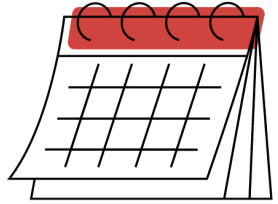


# Public Image



# PUBLIC IMAGE NEWS



**SAVE THE DATE: District Conference – Public  
Image Breakout Sessions**

Branding Gold Star!!



## LANSDALE DAY ART & CRAFT FESTIVAL 2024

47th Annual

Saturday JUNE 1st

Hosted by: The  
**Rotary**  
Club of North Penn



10am - 4pm ♦ W. Main Street ♦ Lansdale, PA

Featuring **90+** artisans exhibiting **handcrafted** unique gifts • home & garden décor • apparel & accessories • wood, glass/mosaics • pottery • artisan gourmet food • children's' toys • jewelry • bath/body • candles  
original local art and **SO MUCH MORE!**

♦Food Trucks ♦Bumper Cars ♦Live DJ ♦Wine/Spirits Tasting ♦Fire Trucks Display ♦Face Painting / Henna



Hosted annually by the Rotary Club of North Penn as a Major Fundraiser for CHARITY • For information visit: [rotaryclubofnorthpenn.org](http://rotaryclubofnorthpenn.org)



Branding Gold Star!!







June 13, 2022  
MONDAY

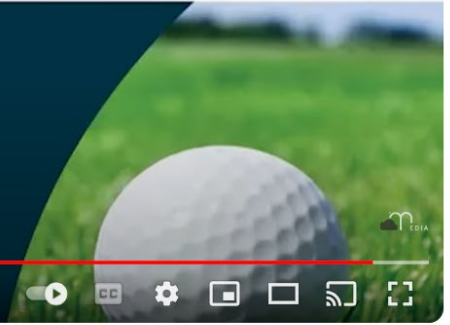
NEWTOWN ROTARY  
GOLF OUTING | *Trenton Country Club*  
BENEFITS PICKERING MANOR

REGISTER / SPONSOR TODAY!  
Sponsorship info and/or register by phone:  
215.968.3878 ext.1112




Save the Date  
JUNE 12, 2023  
MONDAY

NEWTOWN ROTARY  
GOLF OUTING | *Trenton Country Club*  
BENEFITS PICKERING MANOR



Play (k) 1:25 / 1:29



Newtown Rotary Club | 33rd Annual Golf Outing - Trenton Country Club | Mediacology Co

# Social Media Secrets

Social Media Secrets

# PLANNING CONTENT

## Shooting Script

A shooting script helps you plan what images you will need to take at an event.

What is the main reason for the event?

Do you have photo releases?  
(Especially important for minors.)

Are there any VIPs at the event?

Will there be presentations you need photos of for posterity?

Now, start listing the photos you want to get, and where you will take them.

## TIPS FOR CREATING A PHOTO SCRIPT for your Club



### Get photo releases

Especially for minor children. This is a MUST!

### ARE THERE ANY VIPS?

Let them know you will be setting up a few shots with them, possibly with your club president, DG, etc.



### SCOUT LOCATIONS

Don't just slam people up against a wall. Check out the lighting, what's on the wall, or hanging over their heads.

### IF YOU MUST GROUP PEOPLE:

Have two people in the center face each other and every one else turn sideways toward them. Seat a front row.



### WHAT'S MOST IMPORTANT?

Before you start, write down which are the most important images to get. Where will you use them? Shoot for each audience.



# EFFECTIVELY ENGAGE YOUR AUDIENCE



- Conduct your research . . . . consider diversity of audience
- Determine content type . . . . have a clear purpose
- Be descriptive with your text . . . . avoid repetition of content
- Use plain language . . . . adjust tone . . . emphasis ideas with italic
- Pictures will enhance your words . . . consider meta description
- Create your Club's distinct image . . . . apply Rotary Brand standards
- Make your posts shareable . . . consistent on all platforms

## *Types of Content*

*Educational – Inspirational – Interactive – Connecting – Promotional – Newsworthy - Entertaining*

# WRITING FOR YOUR AUDIENCE

## Know Your Audience:

Understand the demographics, interests, and preferences of your club members and potential followers. Tailor your content to resonate with them.

## Speak Their Language:

Use a friendly and relatable tone. Avoid jargon or complex language. Remember, you're communicating with people, not robots.





# WRITING FOR YOUR AUDIENCE



## ROTARY'S VISION STATEMENT

Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

### Highlight Club Activities:

Showcase your club's events, initiatives, and achievements. Share photos, videos, and stories that capture the essence of your service work.

### Tell Personal Stories:

Share personal experiences related to your club's mission. People connect with authentic stories, so let your members share their journeys.

# WRITING FOR YOUR AUDIENCE

## Use Visuals:

Visual content grabs attention. Post images, infographics, and videos. Show the impact your club is making in the community.

## Engage with Followers:

Respond to comments, messages, and mentions promptly. Encourage discussions, ask questions, and create polls to involve your audience.

## Promote Collaborations:

Highlight partnerships with other organizations, businesses, or individuals. Collaborations amplify your reach and strengthen community ties.



# PROJECT SOCIAL MEDIA EXAMPLE

**Caption:** *"We did it! Our dedicated team of volunteers rolled up their sleeves, got their hands dirty, and transformed this neglected patch of land into a thriving community garden."*

## *Highlights:*

**Planting Day:** Over 100 native plants and flowers found their new home.

**Bee-Friendly Zone:** We set up bee-friendly habitats to support local pollinators.

**Harvest Fest:** Our first harvest yielded fresh veggies for families in need.

**Youth Workshops:** Kids learned about sustainability and gardening.

**Outdoor Yoga:** The garden now hosts weekly yoga sessions. Namaste!



## **Impact on the Community:**

- Families have access to fresh produce.
- Seniors enjoy a peaceful green space.
- Kids connect with nature and learn valuable skills.
- Our community bonds over shared gardening experiences.

*Remember, sharing the journey and impact of your service project inspires others to get involved and make a difference!*



# USING AI

---

Canva asks: Use 5+ words to describe...

Once you know what you're designing, you can narrow it down with filters.

On the next slide, my description was:

Create a presentation on how to use Canva's Magic Design features.

Added Brand Kit (colors)

Logo

Business (Presentation)

Voila!

# CANVA

**Creating with Canva Magic**  
The ultimate design solution




1

Create beautiful designs

2

**Create Stunning Designs with Ease**  
Learn how to use Canva's Magic Design feature



3

**Make your design magical with Canva**

01

Effortless design creation  
Magic Design is a great way to create graphics with minimal effort. It's easy to use and can help you create beautiful designs in minutes.

02

Easy for beginners designs  
Magic Design is perfect for beginners who want to create beautiful designs without the need for extensive design experience. With pre-designed templates and an intuitive layout, it's easy to get started.

4

"Design is not just what it looks like and feels like. Design is how it works."

Steve Jobs

5


**Using Canva's Magic Design Feature**

1. Quick & Easy  
Canva's Magic Design feature can help you create stunning designs in just a few clicks. Here are three ways to make the most of it.

2. Inspiration on Demand  
Canva's Magic Design feature allows you to create professional-looking designs for virtually any type of marketing materials. It's your design, and you're the boss!

3. Customizable Designs  
Canva's Magic Design feature has a vast library of design elements to help you. Whether you need a font, image, or color palette, Canva's got you covered.

6



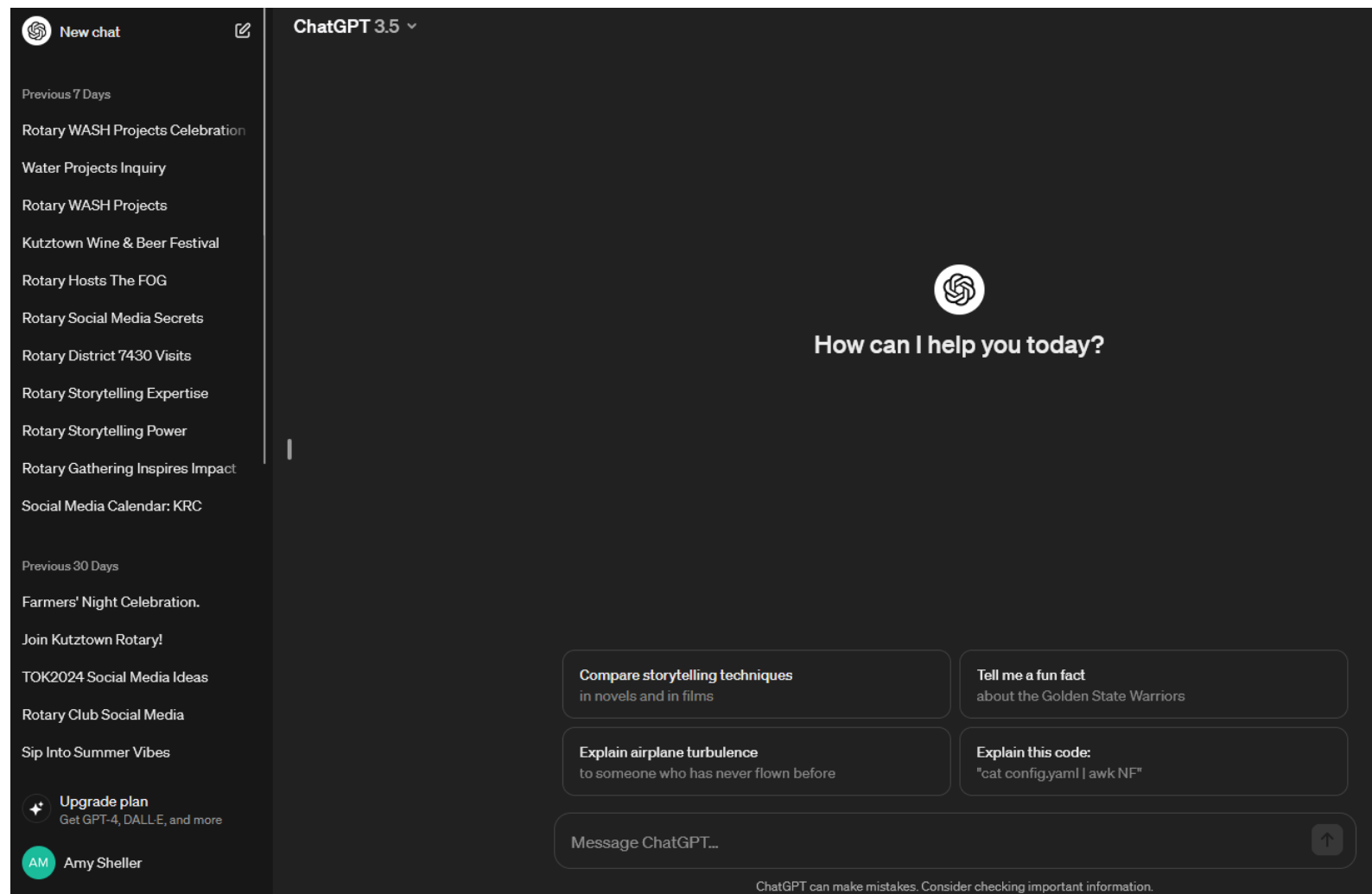
Create Stunning Designs with Canva's Magic Design

7

+

# CHATGPT

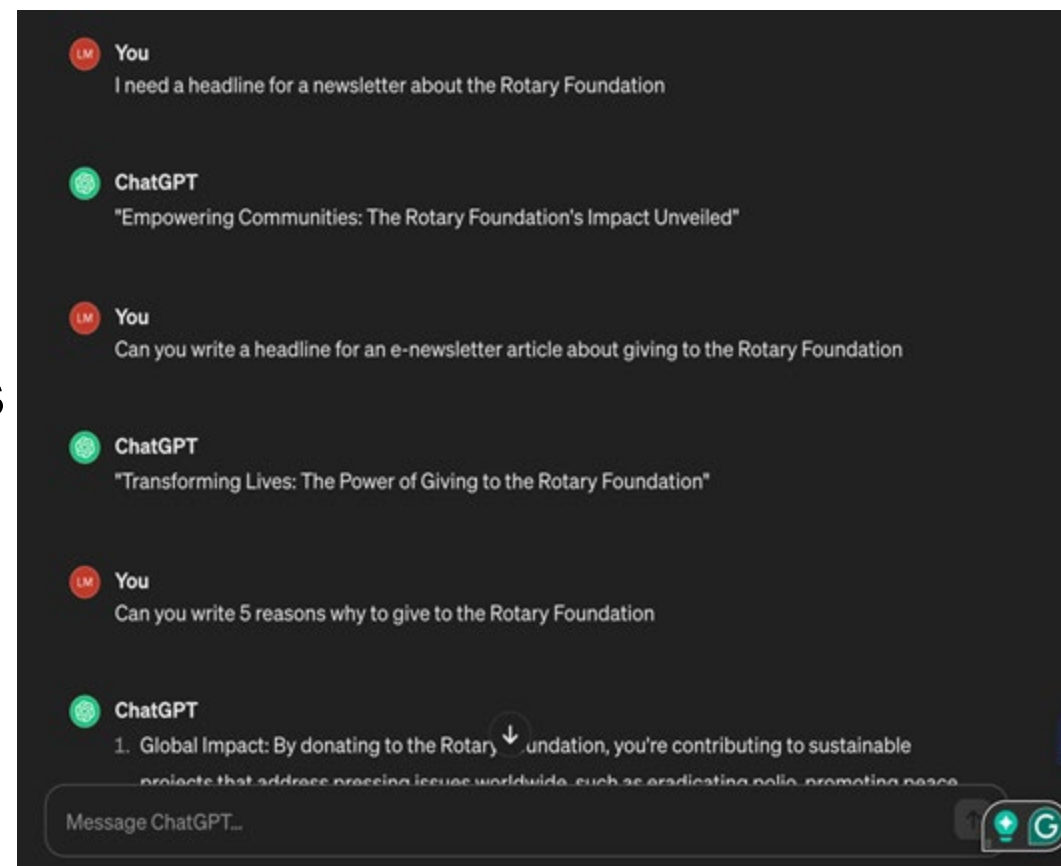
- Conversation like
- Saves your chats
- Prompts are key
  - Tone of voice
  - Length
  - Type of content





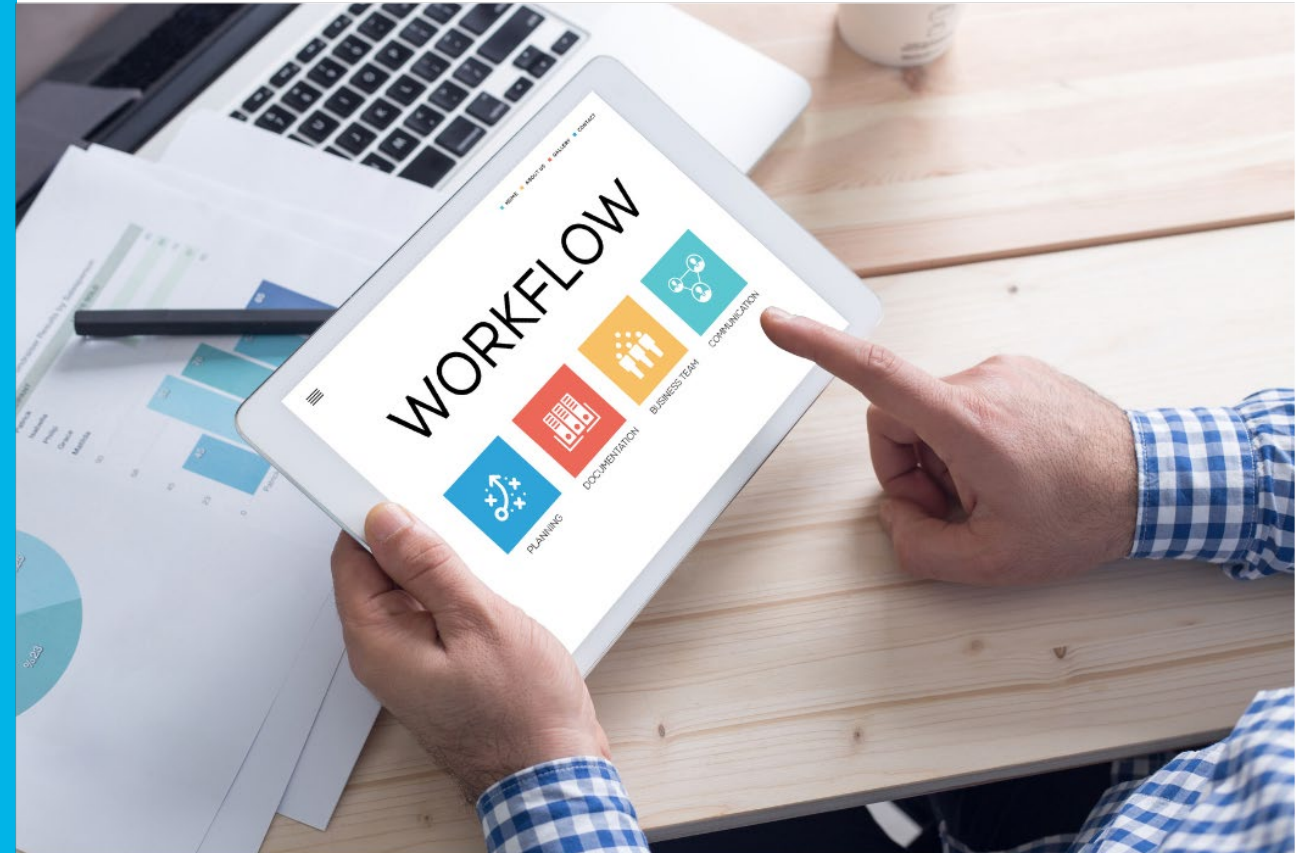
# HEADLINES

- They are hard...seriously
- Use AI to get through writer's block
- Generate Ideas
- Prompts are everything;  
you may need to throw in a few specifics
- You'll still need to edit



# WORKFLOWS

















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# CONTENT CALENDAR

## FEBRUARY - AWRC

2024  
CALENDAR

SUNDAY	MON	TUE	WED	THU	FRI	SAT
				1  Dhruv Fundraising Meeting	2  Helen	3  Ralph Parkland Cares
4  Gary Englehardt	5 Blood Drive-Feb 4-17	6	7  Sukaina Mustafa Jaffer	8  Chuck	9	10 Kingdom Life Drive through
11	12  Katrina & Rich	13 Meals on Wheels	14 AWRC-in person at Cedar Crest @ 7:30  Sue Weber  Diana Dunn	15  Lori Peters Parkland Snack Packing Fundraising Meeting	16  Karen Rodgers	17  Jean Machamer
18	19	20 AWRC Board meeting-7:15  Sandi Boll Meals on Wheels	21 Tom Friday   Stephanie NWL Snack Packing	22  Mitch	23	24
25	26	27	28 AWRC-in person at LCTI @ 8 AM	29		

NOTES: Please save March 17, 2024, for Irish Bingo. Purchase your tickets at [www.irishbingo.org](http://www.irishbingo.org). We need gift cards and baskets. Please let Chris or Gwenn know what you can donate.

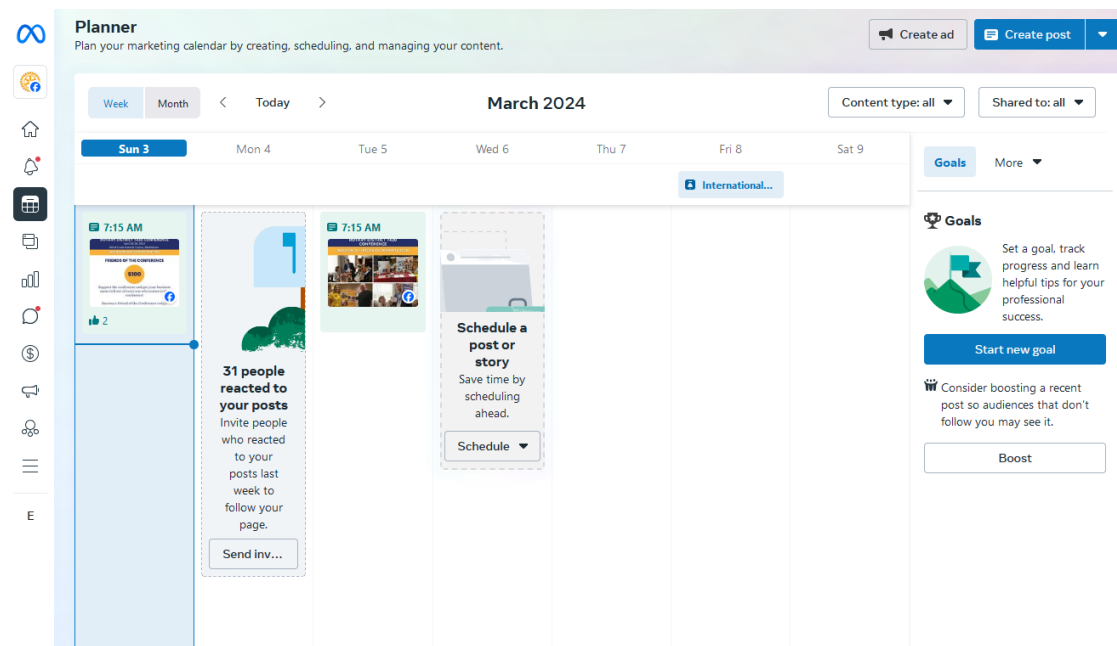
Our Keystone Miller Blood drive is Feb 4-17th. Use group ID #1E191 when you call 1-800-223-6667 X2 to schedule.

### MARCH

Su	Mo	Tu	We	Th	Fr	Sa
31					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

# BATCHING CONTENT WITH SCHEDULERS

- MetaBuisness Suite
  - Schedule Facebook & Instagram at the same time
- Batch scheduling
  - Plan your week
- Explore your options
  - Other schedulers out there (Hootsuite, Monday.com, Tweetdeck, etc.)





**Questions**