

PUBLIC IMAGE



TODAY'S AGENDA

Social Media Basics for Rotary

Four Steps for Promoting Your Events

Public Image Tools & Resources

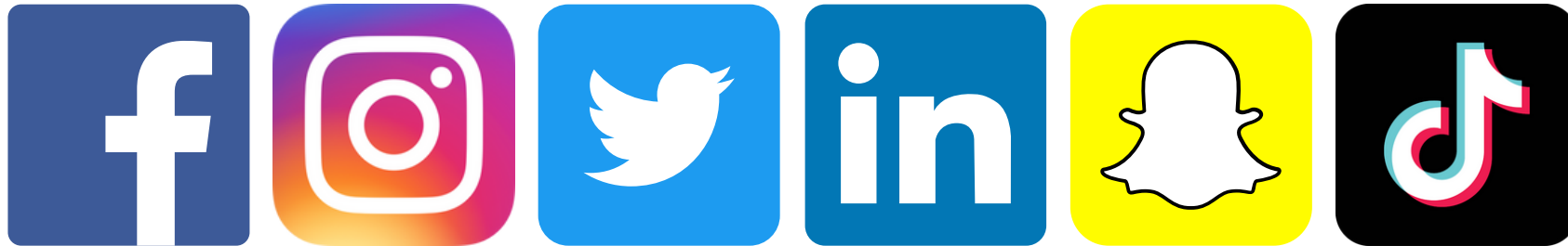


SOCIAL MEDIA

for your Rotary Club

LET'S GET SOCIAL

Which platforms should you use?



LET'S GET SOCIAL

Facebook and Instagram

Meta Tools

LinkedIn



The Rule of Thirds

Fun/Community

Cartoons, fun photos,
recaps of club events
with photos

Participate in trends
#TBT and #FBF

Informative

Information about
Rotary, our mission, our
values, etc.

Community News

Promotional

Invitations to join
or visit a meeting

Promoting fundraisers
and events

The Rule of Thirds: Fun



Rotary Club of Utica, New York

March 3 at 8:10 PM · 🌐

Utica Rotarians at their monthly social. This month enjoying some [Utica City FC!](#)



👍❤️ Dana Jerrard and 14 others



Bob Burns

Admin · March 2 at 8:31 PM · 🌐

Tully Rotary welcomed its newest member, Kathy Vernay this morning. Kathy was inducted by Tully Rotary President Suzanne Drumm. Welcome, Kathy!



👍❤️ Peter F Cardamone, Dana Jerrard and 20 others

4 comments 3 shares Seen by 92



Oneida Rotary

March 21 at 11:06 AM · 🌐

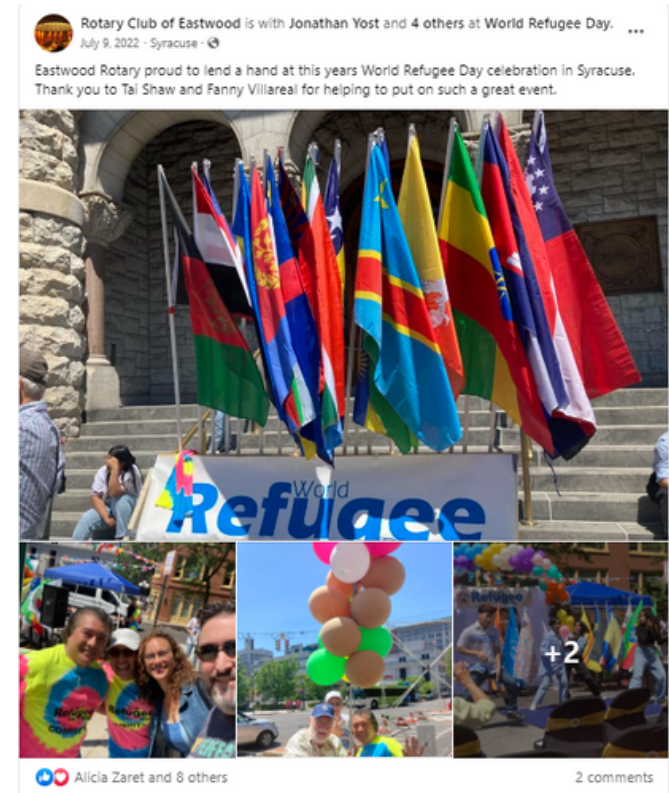
Oneida and VVS Rotarians combine efforts preparing a room for new museum display for their oral history project at the Mansion House a few weeks back!



Rotary
District 7150



The Rule of Thirds: Informative




The Rule of Thirds: Promotional

Rotary North Utica - Whitestown Rotary
March 9 at 6:47 AM · 🌐

Rotary
North Utica - Whitestown
Presents:

Suds for Scholars

Thursday March 9th, 2023
3:00pm - 7:30pm



16 STONE BREW PUB
1707 ORISKANY ST. WEST
UTICA, NY 13502

Monies raised go to support
high school senior scholarships

Rotary North Utica - Whitestown Rotary
March 6 at 10:32 PM · 🌐

Stop in after work this Thursday for a drink and a bite to eat.

2

Fulton Noon Rotary Club
4h · 🌐

You may order here or with any Fulton Noon Rotary member. Thank you for your support!

 **Fulton Noon Rotary Club**
HANGING BASKET FUNDRAISER

For More information use the above QR or go to:
<http://dxrptnrotaryclubfulton.com/documents/groups/Baskets2023.pdf>

New Guinea Impatiens

Brilliant, large flowers that contrast wonderfully with the deep colored foliage. Best if grown in mostly shade / part sun location. Great for your porch or deck.

Red (item #5) Pink (item #3) Red (item #2)

Pink (item #6) Violet (item #4)

Mixed Color Calibanchos Baskets
Many Striking Combos
Growers Choice (item #7)

Boston Fern (item #1)
Old fashioned graceful greenery...
Your Grandmother's favorite!
Bright light inside or shade outdoors

Calliope Geraniums
Award winning cross of ivy and zonal geranium. Offers the bloom of a zonal geranium plus the mounded/semi-trailing ivy geranium foliage. EXCELLENT heat resistance. Thrives in hanging baskets

Violet (item #14) Pink Flame (item #15)

Fuchsia
Gorgeous fully double hanging flowers that bloom all summer. Bright-colored light out of direct sunlight.

Dark Eyes (item #16)

Swing Time (item #17)

Zebra Plant (item #18)
(Glossy leaves)
Foliage plant for indoors or out.

We also offer
Mixed Color Petunia Baskets
Many Striking Combos
Growers Choice (item #12)

Red (item #13)

Red (item #8) Blue (item #9)

SUPERTUNIA®
No ordinary petunia. Tremendous mounds of color. Blooming in full sun all summer and into the fall. So, why do we call them Supertunias®? Because they are the **BEST** series of Petunia on the market!

Plum (item #11)

All baskets are 10" baskets. Plants will be a minimum of 20" to 24" across. They're all Beautiful Order Several Today \$25ea All orders & money due 5/10/23 Orders delivered 5/18/23

Copyright 2023 Oliver Pease Greenhouses

2 shares

Cazenovia Rotary Club
February 6 · 🌐

Next Cazenovia Rotary Club meeting is this Friday at Lincklaen House at 1145am for greetings with lunch at 1215pm! Join us to help our community and the world!!

👍 Dana Jerrard, Elise Hereth and 1 other

1 share

Rotary
District 7150



Liking, Sharing & Tagging

- Encourage your members to engage with your social media content so it will reach more people
 - Respond "going" to events (even if they aren't!)
 - Like, share and comment
 - Share into Facebook groups
- Tag the pages of other organizations, businesses or partners whenever it makes sense so you can reach their followers too
 - First like their pages as your page

Like A Page, As A Page



Rotary District 7150

@RotaryDistrict7150 · Community Organization

Send message

Hi! Please let us know how we can help.

Home About Photos Videos More ▾

Liked



About

See all

Rotary District 7150 represents 42 Rotary Clubs in the Central New York and Mohawk Valley regions. Like our page to get info on what our local clubs are up to!

This page is the place to find out what's going on in Rotary District 7150. It is designed to speak to Rotarians in our district so we can all share i... See more

425 people like this including 75 of your



Photo/video



Reach more people

Rotary District 7

It looks like your p

create a volunteer

Community Help, and get emails when people sign up.

Follow settings

Save

Share

Like as your Page

Unlike as your Page

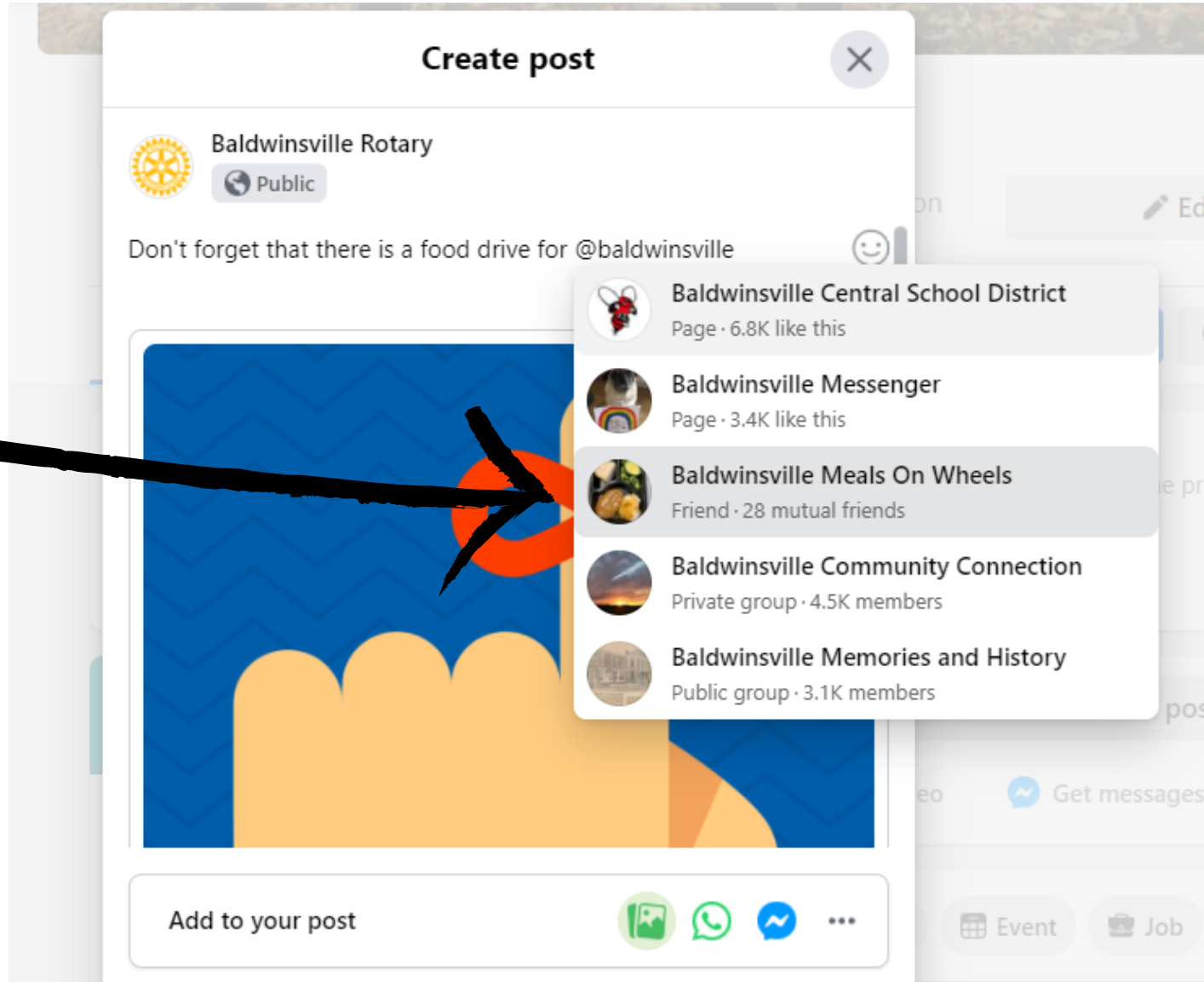
Invite friends

Block Page

- To be done by an admin or editor of your club's page
- Go to the page of the organization or partner you want to connect with
- Click the button with the three little dots to open the drop down menu shown here
- Choose "Like as your Page" and a menu will appear to select which page you want to like this page
- This will make it easier to tag this page in your posts

Tagging Others in Your Post

- Use the @ symbol to prompt Facebook to pull up pages and people to tag
- Start typing the name (no spaces) and it should come up in the menu that appears
- Be sure to select the right one
- You will then see the page name appear in blue because it is tagged





Baldwinsville Rotary

Published by Lizzy Martin · January 20 ·

Don't forget the food drive this Saturday from 9am-2pm at the [Baldwinsville Volunteer Center, Inc.](#) on Loop Drive. These are the items we are collecting (they cannot be expired):

Breakfast Bars/Granola Bars

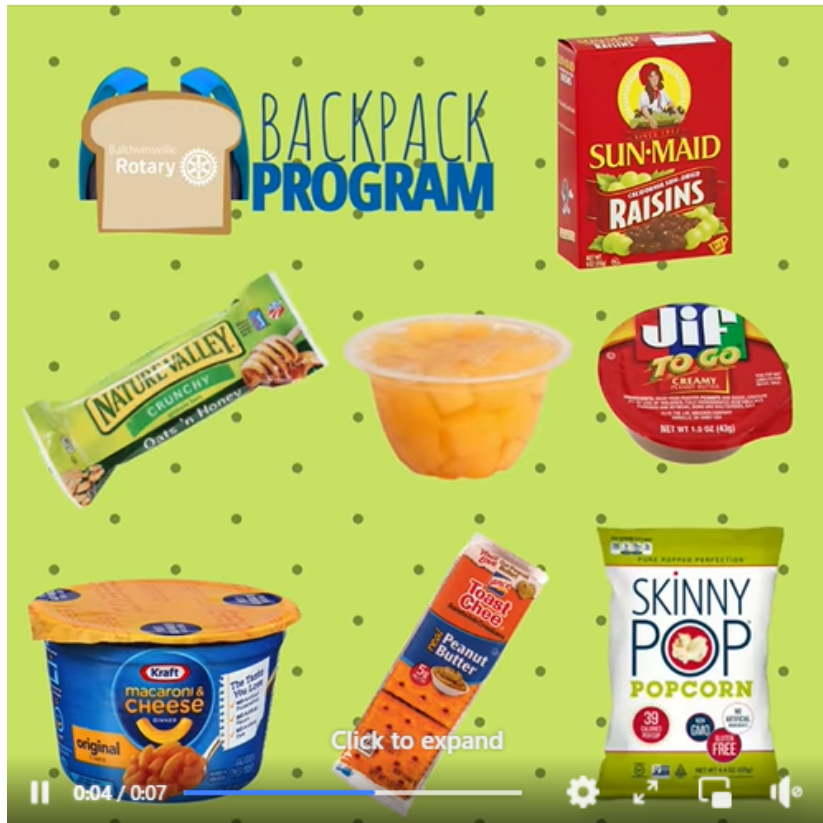
Peanut Butter/Cheese-Filled Crackers

Single Serving Microwavable Meals

Wheat- and Peanut-Free Items... [See more](#)

The Benefits of Tagging

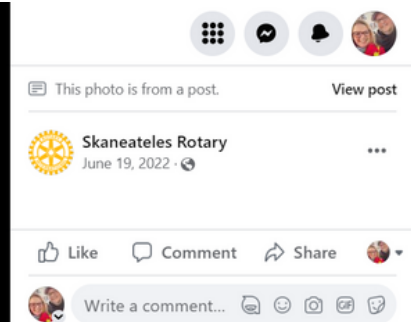
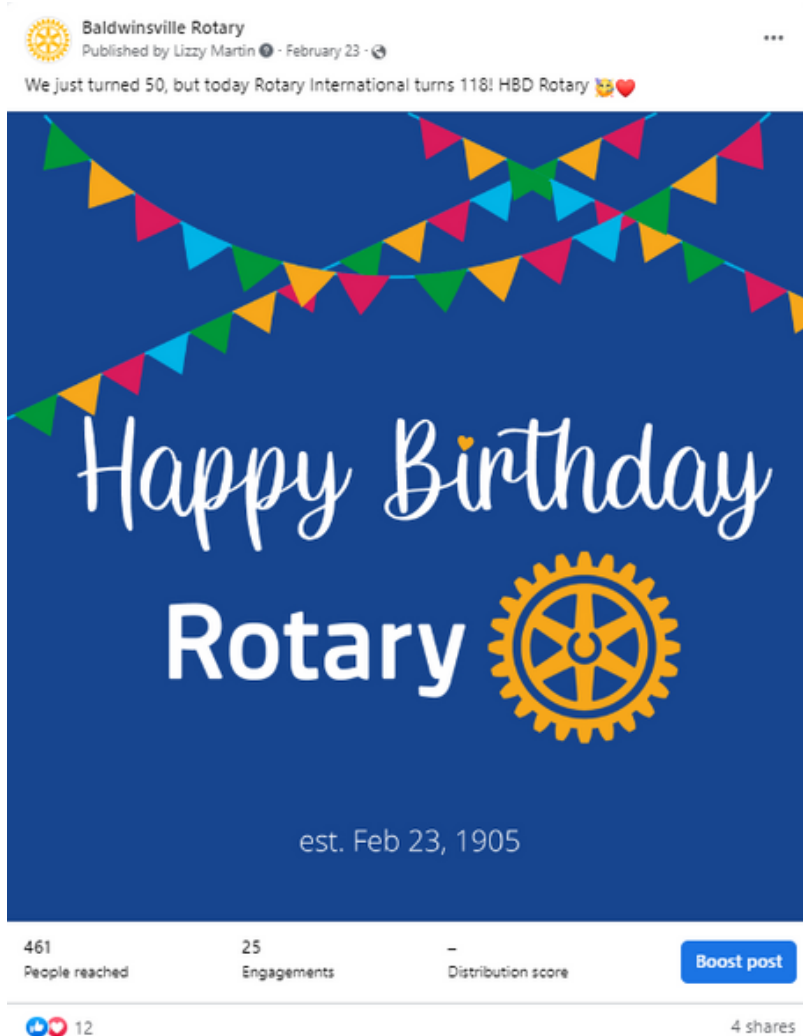
- Show that you are a community partner
- REACH MORE PEOPLE
- This post would have normally reached about 200 people organically when posted to Baldwinsville Rotary's page
- Because we tagged the volunteer center, we grew our reach to over 800 people for FREE!



Branding Social Media

- Keep your posts on brand - both visual and voice
- Take and share photos of Rotarians having fun and wearing Rotary hats, shirts, jackets, etc.
- Design anything you will be posting in Rotary colors and fonts
 - Easy to do in Canva!
- Use Rotary's language
 - We are not "the Rotary"
 - They are now "Areas of Focus" without a number

Branding Social Media





PROMOTING
YOUR CLUB EVENTS

Four Steps to Promote Your Event

1. Write Your Story
2. Connect with Local Media
3. Share with the District
4. Share on Your Channels

Write Your Story

- Explain the "why"
- Make it a human interest piece
- Give people a good reason to support your event
- Also include the who/what/where/when
- Use compelling photos

Connect with Local Media

- Find contacts for digital, print and broadcast media
- Even general press release inboxes will do
- Share your story with them
- Put story in body of the email (not attached)
- Write a catchy subject line to get noticed
- Provide photos and captions

Share with the District

- Get support from fellow Rotarians
- Share to get into newsletter and on Facebook
- Make connections in other clubs and reciprocate

7150 NEWS submissions go to rotary7150@gmail.com by the 25th of each month

Share on Your Channels

- Put your story on your social, web site, newsletter, club communications and share in meetings
- You control the message and the frequency
- Push out in Facebook groups
- Use all tools at your disposal

Consider using a free app like WhatsApp for communicating with club members

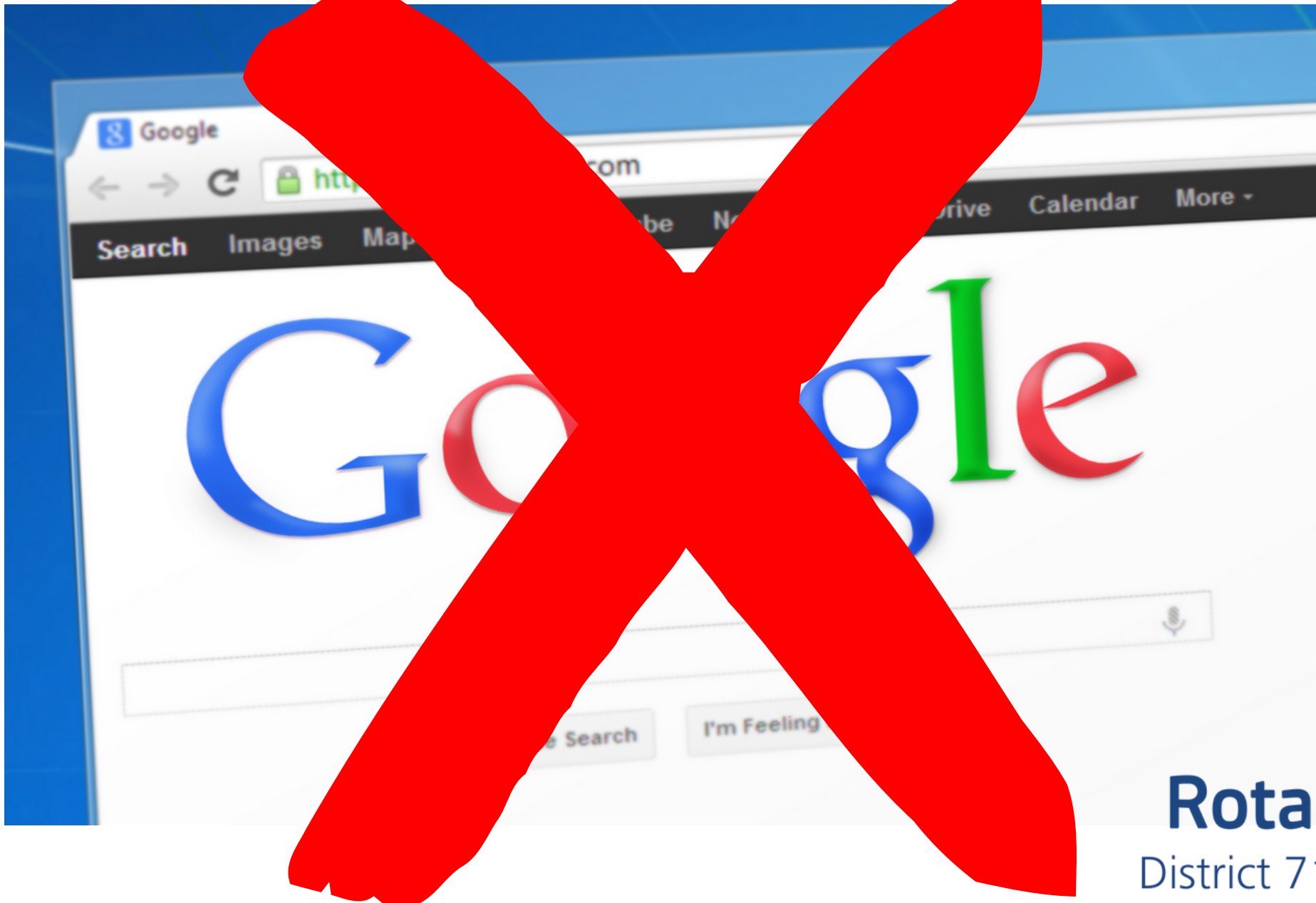
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PUBLIC IMAGE TOOLS & RESOURCES





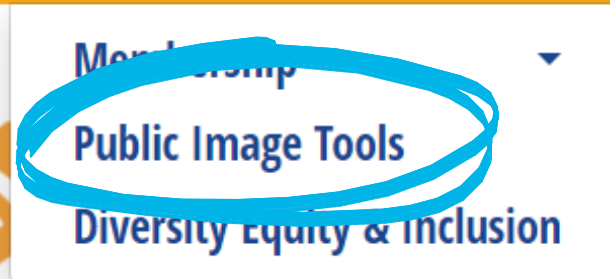
Use the Brand Center

- Custom logos and all the regular logos too
- Stock images and videos
- Guidance and support - new how-to videos

brandcenter.rotary.org

Public Image Tools for D7150

www.rotary7150.org



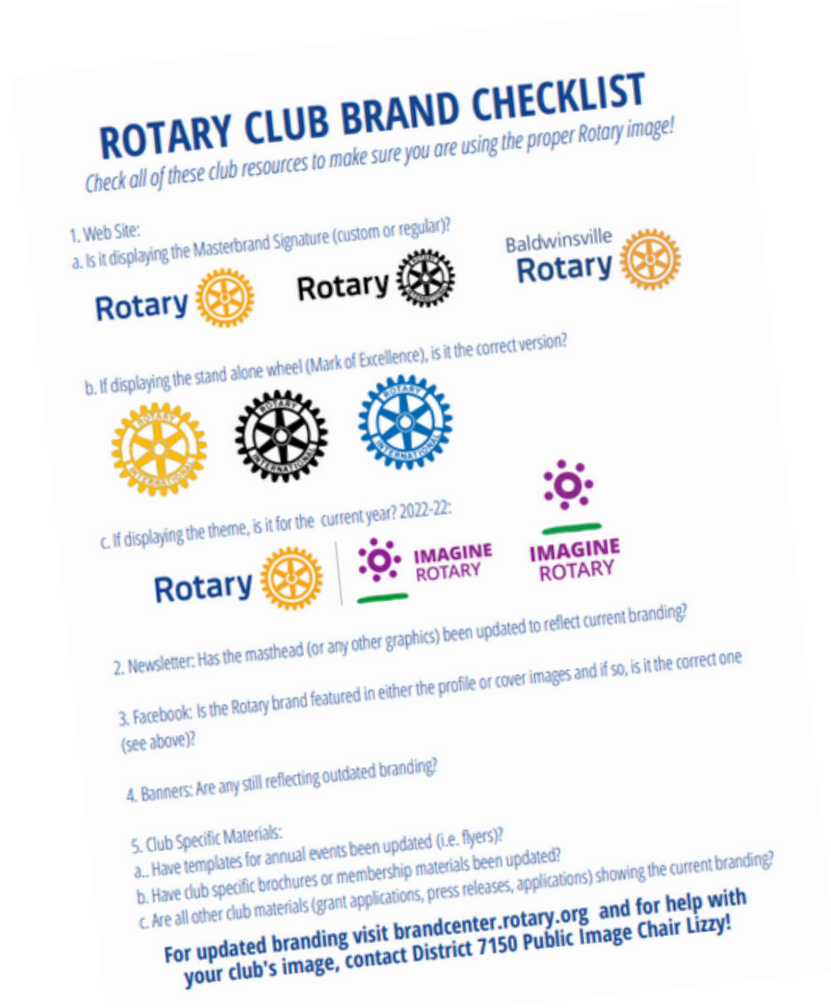
District 7150

Public Image Tools

- Social inspiration
- Latest brand news
- Quick downloads for logos & links for resources
- Past training slides
- General advice and instruction

Public Image Tools: Brand Checklist

- Quick visual of logos
- List of places to check for updated logos
- Current theme logos



Learning Center

www.rotary.org/learn

- Use your My Rotary log-in credentials
- Topics for everything you want to learn!
- Enroll in courses and complete at your own pace
- Your courses are logged once complete
- Follow Rotary Learning Center on Facebook

Learning Center

Building Rotary's Public Image

Our Logo: Representing Rotary

Promoting Rotary on Social Media

The Rotary Brand

Club Public Image Basics

Promoting Your Club as People of Action



Public Image Chair, Lizzy Martin

- Club program
- 1-on-1 Assistance
 - Technical Training
 - Strategy & Planning
- Free Business Card Design



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rotarylizzy@gmail.com

QUESTIONS?

Rotary  | District 7150

PUBLIC IMAGE

