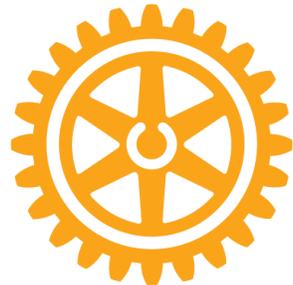


PUBLIC IMAGE

Building Your Online Presence

Rotary



**SERVE TO
CHANGE LIVES**

OUR AGENDA

- The Importance of Being Found Online
- Where to be Online
- What to Post Online
- How to Reach More People on Facebook
- Random Tips & Resources
- Questions



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WHY BE ONLINE?

- Over 1 BILLION people use Google
- Facebook has 2.8 BILLION active account
- It is the first place people will go to find information on Rotary
- It is especially important during the pandemic

WHERE TO BE ONLINE?

- Your Web Site
- District Web Site
- Facebook Page & Finding Followers
- Facebook Groups
- LinkedIn, Twitter, Instagram
- Meet Up, Community Calendars and more



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YOUR WEB SITE

- Consider this your club's "storefront"
- Should be well-branded, well-edited
- Provide all the basic info and then-some
- You get what you put into it!

Starting from scratch or doing a complete overhaul? Try the [Quick Start Guide for Rotary Clubs](#) to help you map out your new site!



THE DISTRICT WEB SITE

- The goal of this site is to provide resources to clubs and members, not for the public
- One exception - the club directory
- Be sure your club's data in ClubRunner is up to date so what is reflected here is accurate and people can find you!

www.rotary7150.org



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THE DISTRICT WEB SITE

- You can also share your club's events on our calendar to help promote your fundraisers and special meetings
- Submit to me an [Event Submission Form](#) (available on the district homepage at the bottom under Helpful Downloads) to get your club event added to the calendar
- Include a flyer and links for sign up/additional information
- If your club uses ClubRunner for your web site, you can automatically share your events to the district calendar

www.rotary7150.org



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YOUR FACEBOOK PAGE MUST HAVE:

- Cover image that is well-branded
- Profile picture that is well-branded
- All of your club's contact and "about" information
- Multiple admins/editors who can pitch in as a team
- Regular posts with fresh content that follows the rules of thirds

THE SOCIAL RULE OF THIRDS

Baldwinsville Rotary
Published by Lizzy Martin · Yesterday at 4:20 PM · 🌐

Well that was quick! Thanks to [Canton Woods Senior Center](#) for handling registration and sorry to anyone who missed this opportunity. Keep following our page for information and future events!

The St. Patty's Senior Dinner is
SOLD OUT
Thanks for the enthusiastic response from the community!

Baldwinsville
Rotary
Club

SERVICE

Rotary Club of Dewitt, NY
February 23 at 6:00 AM · 🌐

@rtnsharath

Happy
BIRTHDAY
ROTARY
and Thank You
for Connecting
All of Us

Rotary

FUN

Rotary Club of Utica, New York
February 22 at 7:36 PM · 🌐

This week's meeting is on Friday, February 26 at noon, via zoom. The guest speaker is Henry "Mac" MacDonald, Past District Governor and Past President of the Auburn Rotary Club.

Rotary
Club of Utica

ROTARY THIS WEEK!
February 22, 2021

Register for upcoming District events

This Week's Program
Presented by *Travis Rabbitt, Program Chair*

Henry "Mac" MacDonald is a Past District Governor and has served as President of the Auburn Rotary Club. He has been involved in Rotary for over 40 years, and also served as GSE Team Leader in the Philippines in 2006. Mac is the owner of Finger Lakes Scuba. He is a certified Scuba Search International Instructor/Certifier with teaching capabilities through instructor level. Additionally, Henry specializes in Public Safety Diver training through Emergency Response Divers International.

FRIDAY | February 26
12 p.m. via Zoom

Check out the latest District Newsletter and Rotary International News on the Rotary Club of Utica website:
[Rotary District & International News](#)

February Calendar of Events

2/22 Multi-district Membership Monday Seminar | 7 p.m. via Zoom
2/26 Weekly Meeting | 10 p.m. via Zoom
2/27 District Training Assembly | 9 a.m. - noon via Zoom

Deadline for next newsletter (3/1) is Sunday, February 28, at noon; submit to news@uticarotaryclub.org

Rotary Opens Opportunities

TAKE ACTION: www.uticarotary.org

MEETINGS

THE SOCIAL RULE OF THIRDS

 **Chittenango Rotary Club**
September 14, 2020 · 🌐

Maggie and Tim with personal care items for teens in need, collected by our Rotary club, for RISE ABOVE POVERTY SYRACUSE. Their mission: To bring community awareness and engagement to end the socio-economic issues of homelessness and poverty in the Syracuse City School District.



SERVICE

 **Greater Utica Sunrise Rotary Club**
October 27, 2020 · 🌐

While we were awaiting more members, it was the dogs of Rotary who were enjoying some time with everyone. How about you? We welcome dog lovers, cat lovers, and regular 'ole friends too! Join us next week at 8AM! Drop us a note below and we'll send you out the Zoom link!



FUN

 **Auburn Rotary**
February 23 at 8:46 PM · 🌐

We have an awesome lineup of speakers scheduled via our Zoom meetings in March!
On March 2nd, Angela Ryan of Mathew House will be joining us; Ahna Wilson and Kimberly Szewcyk of Harriet Tubman National Historical Park will be joining us for March 9th; One week later for March 16th it'll be JD Pabis of Tyburn Academy; and on March 23rd, Chuck Tomaselli, ESRAG Rotary District 7150 will join us.
If you'd like to join us on any or several Tuesdays at noon, please send us an email... See More



MEETINGS

RESOURCES FOR FACEBOOK POSTS

- Follow other Rotary pages, like Rotary International and End Polio Now
- The district's Facebook page
- Rotary e-newsletters
- Other organizations and institutions in your community
- Your club's newsletter

WEB SITE VS. FACEBOOK

- WEB SITE PROS:
 - Hosts a lot of content
 - Lends credibility
- WEB SITE CONS:
 - Can require updates
 - Financial Cost
- FACEBOOK PROS:
 - Free to use
 - Features basic info
- FACEBOOK CONS:
 - Requires regular posts
 - Doesn't always feel legit

GROWING YOUR FACEBOOK FOLLOWING

- Consider paid ads with a goal of page likes/follows
 - Only invest money in this if you are doing social media well
- Free approaches include:
 - Get members to invite their friends and neighbors to like the page
 - Do a contest to encourage others to share the page
 - Anytime you partner with another group, ensure they tag you in their posts
 - Share from your page to those community groups
 - Always suggest people follow you on Facebook for the latest news and information



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CHANGE LIVES**

USING FACEBOOK GROUPS

- Connect with community groups
 - Alumni groups, positivity groups, parent groups that are geared around your community are great places to share about Rotary activities and get support for your events/programs
- Consider a private group as a means of club communication
 - Great place for people to share about their lives (just like they do on their pages that you might miss)
 - Way to communicate about club business



**SERVE TO
CHANGE LIVES**

OTHER SOCIAL SITES

- LinkedIn - great place to connect with professionals
- Instagram - showcase your club in images and reach a younger audience
- Twitter - meh
- Do what your club has the bandwidth to do well

MORE WAYS TO BE ONLINE

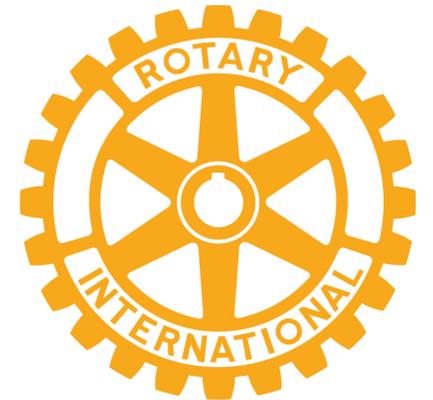
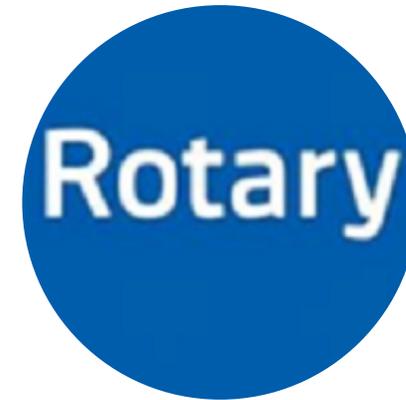
- MeetUp
- Community Calendars
- Facebook Live
- Directories (chamber, HulaFrog, etc.)

THE GOAL IS TO BE FOUND

- But found accurately!
- Only take on a presence that your club can support
- Consistency and accuracy is key
- Point less active accounts to your most active accounts
- This is often people's first impression of your club

FACEBOOK PROFILE PICS

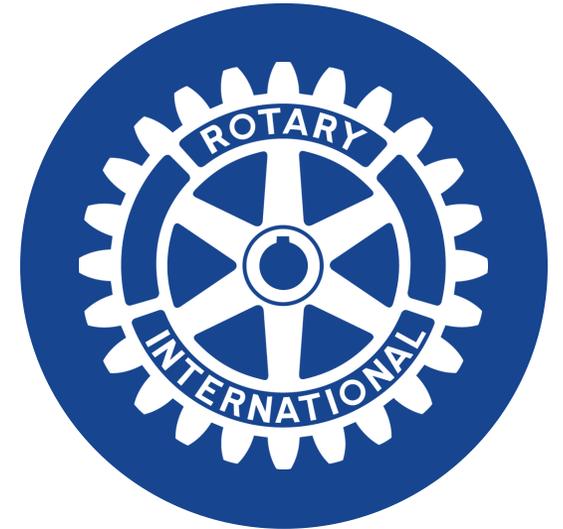
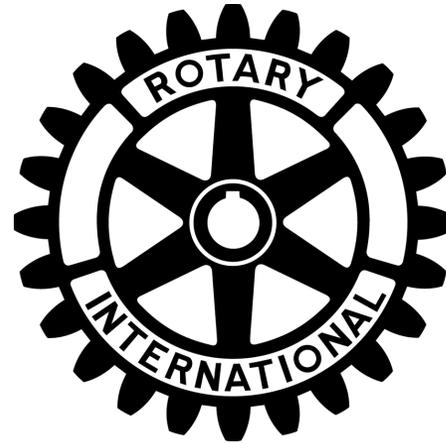
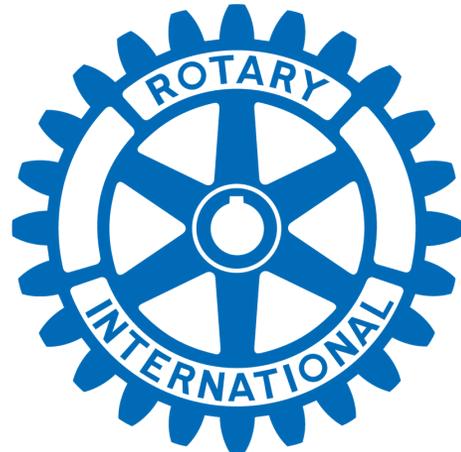
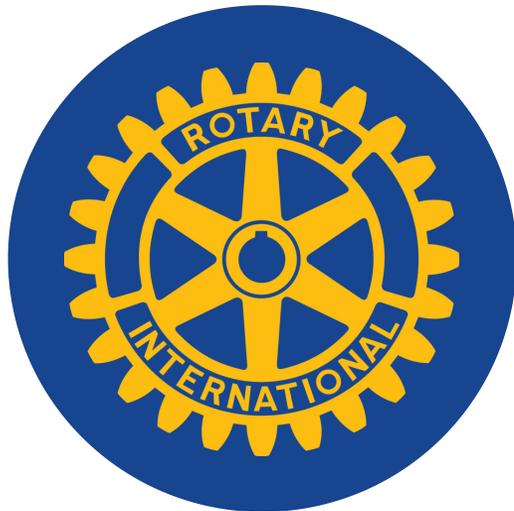
Challenging because the pic is so small



**SERVE TO
CHANGE LIVES**

FACEBOOK PROFILE PICS

Keep it simple - just use the wheel



**SERVE TO
CHANGE LIVES**

GET CREATIVE

- For great graphics and branding-made-easy, I recommend www.canva.com
- Most features are free to use and upgrades are pretty inexpensive
- Can use to create newsletter, social media graphics, flyers, brochures and business cards



**SERVE TO
CHANGE LIVES**

QUESTIONS?



SERVE TO CHANGE LIVES

PUBLIC IMAGE

Lizzy Martin | emartin@AdvanceMediaNY.com



**SERVE TO
CHANGE LIVES**