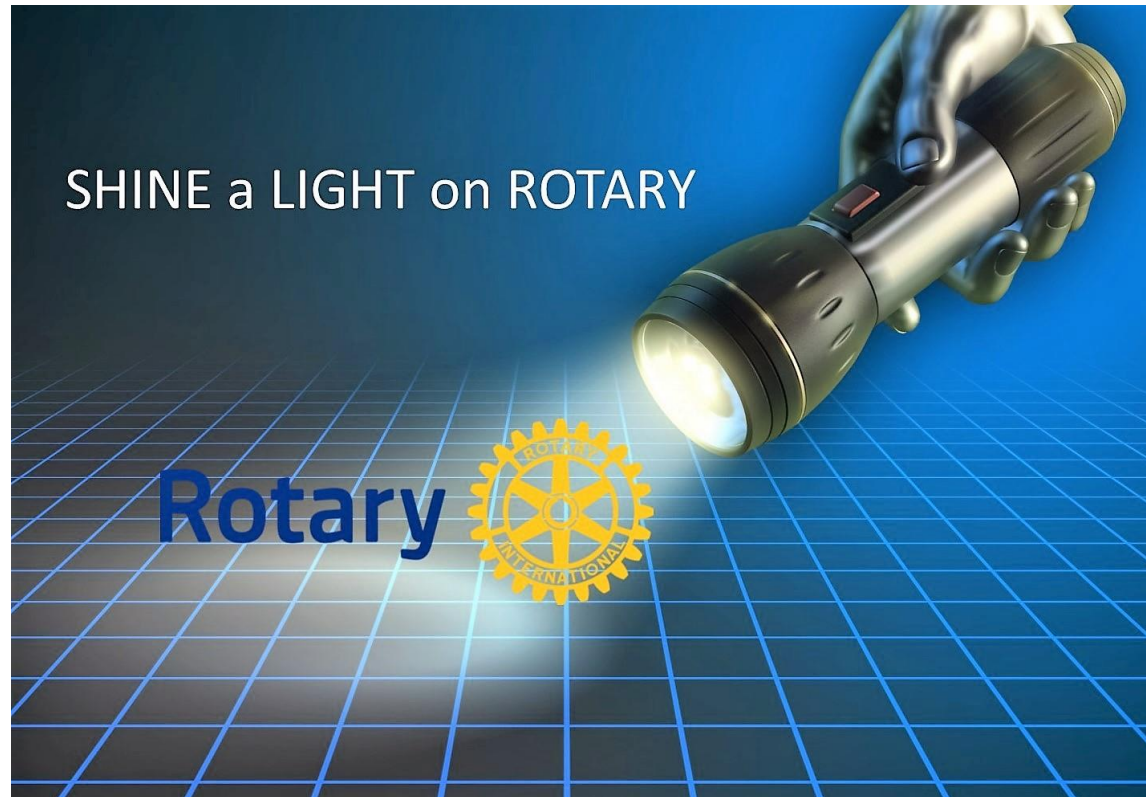
THE PUBLIC RELATIONS BREAK OUT SESSION AGENDA

- Ian Cameron—Welcome and preliminary remarks
- Roger Norman/Sandy Sharman “Adding a New Dimension to Image building”
- Bill Pixton “How to develop a relationship with your local media”
- Evan Burrell “How to get the best out of social media opportunities”/Image usage
- Q&A and Lunch
- My Club Goals –attendees to document 4/5 new **achievable** objectives
- Wendy Gaborit RI and its Public Image policies
- Tim Moore -“How to best leverage the resources of Rotary Down Under”
- Q&A
- Ian Cameron “Shine a light on Rotary” and close



THE PUBLIC RELATIONS BREAK OUT SESSION

“Shine a light on Rotary”



You are the energy source for this to happen in your Club!

THE PUBLIC RELATIONS BREAK OUT SESSION

The Importance of your Role

- Members of the public develop their IMAGE of Rotary and its activities from the IMAGE your Rotary club generates.
- Traditional regular projects style the image of your club in the local community (photos and public presence)



THE PUBLIC RELATIONS BREAK OUT SESSION

Three Questions I want you to think about

- How is your Club benefiting from these activities?
- Are you maximising outcomes from them?
- Are they projecting the image you want for your Club?



Consider your Approach

Prepare a Plan to “Shine a Light on Rotary”
and enhance your Club’s Image

YOU are the energy source for this to happen in your
Club



Consider your Strategy

We will ask you to consider in addition to your regular activities the development of a

NEW DIMENSION

to your Club's Public Relations development



THE PUBLIC RELATIONS BREAK OUT SESSION

A NEW DIMENSION FOR YOU

Consider your role and influence over two key areas

- **Your Clubs' External Image development in the Community**
- **Internal Image building within your Club**

Following speakers will elaborate on these



THE PUBLIC RELATIONS BREAK OUT SESSION

After lunch we will ask you to note 4/5 achievable Goals
for your Club in the 2016/2017 Rotary Year

Now on with our Presenters

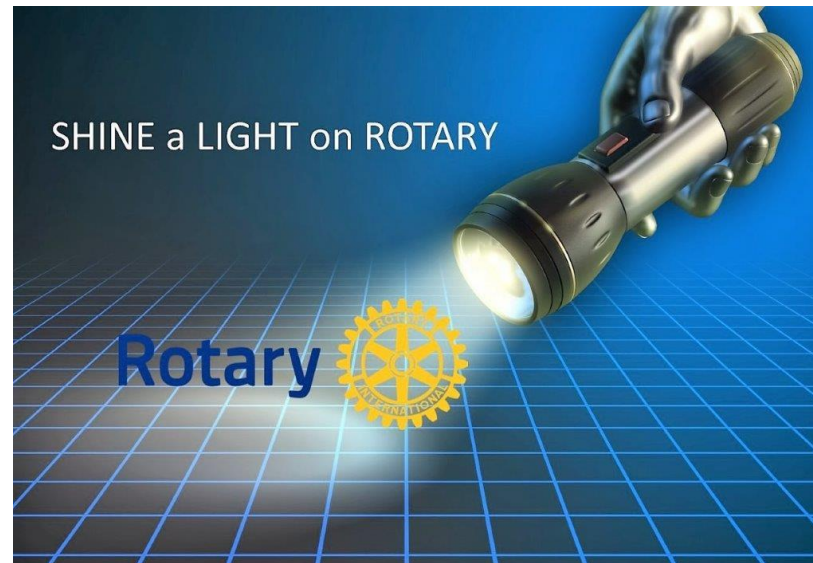


A New Dimension

Roger Norman
Turramurra Rotary Club

SHINE A LIGHT ON ROTARY

DEVELOPING A NEW DIMENSION TO YOUR CLUB'S PR DEVELOPMENT



OUR PR RESPONSIBILITIES

EXTERNAL

INTERNAL



PR RESPONSIBILITIES - EXTERNAL

- DETERMINE/ANALYSE NEED FOR MORE HIGH PROFILE COMMUNITY PROJECTS
- ENCOURAGE THEIR DEVELOPMENT
- DEVELOP ACTIVITIES/PROJECTS REQUIRING “PARTNERSHIPS”

PR RESPONSIBILITIES - INTERNAL

- Support all Avenues of Service Directors
- “Marry” your Membership Director
- Act as Advisor/Mentor to your President
- Increase your PR/Membership budget
- Examine your website
- Examine the club “hardware”

OUR STRATEGIES

- PR Director for 2-3 years – not 12 months
- A picture is worth a thousand words
- Recognise and reward the efforts of others
- Not essential – Golden Quill Award
 - Reward yourself
 - Reward your club
 - Top presentation needed



PERSONAL BENEFITS OF ROLE

- Across the club involvement
- Best and most interesting role on Board

ONE GUARANTEED SECRET FOR SUCCESS

- GIVE YOURSELF “TIME TO REFLECT”

- ❖ List PR Objectives

- ❖ Consider your style of leadership

- ❖ List intended actions



YOUR PR ROLE

- CONGRATS – NOW THE PR EXPERT!!!!
- RESPONSIBILITIES – EXTERNAL/INTERNAL
- STRATEGIES
- PERSONAL BENEFITS
- SECRET FOR SUCCESS – “PONDER TIME”

PONDER TIME



WORKING WITH THE MEDIA

BILL PIXTON



Upper Blue Mountains Sunrise



KEY STRENGTHS FOR THE PR ROLE

- Make the PR role important within Club/Board
- Enthusiastic, friendly, active Rotarian
- Can write and ideally take photos
- Some basic technology skills
- Urgency and follow up
- Plenty of help out there



RELATIONSHIPS

- Understand their issues
- Make it easy for them
- Explain Rotary and involve them
- Make it personal
- Pay your way

NEWSWORTHY

- Engaging, human interest
- Unique
- With facts
- Compelling photos

Does it tell a story? Does it inspire you?

NEWSPAPER CIRCULATION

		Circulation '000s	FB likes '000s
North Shore Times	News Ltd	64	6
Hornsby & Upper North Shore Advocate	News Ltd	47	8
Parramatta Advertiser	News Ltd	75	6
Manly Daily	News Ltd	87	54
Penrith Press	News Ltd	49	15
Rouse Hill Times	News Ltd	23	8
Hills Shire Times	News Ltd	58	11
Northern District Times	News Ltd	52	4
Central Coast Express Advocate	News Ltd	120	36
Blue Mountains Gazette	Fairfax	34	26



MEDIA TIPS

- Its not one or the other
- Using media company's social media, FB and Twitter
- Special interest sites and apps
- Community radio sponsorship
- Guest speakers



SUMMARY

- Persevere with print media, BUT
- Don't limit yourself to one form of media
- Maybe you have to pay sometimes
- Don't be a lone ranger on PR

Remember the best PR for your Club is still passionate Rotarians personally spreading the word about Rotary with their friends.



Using Social Media To Promote Rotary

Evan Burrell
Turramurra Rotary Club

Using Social Media
To Promote

Rotary



TURRAMURRA
Rotary



@bigevanb1981



Facebook.com/Rotarian
EvanBurrell



@bigevanb



Evan Burrell



ARGH SOCIAL MEDIA!



JUST WHAT IS SOCIAL MEDIA?



"Social media has been broadly defined to refer to 'the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build relationships'".

SOCIAL MEDIA EXPLAINED

-  Facebook I like this donut
-  Twitter I'm tweeting while eating this #donut
-  Instagram Here's a photo of my donut
-  LinkedIn My skills include eating donuts
-  Youtube Watch a video of me eating this donut
-  Pinterest Here's the donut recipe
-  Google I'm searching for more donuts to eat



WHY DO WE USE SOCIAL MEDIA?

- **Social activity**
- **Information**
- **Sharing of opinions**
- **Entertainment**
- **Things to talk about**
- **Sharing information**
- **Knowing about others**



SOCIAL MEDIA BARRIERS



- . Lack of time**
- . Lack of knowledge**
- . Not convinced about the value**
- . Lack of awareness**
- . Lack of help and assistance**
- . Lack of skills**
- . Preconceived ideas**



**WHAT DO YOU
WANT TO
ACHIEVE 4 YOUR
CLUB?**



Increase awareness of your club?

Solicit donations for your club?

Keep your supporters updated?

Recruit new members, advocates or volunteers?

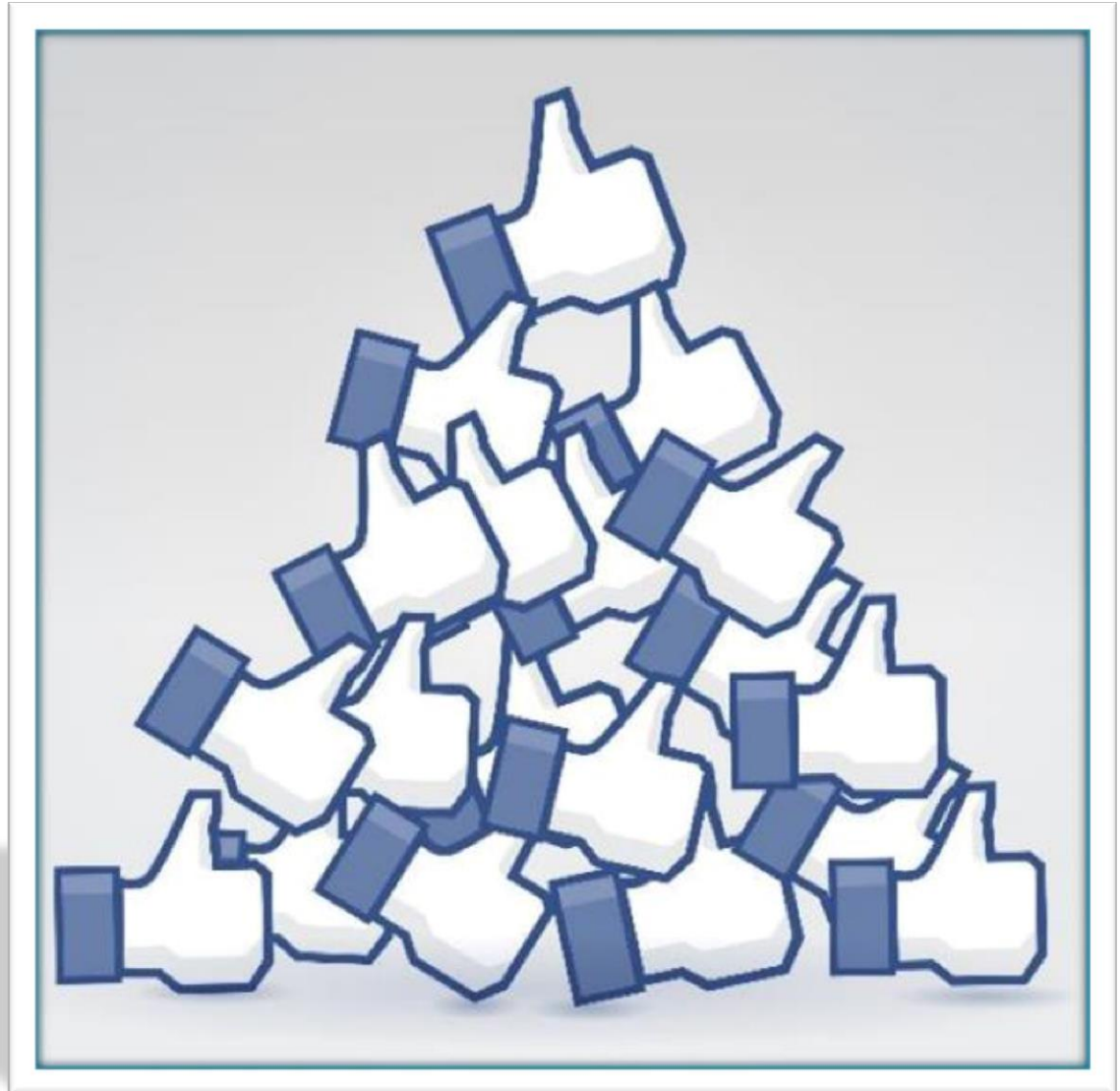
Change hearts & minds on a particular topic?

Promote an event?

ALL OF THE ABOVE!



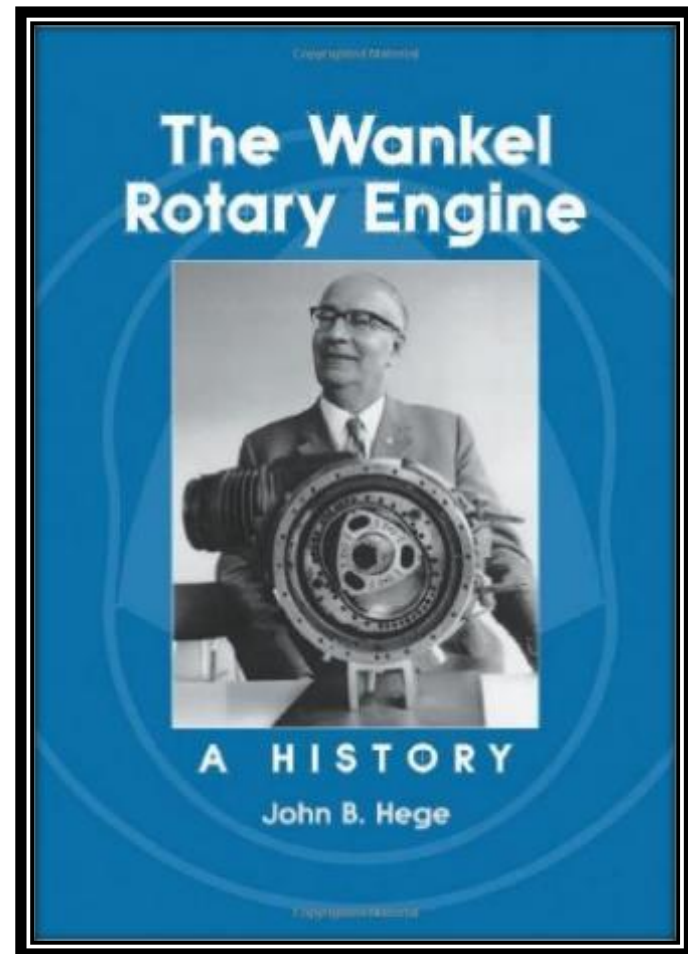
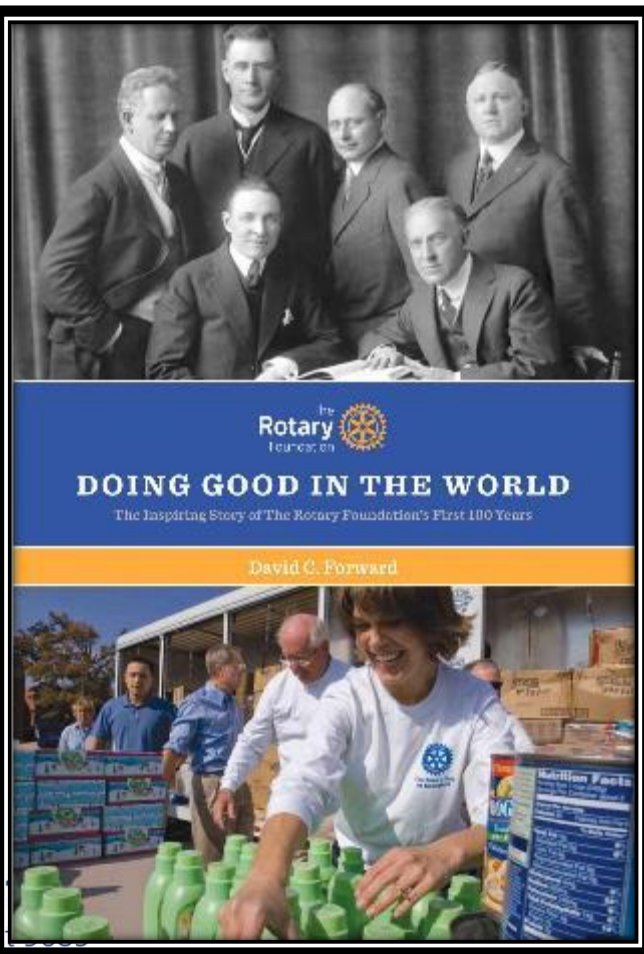
FACEBOOK, IT'S NOT ABOUT THE....



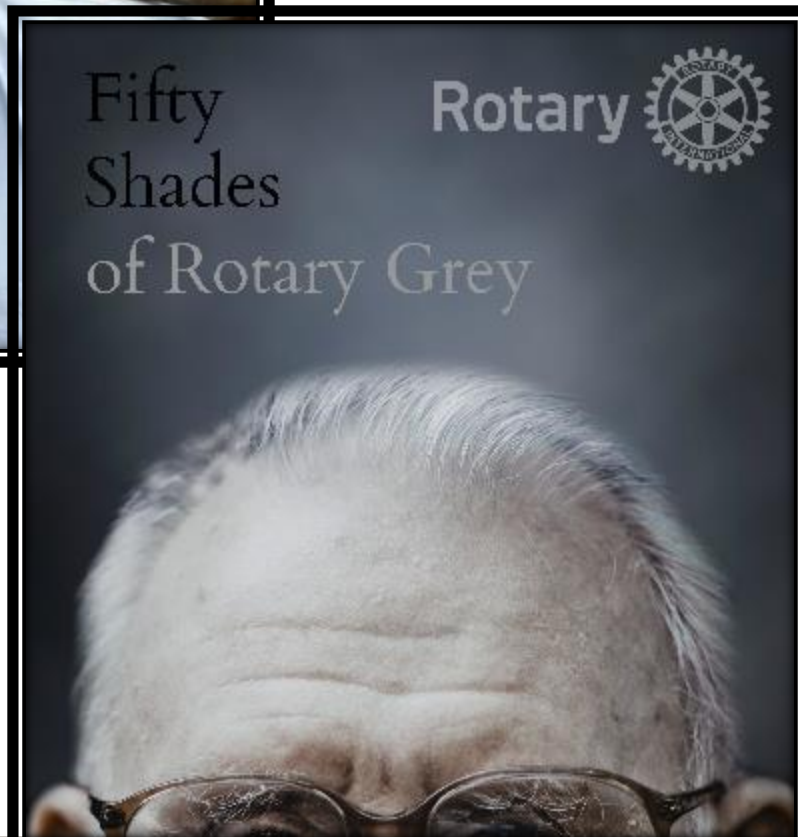
IT'S ABOUT CREATING A POSITIVE STORY



Rotary



IT'S ALSO ABOUT HAVING FUN!





Four Way Toast



SOCIAL MEDIA IS A VISUAL MEDIUM



TELLING A GREAT VISUAL STORY







THE DO'S

PROMOTE THE PICTURE

- Happy members
- Try different photo angles
- Lots of light and bright smiles
- Digital cameras never run out of film, so take more pictures than you need
- Edit the pictures if you can



THE DON'TS



- Anything out of focus
- Photograph of people eating
- The backs and bums of people
- People that look like they don't want their picture taken
- Pictures that make no sense
- Bad backgrounds

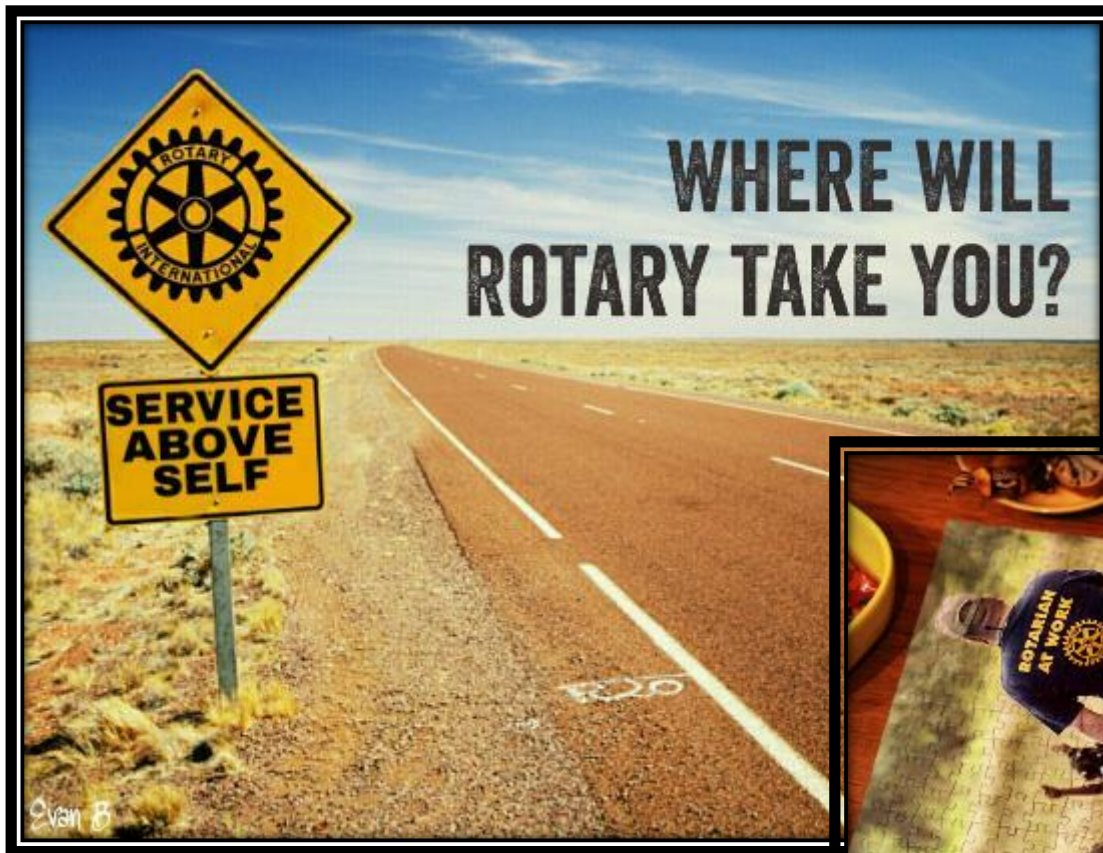
THE BIG CLICHÉ



MEMBER RECRUITMENT CAMPAIGNS



BEING POSITIVE IS ALSO BEING PHILOSOPHICAL



SHOW YOUR PRIDE!

**I'M
A
PROUD
MEMBER**



www.rotary.org

Rotary
District 9685



TALK, TALK, TALK



Evan B

TALK ABOUT YOUR KEY ACTIVITIES



TALK ABOUT YOUR YOUTH PROJECTS

Interact
Rotary Sponsored Club



Rotaract
Rotary Club Partner



RYLA



TALK ABOUT THE CONNECTIONS TO YOUR LOCAL COMMUNITY AND BUSINESSES



TALK ABOUT YOUR INTERNATIONAL PROJECTS



TALK ABOUT YOUR LOCAL PROJECTS



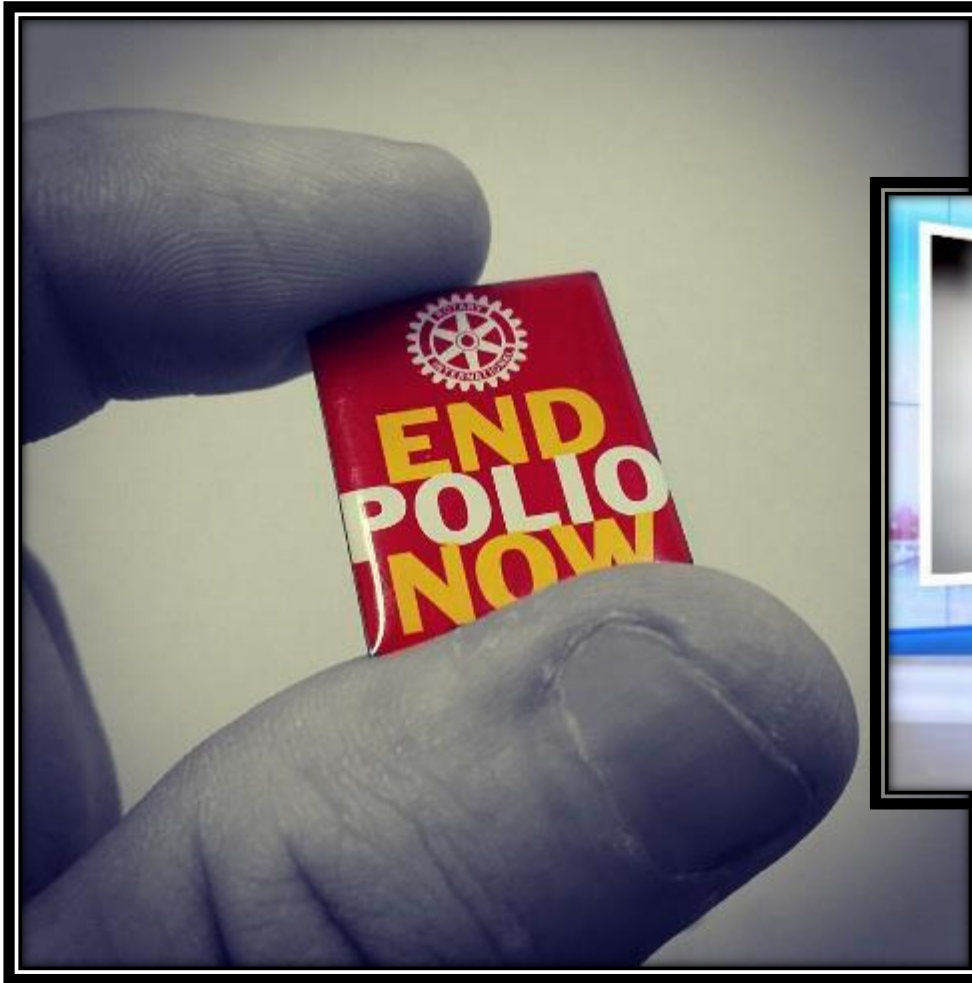
TALK ABOUT YOUR DIVERSE SPEAKERS



TALK ABOUT YOU!



STAY ON MESSAGE



PROMOTE A POSITIVE & DIVERSE MEMBERSHIP



FACEBOOK 5

- ✓ **Determine your audience and create a strategy**
- ✓ **Use images that make your club look great**
- ✓ **Make your About information work for you**
- ✓ **Post content that is relevant to your audience**
- ✓ **Get club members to buy-into the power of Facebook**



LASTLY REMEMBER WE ARE.....



LUNCH

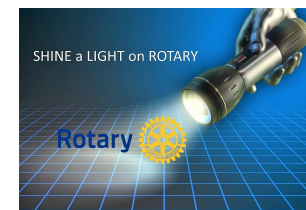
We resume again at 1.30pm
Enjoy the break



Your Goal Setting

Write down 4/5 achievable Goals

Team up with a Buddy and review in 6 months



Wendy Gaborit Zone – Zone 8 Rotary Public Image Coordinator

Tim Moore – Director, Rotary Down Under



THE PUBLIC RELATIONS BREAK OUT SESSION

Questions and Answers



Closing Summary

- The future of your Clubs' membership depends on how your organisation is viewed **EXTERNALLY** by the general public and **INTERNALLY** by our own members! **You can influence these factors**
- News articles, local papers, Social media, Magazines, and Signature community events all style the perception of your Club.



Closing Summary

- Liase with your Avenues of Service Chairs and document achievable GOALS to enhance your Clubs' image and improve outcomes.
- Rotary's Public Relations today, is a major component within each Club's strategic plan, and EACH and EVERY ROTARIAN can contribute
- Make Rotary's PUBLIC RELATIONS and the general WELL BEING of your Rotary Club - your PERSONAL responsibility!

THE PUBLIC RELATIONS BREAK OUT SESSION



THE PUBLIC RELATIONS BREAK OUT SESSION

Contact details

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**Thank you all for your attendance
at
District Assembly 2016/17**

A small takeaway for you to brighten your day
and

“Shine a Light on Rotary”



PRESENTATIONS AVAILABLE ON-LINE

Today's presentations

are available on the
District 9685 website

Go to *District > District Training > District Assembly*
or:

assembly.rotarydistrict9685.org.au



YOUR EVALUATION



**Please evaluate today's
presentations**

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