



PUBLIC IMAGE TRAINING SEMINAR



You are invited to participate in this upcoming Public Image Training Seminar!

Richard Flanders
District Governor-Elect 2021-22

HOSTED BY:



Maggie Padovani
District Public Image Chair 2020-22

GUEST PRESENTERS:



Eric Liu
Public Image Zone Coordinator 21b/27
2018-21
Past DG 5890 Governor 2016-17



Katie Coard
Senior Rotary Public Image Advisor
Social Media Expert, Rotary Zone 26/27

SESSION 2

BRANDING BEST PRACTICES FACEBOOK LEVEL 1, II

Saturday, May 15, 2021
8:30 am - Noon

What you will hear and learn about.

Our Organization, our Brand.

Public Image is one of the most crucial components for the continuation of Rotary.

- Strengthen Rotary's image by delivering a clear and compelling message that conveys what we do and how people can engage with us.
- By speaking, writing, and designing in a unified voice and look, we ensure that our communications are unmistakably Rotary.
- Use the materials and templates in the Brand Center to help make your job easier!

Facebook Made Simple!

This workshop will explore how to build a strong Facebook page that can fuel all club marketing efforts.

- It will teach you how to build your fan base through "Likes".
- How to increase the number of connections your club page can accumulate, what content to post, how frequently to post, and how to boost the distribution of your posts.
- Stay with us for the second session for a hands-on demonstration of page management through settings, lists, and updates.
- On average, only 16% of users see your updates, this workshop will help you increase those numbers.

Already a Facebook user?

Great, come to the class with questions on how we can help you achieve more!

Who should attend?

Public Image Chair, Social Media and Website Chairs, President, President-elect, Secretary, fundraising chairs, Avenue of Service Chairs, anyone who wants to learn.

Registration is Required

<http://bit.ly/D5170BrandingandFB>