

# HOW DO WE OPTIMISE TECHNOLOGY?

Jade Catherall

District Communications Director 2017-18



## E-NEWS & EMAIL COMMUNICATION

### ❖ E-News is the primary newsletter in the District

#### ❖ DG's Newsletter, Bulletin Editor's News

- Email news & events to

[editorial@rotarydistrict9685.org.au](mailto:editorial@rotarydistrict9685.org.au)

### ❖ Our Email Service provides targeted internal communication

- Email your final draft material to

[Email.service@rotarydistrict9685.org.au](mailto:Email.service@rotarydistrict9685.org.au)

for distribution – will be distributed within 48 hours.

### ❖ E-News or Email?

❖ Is it informative or more urgent? For all Rotarians or specific?

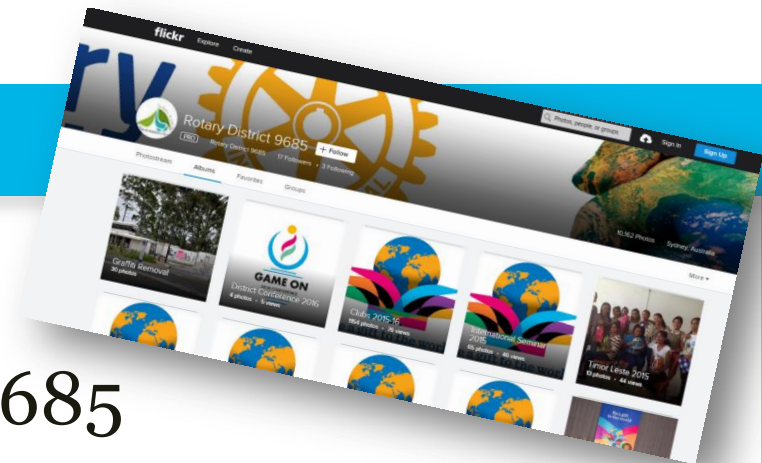
### ❖ Professional emails

- Use **'bcc'** for a group/committee email
- Include **'Rotary'** in the subject line
- Don't forward emails –**start a new email**
- **Professional & personalised** communications
- Check spelling
- **Review content:** What, When, Where, Why, How, Action!

### ❖ **Communication Protocol** on website under [Communications > District Communications Protocol](#)

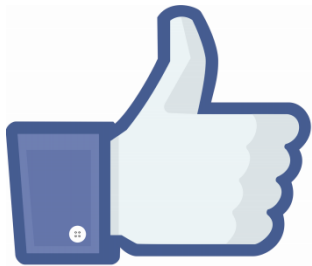
## DISTRICT WEBSITE, SOCIAL MEDIA & BLOGS

- ❖ [rotarydistrict9685.org.au](http://rotarydistrict9685.org.au)
- ❖ [facebook.com/RotaryDistrict9685](https://facebook.com/RotaryDistrict9685)
- ❖ [Twitter.com/RotaryD9685](https://Twitter.com/RotaryD9685)
- ❖ [flickr.com/RotaryDistrict9685](https://flickr.com/RotaryDistrict9685)
- ❖ Blog sites (Wordpress):
  - ❖ Forum
  - ❖ Club News & Events
  - ❖ Club Histories
  - ❖ Speaker Bank



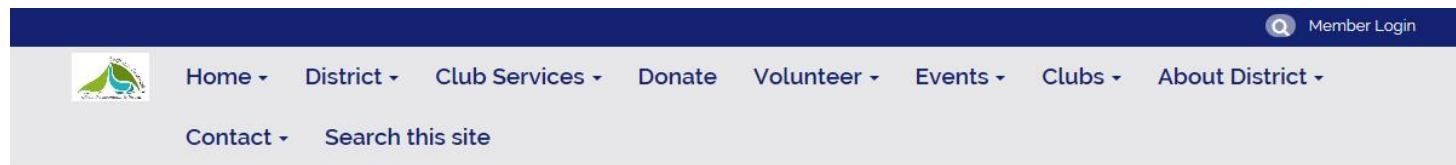
## FACEBOOK

- ❖ facebook.com/RotaryDistrict9685
- ❖ Communicate within the District and beyond
- ❖ Share the power of Rotary
- ❖ Publishes to Twitter
- ❖ AGs – Encourage Clubs to publish their Club Pages and 'post' to District Facebook, to promote and communicate their Club activities etc



## THE DISTRICT WEBSITE

- ❖ Your information source
- ❖ District's communication resource
- ❖ **[www.RotaryDistrict9685.org.au](http://www.RotaryDistrict9685.org.au)**



## KEEP UP TO DATE

- ❖ eNews
- ❖ Stories or Articles
- ❖ District Directory
- ❖ Forthcoming Events
  - ❖ District
  - ❖ Club
- ❖ Quick Links
- ❖ Avenues of Service Information

**KEEP UP TO DATE AND  
KEEP THE DISTRICT UP TO DATE**

- ❖ Reports > eDirectory Reports
- ❖ Organisation > District Committees
- ❖ Membership > Member Search
- ❖ Events 2 > Event Planner
- ❖ Home Page > Club Directory > Roseville Chase
  - ❖ Hover over a name
  - ❖ Click the name to send an email via your email client
  - ❖ Logged on AGs see more about their clubs





My  
Rotary

Exchange  
Ideas

Take  
Action

Learning  
& Reference

Manage

The Rotary  
Foundation


Member  
News



GIVE

Join our community of leaders to exchange ideas  
and take action at home and around the world.

# ROTARY CLUB CENTRAL




## SIGN IN

**SIGN-IN EMAIL \***

[Forgot email?](#)

**PASSWORD \***

[Forgot password?](#)

☒ **REMEMBER ME** 

**SIGN IN**

**WHY CREATE AN ACCOUNT?**

Signing in to My Rotary gives you a customized experience and easier access to tools and information that are relevant to you.

Anyone can create an account and sign in. Existing Member Access users can register with their current ID and password to activate their new account. For assistance, [contact us](#).

**CREATE ACCOUNT**

# ROTARY CLUB CENTRAL



My  
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News

GIVE



## WRITER AND WAR WIDOW ARTIS HENDERSON FINDS PEACE THROUGH ROTARY

During my scholarship year, I received unexpected news: Simon & Schuster was offering me a contract for a memoir I had proposed about the loss of my husband. I wrote it in Senegal, and in that way, the scholarship gave me something I never anticipated: a place to write unnumbered by the reminders of my loss. [Read more](#)

### MY CLUB SNAPSHOT

#### CLUB NAME

Chicago Lakeview

#### WEBSITE

<http://www.chicagolakeviewrotaryclub.org>

#### MEETING LOCATION

Blosser & Birds  
2943 W. Clark St., lower level, Chicago, IL, 60657,  
United States

#### MEETING DATE AND TIME

Wednesday 7:00 PM

#### MEMBERS

33

#### CHARTER DATE

1-Sep-2005

#### CLUB PRESIDENT

John M. Hanna

CLUB GOALS SET: 100%

CLUB GOALS ACHIEVED: 48%

SERVICE GOALS SET: 100%

SERVICE GOALS ACHIEVED: 33%

FOUNDATION GIVING GOALS SET: 100%

FOUNDATION GIVING GOALS ACHIEVED: 13%

### FIND A CLUB



### WHAT'S NEW

Find the latest website updates, including improvements and issues we're working to resolve.

Sponsor a new member and be recognized for your efforts with the New Member Sponsor Recognition program.

### MY MESSAGES

JAMES DAMATO - 28-AUG-2013

[Are we allowed...](#)

JAMES DAMATO - 26-AUG-2013

[What's happening?](#)

[Go to messages >](#)

### ANNOUNCEMENTS

[Watch General Secretary John Houke talk with Forbes](#)  
8-Apr-2014

[Check out The Rotarian's new website](#)  
1-Apr-2014

[Problems running reports on Internet Explorer 11](#)  
27-Mar-2014

[See more >](#)

### ROTARY SPOTLIGHT



Register for the 2014 convention!



Your home for logos, templates, and guidelines.



You can help end polio. [Learn how >](#)

### GROUP DISCUSSIONS

**MY GROUPS** ALL GROUPS

[View 36 Groups >](#)

### ROTARY CLUB CENTRAL

[VIEW GOALS](#)



**Club View**

District View

Club Group View

Global View

Resources

Reports

## Your Club

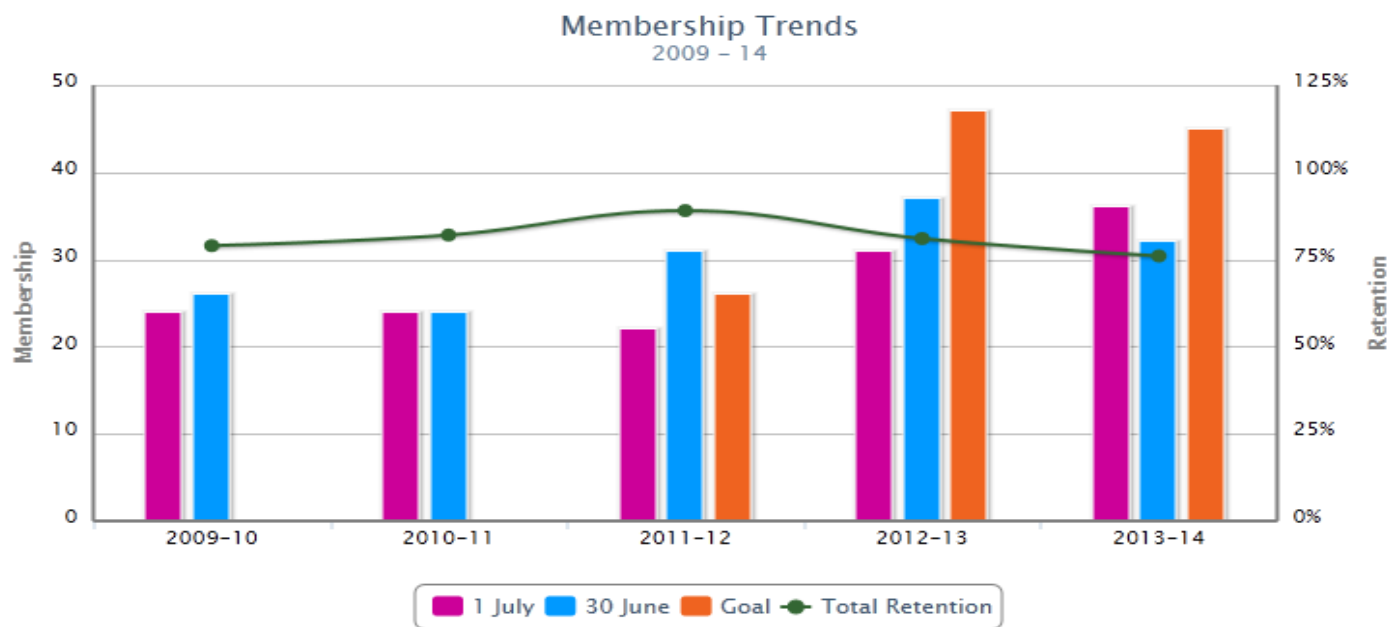
Successful clubs achieve their goals by staying vibrant, flexible, and innovative. This tab provides you the opportunity to view and track membership, Rotarian engagement, club communication, and public relations goals.

Current, incoming, and immediate past club leaders — the president, secretary, treasurer, executive secretary, Foundation chair, and membership chair — can edit goals and achievements. All club members can view goals and achievements.

## Trends

This graph shows your club's membership over five years. Click on the labels in the legend to add or remove features in the chart. Hover over bars or lines in the chart to see details.

The chart below shows the age and gender trends over three years. For more information, club leaders can click on "View Details."



## WHO CAN ENTER GOALS?

### **CLUB LEVEL**

**President  
Secretary  
Treasurer  
Foundation Chair  
Membership Chair  
Executive Secretary**

### **DISTRICT LEVEL**

**District Governor  
\*Assistant Governors  
Committee Chairs  
Executive Secretary**