



**SERVE TO
CHANGE LIVES**

Rotary YEAR Checklist

Website Audit

- Check your club website domain name (i.e. <http://rotary5840.org>)
- Add/Update Club's Logo/RI theme
- Add events and speakers
- Add fresh content to your website – new headline story, recap of an event

Social Media

- Review profile & cover photo (using a Masterbrand logo)
- Know your ADMINS and have multiple members assigned
- Check your ABOUT US page for accuracy
- MAKE SURE you are a public page and not a closed group
- Commit to posting weekly content about your Club
- Use a "CALL TO ACTION" when posting
- Ask your Club members to go to your club page and "like" it
- Help your members understand the importance of **interacting** with your Club's content
- Like – Comment – Share



***REMEMBER TO USE:**

#PeopleOfAction

#D5840ServiceStrong

#ServeToChangeLives



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Promote Your Club At District

- Submit your stories for the District newsletter, website & social media (include a photo) using the “Submit Your Story” form located on the District homepage
- Send us information of your upcoming Club Fundraisers (include posters & flyers) for the District Calendar to Webmaster Pam Blankenzee at pblankenzee@rotary5840.org
- Tag the District in your Facebook posts (@RotaryDistrict 5840) so we can share your posts
- Hashtag your Facebook posts #D5840ServiceStrong so we can find your posts!

District Branding & PR Resources

Rotary5840.org

- Links to RI Brand Center
- PR Resources Tab on Home Page
 - Rotary Logos
 - Tools and Resources
 - Templates
- People Of Action Campaign
- Directory of Club websites & social media pages

Myrotary.org

- BRAND CENTRAL (under manage tab)
 - Guidelines
 - Logos & Templates
 - Materials
 - Ads
 - Images & Videos

FOLLOW US:

<https://www.facebook.com/RotaryDistrict5840/>

QUESTIONS:

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District PI Chair

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Webmaster & Social Media Manager/Public Image Team

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