Introduction to Social Media for Rotary Clubs

Table of Contents

CNY Rotary | Social Media Guide

Social media platforms have become powerful tools for organizations to connect with their audience, share information, and promote their activities. For Rotary clubs, leveraging social media can help raise awareness about their projects, engage with the community, and attract new members and supporters. In this guide, we will explore how clubs can effectively use Facebook, Twitter, and Instagram to enhance their PR efforts and outreach.

Facebook

Create a Facebook Page: Set up a dedicated Facebook page for your Rotary club to showcase your organization's mission, events, and impact.

Regularly Post Updates: Share updates, photos, and videos about your club's projects, fundraisers, and community service activities to keep your followers informed and engaged.

Utilize Facebook Live: Host live events, Q&A sessions, and virtual fundraisers on Facebook Live to interact with your audience in real-time and showcase the work your club is doing.

Engage with Followers: Respond to comments, messages, and feedback from your followers to build relationships, foster community engagement, and show that your club values their support.

Promote Events: Create Facebook events for club meetings, service projects, fundraisers, and community events to increase attendance and reach a wider audience.

Share Member Stories: Feature stories and profiles of club members, highlighting their contributions, experiences, and impact within the community to showcase the diversity and dedication of your club.

Collaborate with Other Organizations: Partner with local businesses, nonprofits, and community organizations on Facebook to cross-promote events, share resources, and expand your reach.

Run Facebook Ads: Utilize Facebook Ads to promote your club's initiatives, recruit new members, and raise awareness about Rotary's mission to a targeted audience.

Create Engaging Content: Share a variety of content on your Facebook page, including photos, videos, articles, and infographics, to keep your audience interested and informed about your club's activities.

Monitor Insights: Use Facebook Insights to track the performance of your posts, analyze engagement metrics, and adjust your content strategy based on data to optimize your club's presence on the platform.

Twitter

Set up a Twitter account for your club: Use Twitter to share real-time updates, news, and engage in conversations with your audience.

Short and Engaging Tweets: Keep your tweets concise, informative, and engaging to capture the attention of your followers and encourage interaction.

Use Hashtags: Incorporate relevant hashtags such as #Rotary, #ServiceAboveSelf, and #CommunityService in your tweets to increase visibility and reach a broader audience.

Tag Relevant Accounts: Tag Rotary International (@Rotary) and other Rotary clubs, partners, and community organizations in your tweets to foster connections and expand your reach.

Visual Content: Include photos, videos, and graphics in your tweets to make them more visually appealing and engaging for your audience.

Share Updates and Events: Use Twitter to share real-time updates, event announcements, meeting reminders, and highlights from your club's activities to keep followers informed.

Retweet and Engage: Retweet posts from other Rotary clubs, members, and partners to show support, build relationships, and amplify the reach of valuable content.

Rotary News and Resources: Share news articles, resources, toolkits, and guides related to Rotary programs, initiatives, and community service best practices to educate and inform your followers.

Rotary Quotes and Inspiration: Tweet motivational quotes, messages, and stories that reflect Rotary's values of service, leadership, and community impact to inspire your audience.

Rotary History and Milestones: Celebrate Rotary's historical milestones, founding anniversary, and significant achievements by sharing interesting facts and stories about the organization.

Community Partnerships: Showcase collaborations with local businesses, nonprofits, and community organizations that support Rotary's initiatives and values to demonstrate the club's impact and reach.

Rotary Global Impact: Share stories, photos, and updates about Rotary projects and initiatives around the world to demonstrate the global reach and impact of Rotary International's work.

Engage with Followers: Respond to mentions, messages, and comments from followers promptly to build relationships, show appreciation, and foster a sense of community on Twitter.

Instagram

Create a Business Account: Set up an Instagram Business account for your Rotary club to access additional features like insights and advertising options.

Visual Storytelling: Use high-quality photos and videos to visually showcase your club's projects, events, and impact in a compelling and engaging way.

Consistent Branding: Maintain a consistent visual identity by using your club's logo, colors, and fonts in your Instagram posts to create a cohesive and recognizable brand presence.

Hashtags: Use relevant and popular hashtags related to Rotary, community service, and social causes to increase the visibility of your posts and reach a wider audience.

Engage with Followers: Respond to comments, messages, and tags from followers to build relationships, foster engagement, and show appreciation for their support.

Instagram Stories: Utilize Instagram Stories to share real-time updates, behind-the-scenes content, event highlights, and interactive polls to engage with your audience.

Instagram Reels: Take advantage of Reels to share longer-form videos, interviews, event coverage, and educational content related to Rotary's mission and projects.

Collaborations: Partner with other Rotary clubs, community organizations, influencers, or businesses on Instagram to cross-promote each other's content and expand your reach.

User-Generated Content: Encourage members, volunteers, and supporters to share their own photos and stories related to Rotary activities using a branded hashtag.

Rotary Quotes and Facts: Share inspirational quotes, facts about Rotary's history and impact, and stories of service to educate and inspire your followers.

Event Promotion: Create visually appealing posts and stories to promote upcoming club meetings, service projects, fundraisers, and community events to generate interest and participation.

Rotary Youth Programs: Highlight Rotary's youth programs like Interact, Rotaract, and Youth Exchange on Instagram to showcase the next generation of Rotary leaders and volunteers.

Rotary Around the World: Share photos and stories from Rotary clubs worldwide to demonstrate the global reach and impact of Rotary International's work.

Rotary Awards and Recognitions: Celebrate club achievements, member milestones, and community partnerships by sharing posts recognizing the contributions of individuals and organizations.

TikTok

Create a TikTok Account: Set up a TikTok account for your Rotary club to start sharing engaging and creative content.

Showcase Club Activities: Use TikTok to showcase your club's community service projects, fundraising events, and member activities in a fun and engaging way.

Behind-the-Scenes Content: Take your followers behind the scenes of your club meetings, events, and projects to give them a glimpse of the hard work and dedication of your members.

Educational Content: Create short and informative videos about Rotary's mission, history, and impact to educate your audience about the organization.

Challenges and Trends: Participate in TikTok challenges and trends to stay relevant and attract a younger audience to your club's profile.

Interactive Content: Use TikTok's interactive features such as polls, Q&A sessions, and duets to engage with your followers and encourage participation.

Use Hashtags: Utilize popular and relevant hashtags on your TikTok videos to increase visibility and attract new followers interested in Rotary's activities.

Promote Membership: Create videos highlighting the benefits of joining Rotary, the impact members can make, and how to get involved in the club.

Engage: Like, comment, and share content from other users to build relationships, increase visibility, and attract more followers to your club's account.

LinkedIn

Create a LinkedIn Page: Set up a dedicated LinkedIn page for your Rotary club to showcase your organization's mission, values, and activities.

Share Updates and Achievements: Regularly post updates, photos, and success stories about your club's community service projects, events, and achievements to keep your audience informed and engaged.

Highlight Member Profiles: Feature profiles of club members, highlighting their professional backgrounds, contributions to Rotary, and personal stories to showcase the diversity and expertise within your club.

Promote Networking Events: Use LinkedIn to promote networking events, guest speaker sessions, and professional development opportunities organized by your club to attract professionals and potential members.

Share Thought Leadership Content: Share articles, blog posts, and insights related to Rotary's focus areas, community impact, and leadership development to position your club as a thought leader in the community.

Engage with Professionals: Like, comment, and share content from other professionals, organizations, and influencers on LinkedIn to build relationships, expand your network, and increase visibility for your club.

Utilize LinkedIn Groups: Join and actively participate in relevant LinkedIn groups related to community service, philanthropy, or professional networking to connect with like-minded individuals and expand your reach.

Participate in LinkedIn Live: Host live events, Q&A sessions, or discussions on LinkedIn Live to engage with your audience in real-time and showcase the impact of your club's projects and initiatives.

Monitor Analytics: Track the performance of your LinkedIn posts, analyze engagement metrics, and adjust your content strategy based on insights to optimize your club's presence on the platform.

Snapchat

Create a Snapchat Account: Set up a Snapchat account for your Rotary club to connect with a younger demographic and share engaging content.

Share Behind-the-Scenes Content: Use Snapchat to provide a behind-the-scenes look at your club's meetings, events, and community service projects to give followers a glimpse of the work your members do.

Utilize Stories: Post regular Snapchat Stories highlighting different aspects of your club, such as member spotlights, project updates, and event coverage, to keep your audience engaged and informed.

Use Filters and Lenses: Create custom Snapchat filters and lenses for club events and activities to increase brand visibility and encourage user engagement.

Host Takeovers: Allow different club members to take over your Snapchat account for a day to showcase their perspectives, share their experiences, and engage with followers in a more personal way.

Run Contests and Challenges: Organize Snapchat contests, challenges, or scavenger hunts related to Rotary's mission or community projects to encourage participation and interaction among your followers.

Promote Events: Use Snapchat to promote upcoming events, fundraisers, and volunteer opportunities organized by your club to attract a younger audience and increase attendance.

Share Educational Content: Create short and informative Snaps about Rotary's history, impact, and values to educate your audience and raise awareness about the organization.

Engage with Followers: Respond to messages, comments, and Snaps from your followers to build relationships, foster community engagement, and show that your club values their input and participation.

Engaging Content Ideas

Member Spotlights: Feature profiles of club members, highlighting their background, interests, and contributions to Rotary projects and initiatives.

Project Updates: Share progress updates, success stories, and impact reports from ongoing community service projects and fundraisers.

Event Coverage: Provide live coverage, behind-the-scenes glimpses, and highlights from club meetings, service events, and special celebrations.

Rotary History: Share interesting facts, historical milestones, and stories about Rotary International's founding, mission, and global impact.

Community Partnerships: Showcase collaborations with local businesses, nonprofits, and community organizations that support Rotary's initiatives and values.

Interactive Polls and Surveys: Engage followers by posting polls, surveys, and quizzes related to Rotary's mission, community needs, and current events.

Educational Content: Share informative posts, infographics, and videos about Rotary's areas of focus, service opportunities, and ways to get involved.

Member Testimonials: Feature testimonials and quotes from club members, volunteers, and beneficiaries sharing their experiences and the impact of Rotary projects.

Volunteer Opportunities: Promote upcoming volunteer opportunities, service projects, and fundraising events to encourage community involvement and support.

Rotary Challenges: Launch social media challenges, contests, or fundraisers that encourage participation, creativity, and engagement among followers.

Rotary Resources: Share resources, toolkits, and guides related to Rotary programs, initiatives, and community service best practices.

Rotary Impact Stories: Highlight stories of how Rotary clubs have made a difference in local communities and around the world through their projects and partnerships.

Rotary Events Calendar: Create and share a calendar of upcoming Rotary events, meetings, and activities to keep followers informed and engaged.

Rotary Inspirational Quotes: Post motivational quotes, messages, and reflections that align with Rotary's values of service, leadership, and community impact.

Interactive Live Sessions: Host live Q&A sessions, interviews with guest speakers, and virtual workshops on topics related to Rotary's mission and service areas.

Sharing Rotary Information

Share Rotary International's official posts and updates on your club's social media profiles to keep your followers informed about global initiatives and news.

Use the various share features to **repost** articles, resources, visually appealing content and success stories from other Rotary clubs, partners, and community organizations to showcase collaborative efforts.

Tag Rotary International, other Rotary clubs, and partner organizations when sharing their content to give credit and foster connections within the Rotary community.

Engage with the authors, organizations, or individuals whose content you are resharing by tagging them and starting a conversation around the shared information.

Encourage members and followers to share their favorite Rotary-related articles, resources, and success stories on your club's Facebook page to promote engagement and community involvement.

Include a brief **caption** or explanation when resharing articles or resources to provide context and encourage engagement from your followers.

Share quick **snapshots** of articles, news updates, and success stories related to Rotary's activities and initiatives in stories

Collaborate with other Rotary clubs, influencers, and community organizations to cross-promote each other's content and expand your reach when sharing information.

Mention the source of the content when retweeting articles, news updates, and resources from other organizations to give credit and acknowledge their contributions.

Time Savers

Content Calendar Creation

Plan Ahead: Use a content calendar to plan out posts weeks or even months in advance. This helps in organizing themes, important dates, and events, ensuring a consistent and timely posting schedule.

Diverse Content: Incorporate a variety of content types such as event announcements, member spotlights, project highlights, relevant news, and inspirational quotes. This keeps the feed engaging and informative.

Leverage Member Contributions

Member Spotlights: Share stories and achievements of club members. This not only provides content but also boosts member engagement and pride.

User-Generated Content: Encourage members to submit their own photos and stories from events or projects. This reduces the content creation burden and increases community feeling.

Batch Content Creation and Scheduling

Use Scheduling Tools: Tools like Buffer, Hootsuite, or Metricool allow you to schedule posts across multiple platforms. This can save time and ensure a consistent online presence.

Batch Processing: Dedicate a specific time to create and schedule multiple posts at once. This is more efficient than daily content management.

Engage with Your Audience

Interactive Content: Include polls, questions, or calls-to-action to encourage audience interaction.

Respond to Comments: Make an effort to reply to comments and messages. Engagement fosters a sense of community and can increase visibility due to social media algorithms favoring active conversations.

Use Templates and Repurpose Content

Templates for Consistency: Create or use existing templates for posts (like event announcements or thank-yous) to save time and maintain a cohesive visual identity.

Repurpose Content: Don't hesitate to reuse and repurpose content. A project from a year ago can be highlighted again, especially if it's relevant to current events or achievements.

Training and Teamwork

Social Media Training: Provide members with basic training on creating and managing social media content. This can expand the pool of contributors.

Form a Team: Consider forming a social media committee within the club. Sharing the responsibilities can make content creation and scheduling less daunting and more diverse in perspective.

Monitor and Adapt

Analytics: Use the analytics tools provided by social media platforms to understand what types of content perform best. This can guide your content strategy.

Flexibility: Be prepared to adapt your strategy based on what works and what doesn't. Social media trends and audience preferences can change, so staying flexible is key.

Repurposing Content

Refresh Old Posts: Update statistics, information, or visuals in your successful past posts and share them again. This is particularly useful for evergreen content that remains relevant over time.

Transform Content Formats: Convert the content from one format to another. For example, turn a blog post into an infographic, a video into a series of quotes or images, or compile tweets into a blog post.

Highlight Member Stories: Take long-form content about member stories or club projects and break it down into smaller posts, focusing on specific aspects or achievements.

Create Themed Series: Use segments of a larger piece of content to create a series of posts. For example, if you have a comprehensive article about a project, you can make a week-long series covering different facets of the project.

Use Testimonials: Extract quotes or testimonials from larger content pieces or events and share them as standalone posts.

Year-in-Review Posts: Compile highlights from various events, projects, and achievements throughout the year into a year-end recap post or video.

Reposting Others' Content

Always Give Credit: When reposting content from other sources, make sure to properly credit the original creator. This can be done through tagging them in your post and mentioning them in the caption.

Seek Permission: For content that is not publicly shared or if you're unsure, it's best practice to reach out to the original creator and ask for permission to share their content.

Align with Your Mission: Only repost content that aligns with your club's values and mission. Ensure that the content supports your goals and is relevant to your audience.

Add Your Perspective: When reposting, add a caption that provides your club's perspective or explains why you find the content valuable. This can make the repost more engaging and tailored to your audience.

Use Hashtags Strategically: When reposting content, especially if it involves a broader campaign or initiative, use relevant hashtags to increase the visibility of your post.

Leverage User-Generated Content: Encourage your community to create content related to your club's activities and use a specific hashtag. Reposting such user-generated content can boost engagement and community feeling.

Respect Copyrights: Be mindful of copyright laws and avoid reposting copyrighted material without authorization. This includes music, videos, and photographs.

Ethical Considerations

Transparency: Be transparent about the origin of the content. Your audience will appreciate the honesty and the effort to highlight content creators.

Privacy: Be cautious about privacy concerns, especially when reposting images or stories involving individuals who have not given explicit consent for their image or story to be shared widely.

Sample General Rotary Posts

Content Idea	Hashtags	Emoji
Introduce the month's theme/focus	#RotaryAwareness #RotaryMonth	

Rotary Theme Post Ideas

July - New Leadership Month

Post Idea	Hashtags	Emoji
Welcome the new club president and their vision for the year.	#NewLeadership #RotaryPresident	🎉 🧑‍💼
Share a thank-you post for the outgoing president and their contributions.	#ThankYou #RotaryLeaders	🙏 💐
Post a call for new committee members and volunteers.	#JoinUs #VolunteerOpportunities	🤝 ✋
Share leadership quotes that inspire service and community engagement.	#LeadershipQuotes #Inspiration	💬 🌟
Highlight the goals and projects planned for the new Rotary year.	#RotaryGoals #ServiceAboveSelf	🎯 🌍

August - Membership and New Club Development Month

Post Idea	Hashtags	Emoji
Highlight a member's Rotary journey and how it has impacted their life.	#MemberStories #RotaryJourney	❤️ 🔁
Share the benefits of joining Rotary and how to become a member.	#JoinRotary #ServiceAboveSelf	✨ 🤝
Host a virtual meet-and-greet for potential members to learn about Rotary.	#VirtualMeetup #RotaryWelcome	💻 👋
Celebrate the charter of a new Rotary or Rotaract club in the district.	#NewClub #RotaryFamily	🆕 🎉
Post testimonials from community members impacted by Rotary projects.	#CommunityImpact #WhyRotary	🗣️ 💖

September - Basic Education and Literacy Month

Post Idea	Hashtags	Emoji
Share the impact of a Rotary-funded education project.	#EducationImpact #LiteracyMonth	📘 💡
Post tips for promoting literacy at home and in the community.	#LiteracyTips #ReadToLead	📚 👨‍👩‍👧
Highlight a partnership with local schools or literacy organizations.	#PartnersInEducation #RotarySupports	🤝 🏫
Organize a book drive and share drop-off locations or wish lists.	#BookDrive #DonateBooks	📖 📦
Share a story of someone whose life was changed through education support.	#SuccessStory #EducationForAll	🌟 👨‍🎓

October - Economic and Community Development Month

Post Idea	Hashtags	Emoji
Spotlight a successful microloan project or economic development initiative.	#EconomicGrowth #Microloans	💼 📈
Share how Rotary projects have helped develop local economies.	#CommunityDevelopment #RotaryProjects	🏘️ 🛠️
Post a call to action for ideas or volunteers for a new development project.	#GetInvolved #ProjectIdeas	💡 🙌
Highlight the importance of sustainable development and Rotary's role.	#SustainableDevelopment #RotaryAction	🌱 🌍
Share an infographic on the impact of economic development on communities.	#EconomicImpact #Infographic	📊 🔄

November - Rotary Foundation Month

Post Idea	Hashtags	Emoji
Explain how The Rotary Foundation uses donations to change lives.	#TRF #RotaryFoundation	💖 💸
Share a success story from a grant-funded project.	#GrantSuccess #ChangingLives	🌟 🌍
Post a thank-you to donors and explain how others can donate.	#ThankYouDonors #SupportTRF	🙏 💗
Highlight the End Polio Now campaign and the progress made.	#EndPolioNow #RotaryEndPolio	💉 🌍
Share a video or photos from a recent Foundation-funded project.	#RotaryProjects #FoundationImpact	🎥 ❤️

December - Disease Prevention and Treatment Month

Post Idea	Hashtags	Emoji
Highlight a health camp or vaccination drive your club has sponsored.	#DiseasePrevention #RotaryHealth	💉 🏥
Share tips for staying healthy during the holiday season.	#HealthTips #HolidayHealth	🎄 💪
Post a story of a life saved or improved through Rotary's health initiatives.	#LifeSaved #RotaryImpact	❤️ 🙌
Spotlight a Rotary project focused on preventing a specific disease.	#EndPolioNow #FightDisease	💉 🛡️
Share a call to action for World AIDS Day (1 Dec) related to prevention and treatment.	#WorldAIDSDay #StopAIDS	🎗️ ❤️

January - Vocational Service Month

Post Idea	Hashtags	Emoji
Celebrate the vocational achievements of a Rotary member in your community.	#VocationalService #RotaryAchievers	👨‍💼🏆
Share how your club supports professional development for young adults.	#ProfessionalDevelopment #YouthEmpowerment	📈👨‍🎓
Post an interview with a member discussing how they use their vocation to serve.	#ServiceThroughVocation #RotaryStories	💬🔧
Highlight a vocational training project or workshop your club has organized.	#VocationalTraining #SkillBuilding	🛠️📚
Encourage members to mentor young professionals or students in their field.	#Mentorship #FutureLeaders	👥🌱

February - Peace and Conflict Resolution Month

Post Idea	Hashtags	Emoji
Share a story of a peace project or peacebuilding initiative by your club.	#Peacebuilding #RotaryPeace	🕊️🌍
Highlight the work of a Rotary Peace Fellow or a peace center.	#RotaryPeaceFellows #PeaceEducation	🎓🕊️
Post about Rotary's role in conflict resolution on a local or global scale.	#ConflictResolution #RotaryServes	🤝💬
Share a quote about peace and ask followers to share what peace means to them.	#PeaceQuotes #WhatIsPeace	💭🕊️
Organize or promote a peace-themed event or webinar hosted by your club.	#PeaceEvent #RotaryDiscussions	🗣️📅

March - Water and Sanitation Month

Post Idea	Hashtags	Emoji
Highlight a water project your club has completed or is working on.	#CleanWater #RotaryWASH	💧 🌍
Share water-saving tips in observance of World Water Day (22 March).	#WorldWaterDay #SaveWater	🚱 💦
Post a story about the impact of clean water access on a community.	#WaterIsLife #ImpactStory	🔁 ❤️
Organize a fundraiser or awareness campaign for a water sanitation project.	#WaterFundraiser #SanitationMatters	💸 🧼
Share an infographic on the importance of clean water and sanitation.	#WASH #CleanWaterForAll	📊 🌊

April - Maternal and Child Health Month

Post Idea	Hashtags	Emoji
Share the impact of a Rotary project on maternal and child health.	#MaternalHealth #ChildHealth	🤱 ❤️
Highlight global statistics on maternal and child health and how Rotary helps.	#HealthStats #RotaryCares	🌍 📈
Post about World Health Day (7 April) and Rotary's role in health initiatives.	#WorldHealthDay #RotaryHealth	🌍 💉
Share a story of healthcare workers supported by Rotary in underserved areas.	#HealthcareHeroes #RotarySupport	🩺 👨‍⚕️
Organize an event or webinar focused on improving maternal and child health.	#HealthEvent #KnowledgeIsPower	🗣️ 👶

May - Youth Service Month

Post Idea	Hashtags	Emoji
Highlight a successful service project led by youth in your community.	#YouthLeadership #ServiceProjects	🌍👧👦
Share stories of how Rotary scholarships have impacted recipients' lives.	#RotaryScholarships #YouthEmpowerment	🎓💡
Post about a workshop or seminar your club has organized for young professionals.	#YouthDevelopment #ProfessionalGrowth	🛠️📈
Celebrate the end-of-school-year achievements of Interact and Rotaract members.	#SchoolSuccess #RotaryYouth	🏫🎉
Invite young people to share their ideas for community service projects.	#YouthIdeas #CommunityService	💭🙌

June - Rotary Fellowships Month

Post Idea	Hashtags	Emoji
Introduce a different Rotary Fellowship each week and how to join.	#RotaryFellowships #JoinAFellowship	🌐🤝
Share stories or testimonials from members about their Fellowship experiences.	#FellowshipStories #RotaryConnections	💬🔗
Highlight the activities and projects of a Fellowship your members are involved in.	#FellowshipProjects #ServiceFun	🎨🖼️
Organize a virtual meet-up or Q&A session about Rotary Fellowships.	#FellowshipMeetup #GetInvolved	💻❓
Celebrate the diversity and global connections made through Rotary Fellowships.	#GlobalFriendships #RotaryDiversity	🌍👐

Have Some Fun – Tongue in Cheek Video Concepts

"A Day in the Life of a Rotarian"

Concept: A lighthearted, fast-paced vlog-style video showing exaggerated scenarios a Rotarian might face in a day, including rushing to a meeting, participating in a community project, and mistakenly trying to recruit everyone they meet.

Humor Element: Over-the-top scenarios, like using a gavel to fix everything or wearing Rotary pins on all their clothes.

Educational Aspect: Intersperse real facts about what Rotarians do and the impact of their projects.

"Rotary Mythbusters"

Concept: A series where common myths about Rotary are debunked in a fun and engaging way.

Myths to Debunk: "Rotary is only for retirees," "You must commit all your free time to Rotary," or "Rotary is just a local club."

Format: Use animations or skits to debunk myths, ending with real testimonials from diverse members about what Rotary truly is.

"The Rotary Time Machine"

Concept: A humorous take on how Rotary has evolved over the years. Use a "time machine" to transport a young Rotarian back in time to meet founders and key figures, exploring past projects and how Rotary has adapted its mission over time.

Humor Element: Misunderstandings or funny exchanges between the modern Rotarian and historical figures.

Educational Aspect: Highlight key milestones and projects throughout Rotary's history.

"Rotary's Got Talent"

Concept: Showcase the hidden talents of Rotarians in a mock talent show format. This could range from actual talents to funny party tricks, emphasizing the diverse skills and personalities within Rotary.

Humor Element: Include a Simon Cowell-like judge who is humorously critical but ultimately impressed by the Rotary spirit.

Educational Aspect: Each participant shares a quick fact about Rotary or their project, linking their talent to Rotary's mission.

"Rotary Around the World in 80 Seconds"

Concept: A fast-paced montage of Rotarians from around the world saying "Welcome to Rotary" in their native language, engaging in community service, or sharing a quick fact about their local club's impact.

Humor Element: Include funny mispronunciations of "Rotary" or lighthearted cultural exchanges/misunderstandings.

Educational Aspect: Showcase Rotary's global reach and diversity, highlighting different projects and cultures.

"The Great Rotary Bake-off"

Concept: Parody cooking show where Rotarians compete to create dishes representing their country or a Rotary project, with a humorous judge critiquing their efforts.

Humor Element: Exaggerated cooking disasters or misunderstandings about recipes.

Educational Aspect: Each contestant shares how their dish relates to a Rotary project or goal, educating viewers about Rotary's work in a fun way.

"Rotary Detective: Solving Community Mysteries"

Concept: A mock detective series where "Rotary Detective" solves community "mysteries," which are actually community needs, leading to the launch of a new Rotary project.

Humor Element: The mysteries are overly dramatic, with the solutions humorously simple (e.g., needing more trees, solving a "mystery" of why a park is underused).

Educational Aspect: Highlights the process of identifying, planning, and implementing a Rotary project.

Resources:

Rotary	3rd Party
Rotary Public Image	Metricool Scheduler

Rotary Brand Center
  • Rotary Colors
  • Rotary Fonts
  • Rotary Logos
	Canva
	Templates for clubs coming soon

Ways to Promote Rotary	YouCut Video Editor (download on your phone)

CNY Rotary on YouTube
  • Create Your Club Logo
  • Social Media Tips / Tricks	

Rotary Learning Center	