



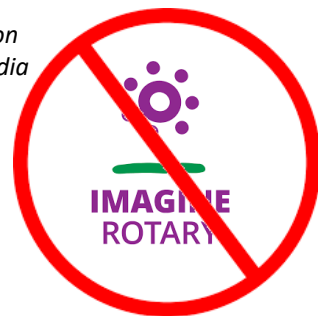
NEW YEAR CHECKLIST



Website Audit

Don't use RI Theme on website or social media

- Update your club's logo
- Add/Update your weekly speakers
- Add/Update your club's events
- Add fresh content to the home page weekly
- Remove RI Theme (if previously used)



Social Media

Club Master Brand

- Update your profile picture & cover photo
 - New club (master branded) logo
- Check your "About Us" page for accuracy
- Review your ADMINS and have multiple members assigned
- Make sure you are a public page and not a closed group
- Add a new post about an upcoming meeting/speaker/event
- Take 5 minutes in your next meeting and ask members to go to the page and "Like" it
- Help your members understand the importance of **INTERACTING** with your club's content
- Commit to posting weekly content about your club
- Use your TAGS (@people/pages/partners)
- Use Hashtags: #PeopleofAction, #ServiceAboveSelf, #CenterOfService



- Like
- Share
- Comment
- Check-in

Printed & Other Considerations

- Brochure
- Leave Behind Flyer / rack card
- Business cards
- Email signatures
- Ensure all members have an updated email in MyRotary & Club Central