RESOURCES to help you PROMOTE YOUR CLUB & IMPACT YOUR COMMUNITY
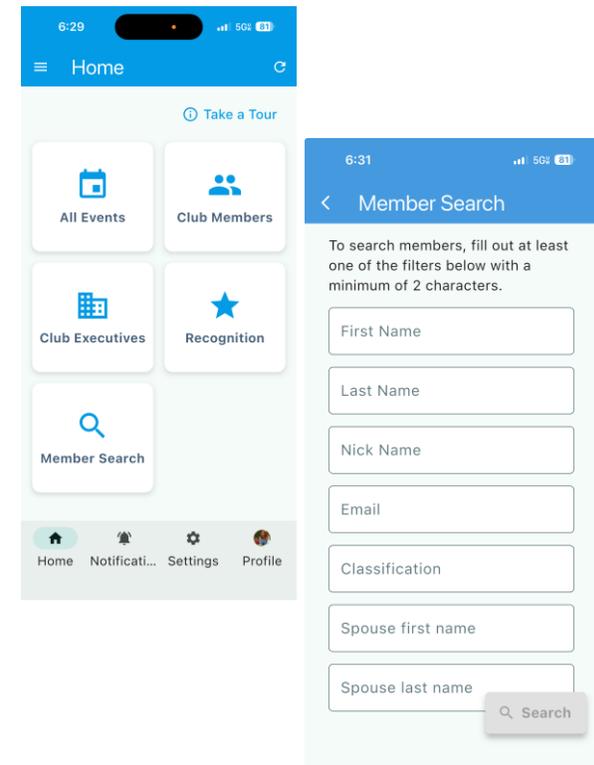

Rotary
District 7430

Public Image Resources

Rotary
District 7430

Got Public Image Questions?
Meet the District 7430 Public Image Team & Resources

CR

Mobile App

Chair: **Gail Landis (West Reading-Wyomissing)**

Newsletter Editor: **Karin Suttmann (Warminster)**

Video/Photographer: **Dan Watson-Bey (Blue Bell)**

Vibrant Club Facebook (private): **Rosaria Stoops (Allentown)**

Facebook + Instagram (public): **Tracy Bozik (Whitehall Area)**

LinkedIn (public): **Shawn Bariana (Bethlehem Morning Star)**

Special Projects: **Gwenn Carr (Allentown West)**

Zone PI Interface: **Diane Donaher (Bethlehem)**

Resource Members: **Janet Kolepp (Bethlehem Morning Star)**

Shushma Patel (Harleysville)

Stephanie Eubanks (Newtown)

Website Resources: District 7430 Website – Public Image Page

Zone 32 Public Image Chair: Amy Sheller (Kutztown)

PUBLIC IMAGE

is shaped by the actions of our members, the activities we engage in, the impact we have, and more.

By increasing the public's understanding of Rotary, we're strengthening our ability to make an impact in communities around the world.

Topics:

• CONNECT WITH BRAND CENTER

• USE THE LEARNING CENTER

• SHARE YOUR ROTARY STORY & IMPACT

• EXPAND YOUR DIGITAL PRESENCE

    Websites, Newsletters, Social Media

• JOIN ZONE PUBLIC IMAGE CHALLENGE

• THOUGHTS & QUESTIONS

ROTARY BRAND CENTER
ESSENTIAL RESOURCES

https://brandcenter.rotary.org/en-us/

Brand Guidelines

Ensure all club materials follow Rotary's visual and messaging standards.

Logos & Visual Assets

Download official logos and graphics for flyers, banners, and digital promotions.

People of Action Campaign

Use ready-made messaging to promote Rotary's impact in your community.

Marketing Templates

Customize brochures, social media posts, and presentations for events and outreach.

Voice & Messaging Tools

*Craft consistent, compelling stories about your club's service and mission.*

Image Library – Photos & Videos

Select high-quality, Rotary-approved photos for newsletters, websites, and social media.

THE LEARNING CENTER

- **Two ways to access**
  - ✓Use the QR code on this screen
  - ✓Use https://my.rotary.org/en/user
- **Sign in with your RI username and password**
- **Courses are included for every need and level**
  - ✓Club Committee essentials
  - ✓Promoting Your Club as People of Action
  - ✓Telling your People of Action story
  - ✓Our Logos
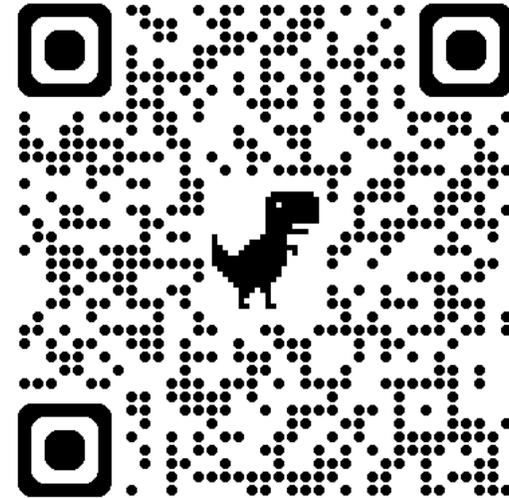
For a fun club activity, log in to the "Our Logos" course

Try the "One Club One Voice" game show to help members learn about the correct use of Rotary logos

TELL YOUR ROTARY STORY

Rotary branding establishes us in the community and tells our story as People of action. The branding makes a powerful difference, as you can see in these two photos.

The People of Action message provides a simple, consistent answer to the question, "What is Rotary?" and rallies us around a single idea: telling — and showing — the world that we are people of action.

VISUAL STORYTELLING

ENHANCE YOUR STORY

Impact of Video and Images

- Grabs attention better than text

- More memorable

- Strengthens engagement

- Creates a stronger impact

Submit 30 sec. video or pictorial/text for

DG monthly video by 15th of month!

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Tip: Understand the purpose of each

What does YOUR club want these to do?

WEBSITE
- ✓ Who we are
- ✓ What we do & why
- ✓ When & Where we meet
- ✓ Places to find more information.

NEWSLETTER
- ✓ Reminders
- ✓ Announcements
- ✓ Registrations
- ✓ Payments
- ✓ Sign-ups

THE LOGISTICS

These require volunteer hours to build and maintain

Expect to dedicate at least an hour to each task

The software most clubs in the district use is CLUB RUNNER.

CLUB RUNNER is:

A database

A bank of templates (website, newsletters, queries)

There are 2 ways to become proficient:

Club Runner Tutorials

Ask the District Public Image team for one-on-one help

SUGGESTIONS

- **Keep your website evergreen**
  - Review/update core info annually
  - Use a template you're comfortable maintaining

- **Make your newsletter efficient**
  - Keep articles brief; link to details
  - Use a template you can manage easily
  - Know your audience
    - Comfortable with links?
    - Do visuals work better than text?
    - Check engagement stats regularly

- **Stay Consistent**
  - Publish on a regular schedule
  - Plan ahead, but allow flexibility
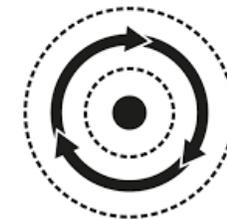
NEWSLETTER

Published: monthly and strategically scheduled

Purpose: inform members of district news, feature club news & inspire

Open rates: Hover between 40% and 46% of the 1,500 emails on the list

Interesting: this means about 600 people in our district read or skim it.

EVERYONE can contribute. Deadline for submissions the 20th of the month prior.

Format: Easy access items (video & photos) up top, details below.   Text with links.

Preplanning is key to efficiency as volunteers!

ROTARY DISTRICT 7430 SOCIAL MEDIA PRESENCE

Facebook - Tracy

LinkedIn - Shawn

Vibrant Clubs Facebook (private) - Rosaria

Various Club's Facebook & LinkedIn

Share & Like

Specific Social Media
Rotary District 7430 RYE (Rotary Youth Exchange)
Rotary Youth Leadership Award (RYLA) 7430 Camp Neidig

Create Effective and Engaging Social Media Content

Develop posts that align with goals and connect with your audience

Know Your Networks

What is your audience profile?
- Facebook
- Instagram
- LinkedIn

Understand Your Audience

Do some research – use analytics and post when your audience is most active.

What to Post?

What is the purpose of your post?
- Educate
- Entertain
- Inspire
- Promote

Relevant Content

Keep language simple and easy to understand clearly for everyone.

Use concise wording.

Visuals and Headlines

Write titles that attract attention quickly and effectively.

Use high quality imagery that tells a story.

Broaden Your Scope

Mentions bring added visibility and reach.

Relevant hashtags increase discoverability.

Call to Action

Ask a question or share a link to learn more.

Encourage engagement through likes, shares, or comments.

Proof and Edit

Check for accuracy and clarity, and ensure all links and references work correctly before posting.

ZONES 28 & 32 PUBLIC IMAGE AWARD

Public Image Challenges released every two months focuses on essential public image fundamentals—helping your club create a clear strategy, tell compelling stories, and consistently showcase the good you do in your community.
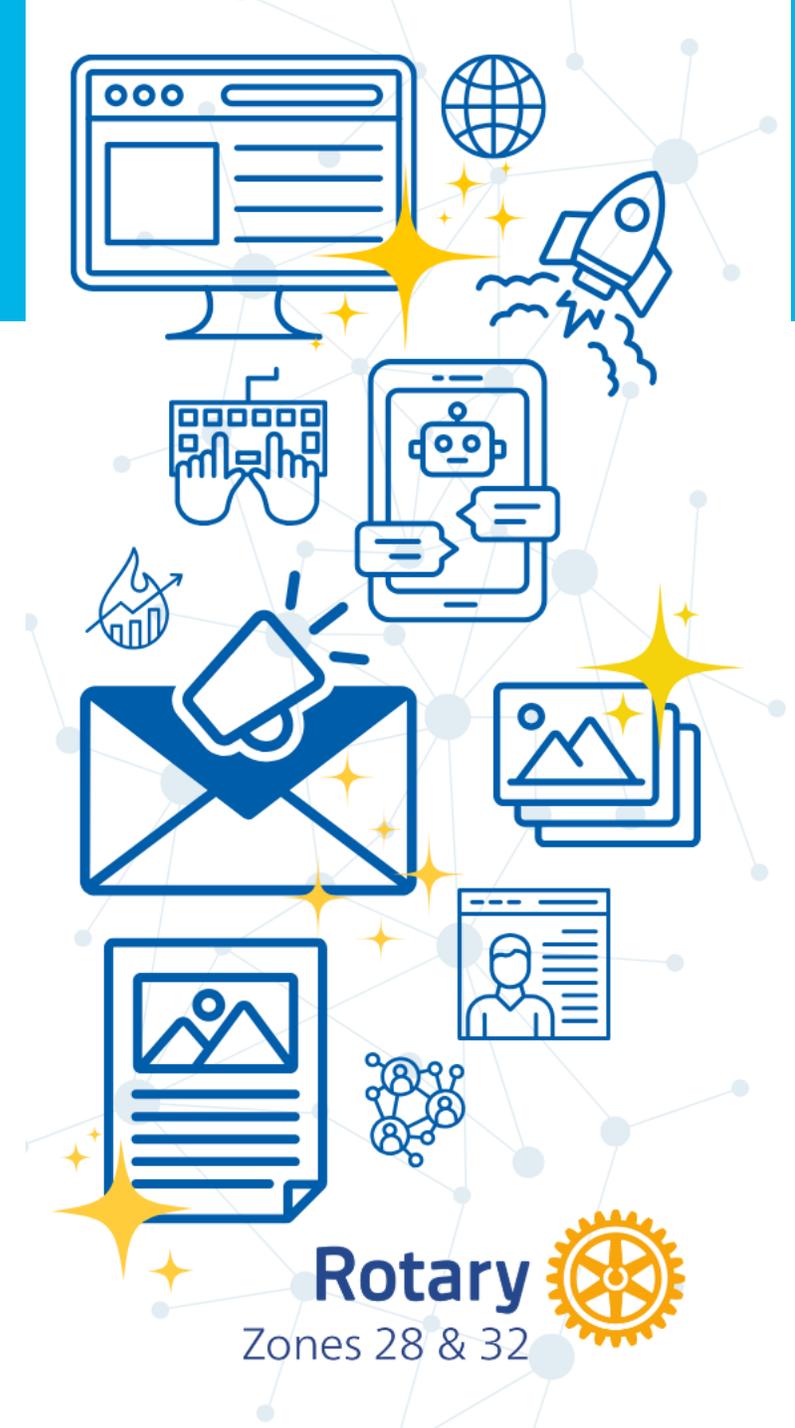
Action Item 1: **Perform an audit of your club's social media, website etc.**

Action Item 2: **Create a website article/story about why people should join Rotary**

Zone Learning Opportunities:

March 3rd at 7:30pm - Social Media & Substack

May 5th at 7:30pm - Podcasting & AI

Rotary
Zones 28 & 32

FINAL THOUGHTS & ACTION STEPS

- Identify your Club PI champion – welcome to join D7430 PI team

- Submit Club Stories & Video/Pictorial for DG video by the 15th of month

- Submit Club Highlights for District Newsletter by the 20th of the month

- Join Vibrant Club Facebook 'private' group

- Participate in the Zone Public Image Award

- Utilize the Public Image Resources & Team found on: RotaryDistrict7430.org

- Take advantage of Rotary Brand Center and Learning Center

- Contact Shushma for **ClubRunner**™ support at: shushmapatel.rotary@gmail.com

Stay Connected with the Public Image Team
and access Valuable Resources at:
RotaryDistrict7430.org – Public Image Page

RESOURCES to help you PROMOTE YOUR CLUB

& IMPACT YOUR COMMUNITY

Power Point will be posted on Rotary District 7430 Public Image Page

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