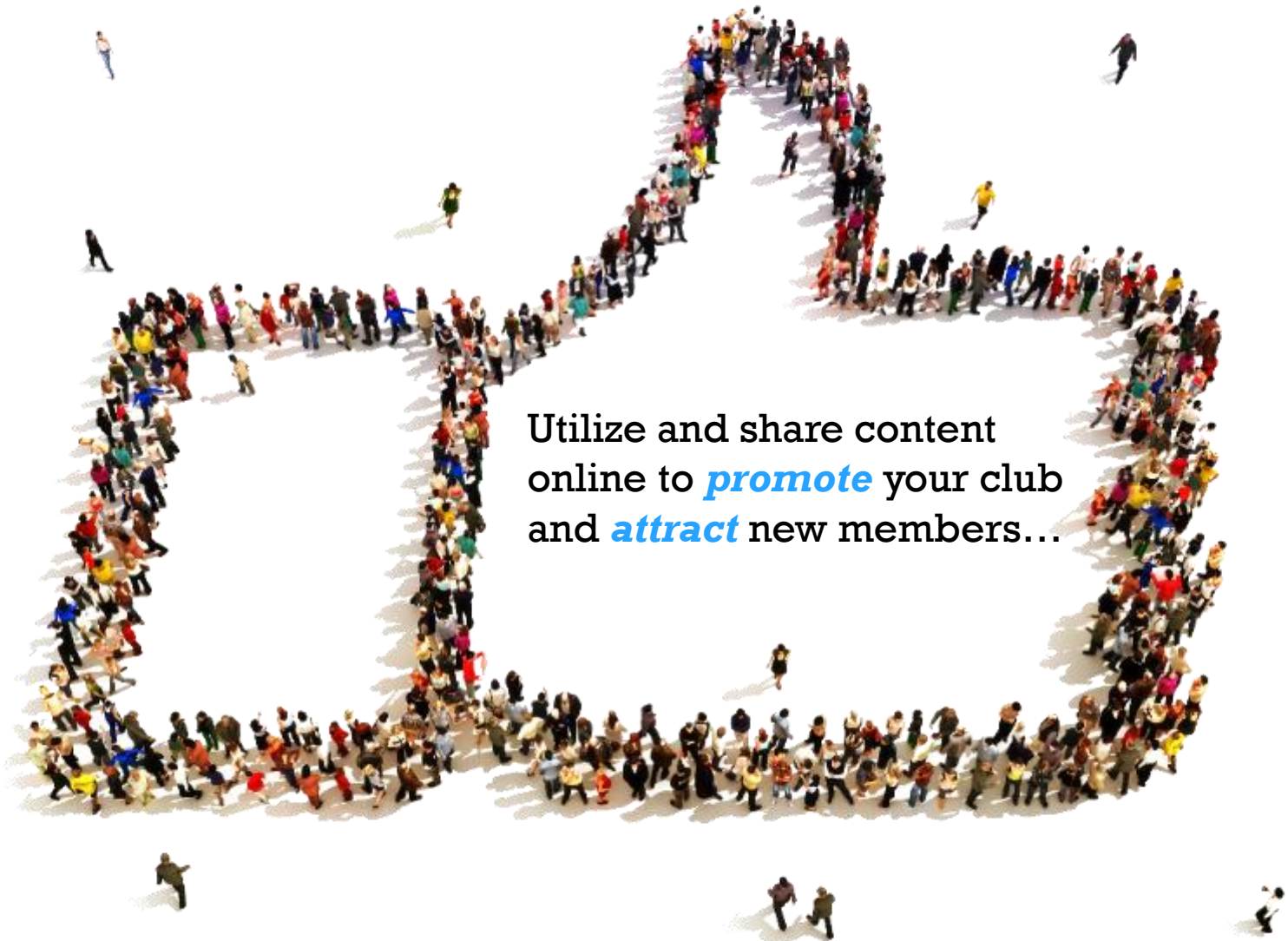


# Rotary's Image on Social Media Explained!



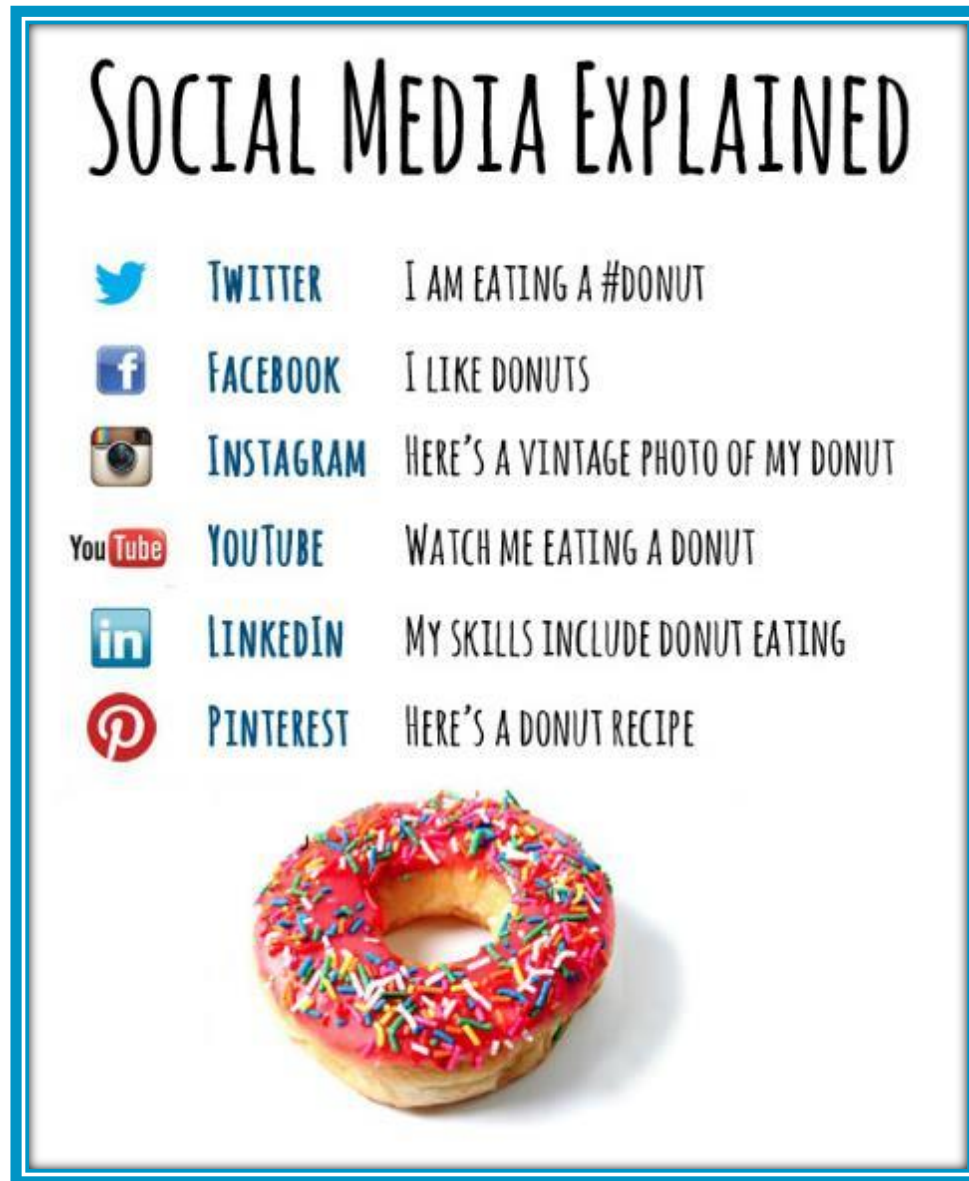
Utilize and share content  
online to **promote** your club  
and **attract** new members...

# **+ Rotary Club of Turramurra**

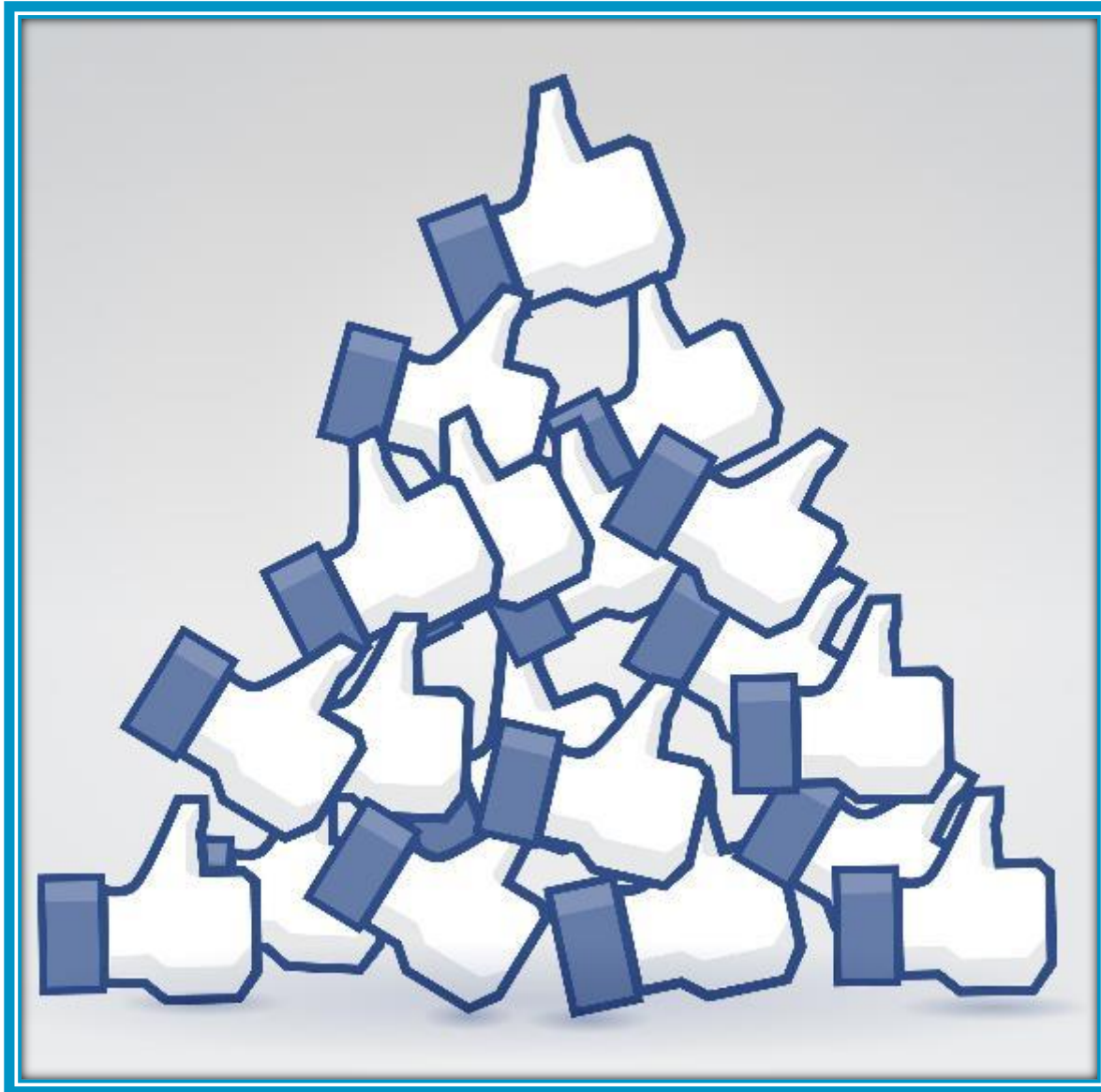


## **Evan Burrell**

# + Just what is Social Media?



+ It's not about the “LIKE”

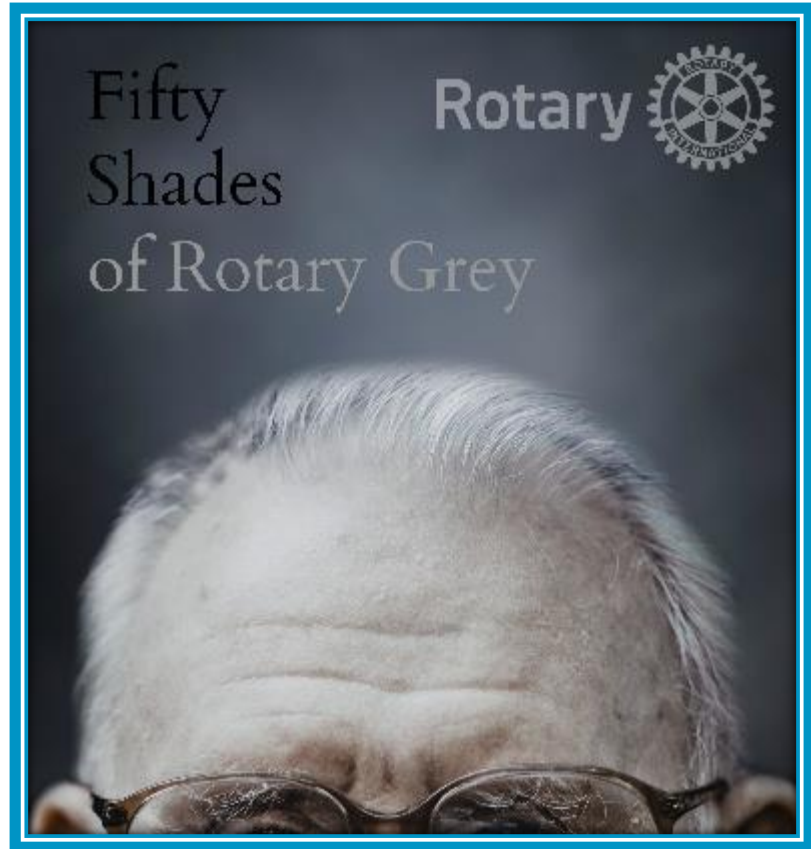
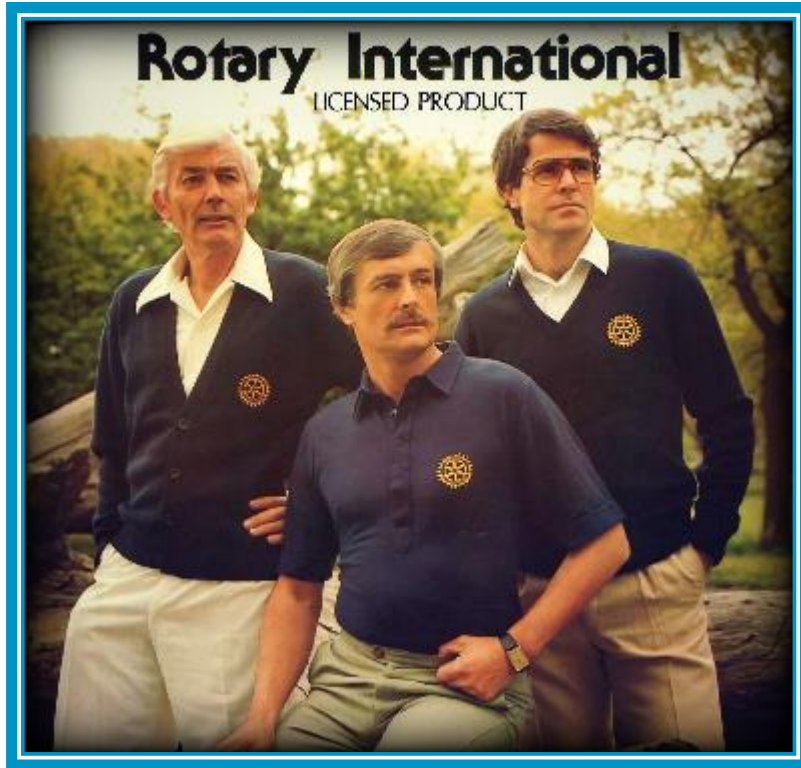




# + It's about creating the STORY!

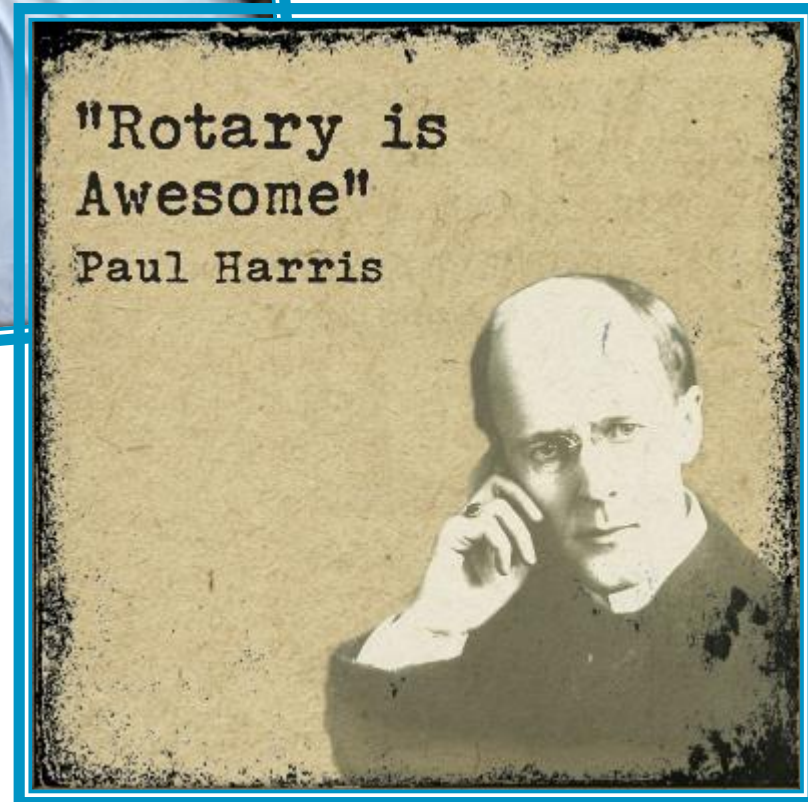


+ It's also about having FUN!





# + And more FUN!



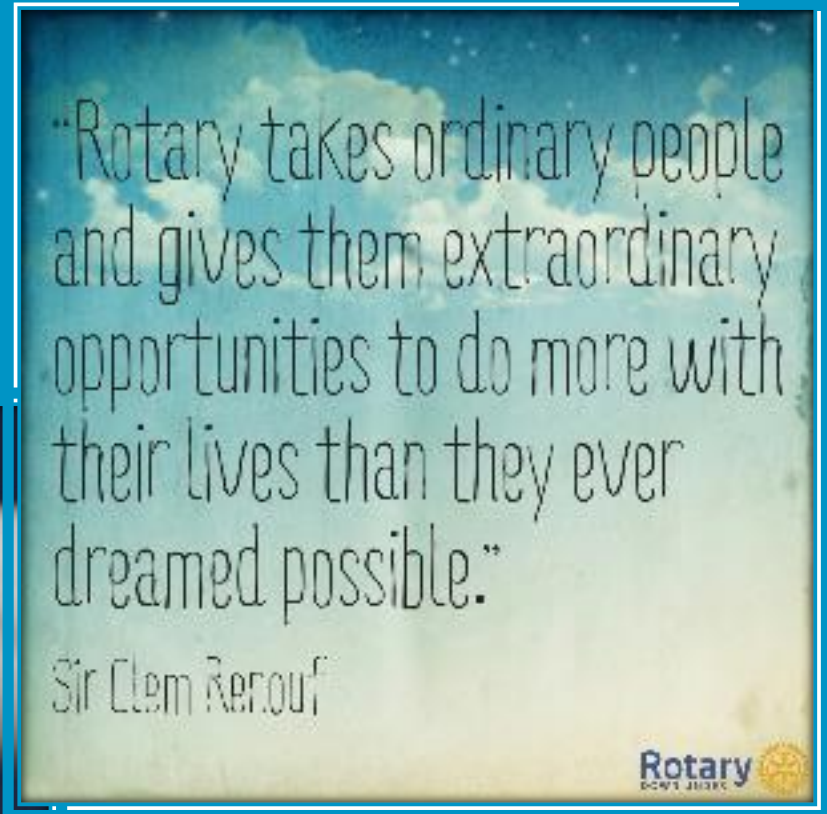
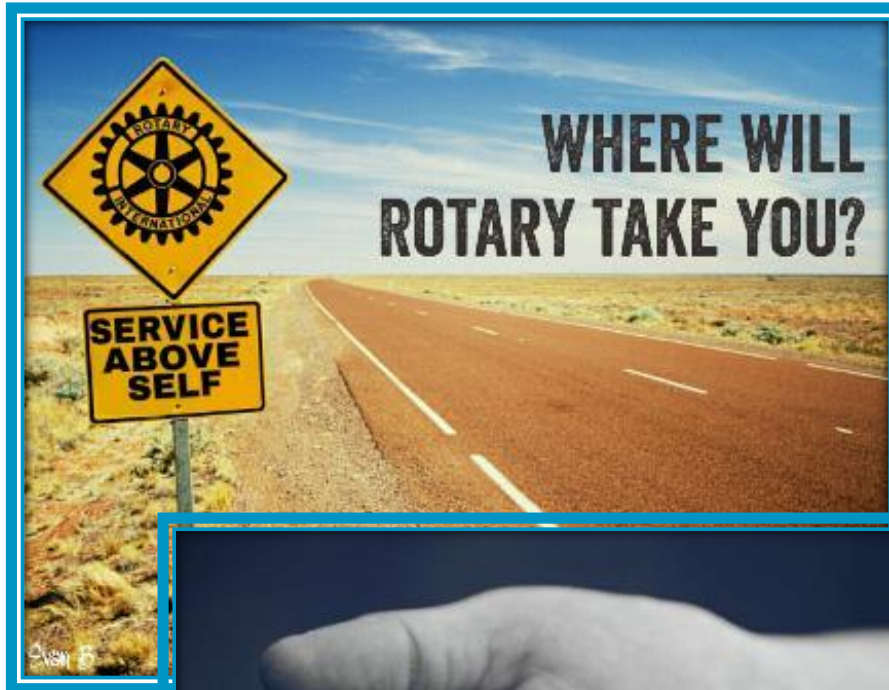
# + Why do we need to use social media?

- 80% of Australian's own a mobile, tablet device or computer
- 52% own both.
- 17 million people in Australia are online.
- 14 million people in Australia are on Facebook.
- 64% of all online time is spent on social media
  - We communicate to survive
  - We communicate to form bonds
  - We communicate to help each other
  - We communicate to manage perceptions
  - We communicate to share feelings.
- How is Rotary visible and fit into this social context?
- News cycle starts in Facebook is between 6am-8am.





# + Social Media is a visual medium



# + Telling a 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 Dont's

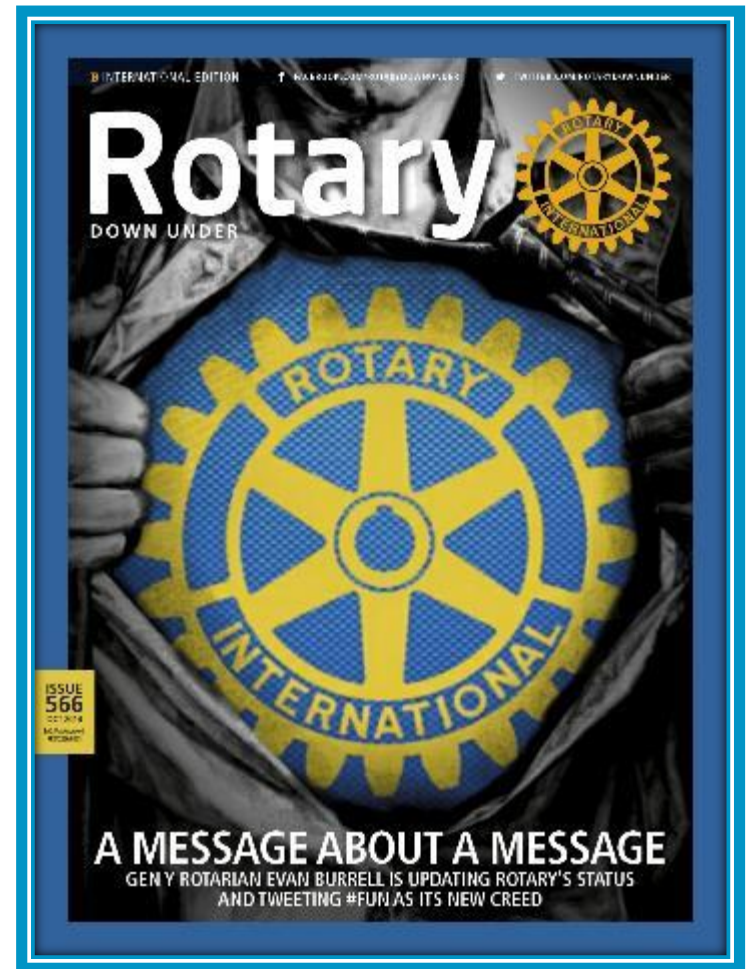


## DELETE IT

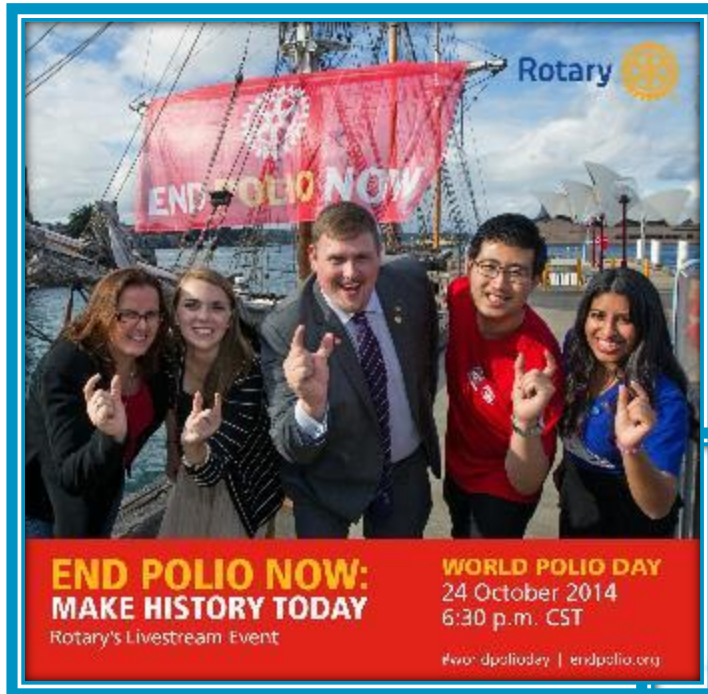
- Anything out of focus
- Photograph of people eating
- The backs and bums of people
- People that look like they don't want their picture taken
- Pictures that make no sense
- Bad backgrounds



# + Rotary Down Under Content




# + Content is also produced by Rotary International for members






# + Targeted Facebook advertising

Suggested Page

**Rotary Down Under**  
Sponsored

Like us & join the conversation! Make a difference in your local & global community now.



**Rotary Down Under**  
Community Organization  
3,332 likes

Like Page

**Bidding**  
Bid for Page Likes

**Pricing**  
Your bid will be optimized to get more Page Likes. You'll be charged each time your ad is served.

**Targeting** [Edit](#)

Potential Audience for this ad: 9,800 people

**Category**  
custom audiences AU  
Digital Subscribers, NZ  
Digital Subscribers, NZ  
e-newsletter lists or AU  
e-newsletter lists

**Location**  
Australia  
New Zealand

**Age**  
18 and older

Not connected to Rotary Down Under

**Actions** Clicks CTR Impressions

**392 Total Actions?**

- 364 Page Likes?
- 13 Post Likes?
- 8 Post Shares?
- 7 Other Actions?

[See full actions report](#)

Suggested Page

**Rotary Down Under**  
Sponsored

Like us & join the conversation! Make a difference in your local & global community now.



**Rotary Down Under**  
Community Organization  
3,333 likes

Like Page

**Rotary Down Under**  
1 min

Like Page

We bring together leaders to share ideas and take action in local and global communities!



**Do you know what we do?**

We focus on promoting peace, preventing diseases, providing access to clean water and sanitation, enhancing maternal & child health, improving basic education, & helping communities develop!

[WWW.ROTARYAUSTRALIA.ORG.AU](http://WWW.ROTARYAUSTRALIA.ORG.AU)

Learn More

+ Rotary it's all about the **IMAGE!**





## + Promote a positive & diverse membership



# + Rotary and the Sausages





+ Rotary PR = Membership!



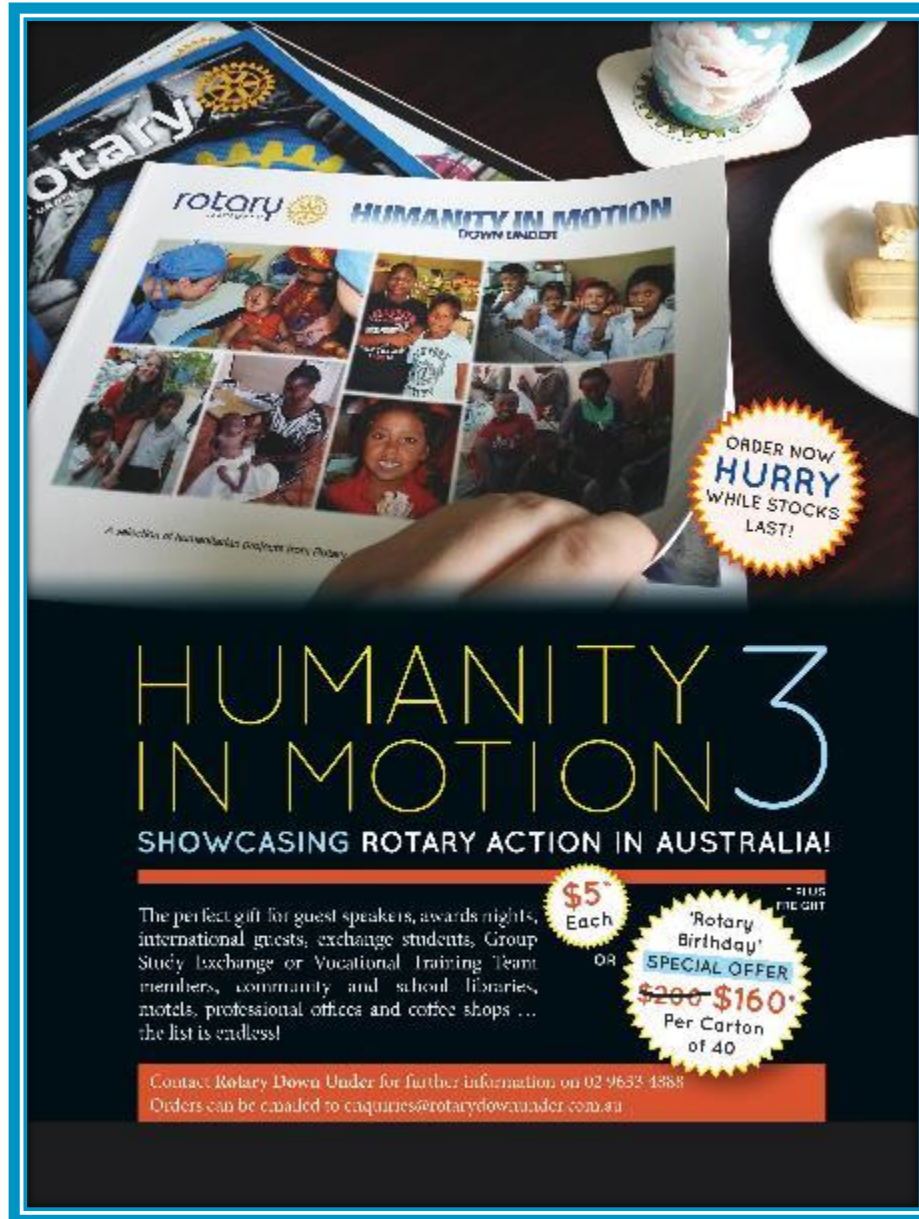
**THERE'S MORE TO ROTARY  
THAN JUST GREAT SAUSAGES!**

Ask me about Rotary:  
[www.rotaryaustralia.org.au](http://www.rotaryaustralia.org.au)

**Rotary**  
DOWN UNDER



# + Humanity in Motion = Promotion



**rotary HUMANITY IN MOTION**  
DOWN UNDER

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**HURRY**  
WHILE STOCKS  
LAST!

## HUMANITY IN MOTION<sup>3</sup>

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**\$5\***  
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**'Rotary Birthday' SPECIAL OFFER**  
~~\$200~~ **\$160\***  
Per Carton  
of 40

\* PLUS FREIGHT

Contact Rotary Down Under for further information on 02 9633 4888  
Orders can be emailed to [enquiries@rotarydownunder.com.au](mailto:enquiries@rotarydownunder.com.au)





## NOW WITH DAILY NEWS!

Rotary Down Under also distributes online news and the latest information daily and weekly through Facebook and Twitter.

We can help **YOU** save time by having pre-prepared online content ready for your Club and District to **SHARE!**



+ Lastly remember we are.....



+ Don't forget

