

ROTARY PUBLIC IMAGE NEWS ZONE 24 E

SOCIAL MEDIA

WELCOME TO AUGUST!

It's the second month of the Rotary year! What exciting things are going on in your district? Do you need help with anything? Questions? Resources? What are the projects and photos that you're proud of and would like to share with the rest of the public image world in our Zone?

Let me know! You can contact me at carriejonesbooks@gmail.com

In this newsletter, we're talking a bit about social media, where to find resources, and also sharing some Zone and Rotary International news.

SOCIAL MEDIA AND ROTARY

In our efforts to get the Rotary story out to in the world, social media is key. Even though many of our older Rotarians aren't on Facebook, Twitter, Snapchat, and Instagram, our younger Rotarians are. If you're neglecting social media, you're missing a huge demographic when it comes to spreading the Rotary story.

Social media is part of the larger communication strategy for Rotary International and it also needs to be a part of the strategy for zones, districts, and clubs.

CONTENT

A lot of people will tell you to find a nice division of content, to create 20% original



SAM OWORI AND HIS WIFE, NORAH. MONIKA LOZINSKA/ROTARY INTERNATIONAL

content, use Rotary International for another 80%.

This is up to you and the people who manage your pages on the club and district levels. Different areas and regions have different likes, wants, and ways of responding. For my town, we never get interactions from reposting Rotary International posts on Facebook. Other towns and clubs in the same state get a ton. It really depends and it will be up to you to find that sweet spot of engagement percentage.

Whose Responsibility is Social Media on the Club Level?

It's everyone's, but we have a hard time getting

that across somehow. Liking, sharing, and commenting on your club's social media story is an easy way to help your club. Each like and share gets more exposure thanks to the rubrics of social media.

Try to encourage your club members and board to interact on social media. It's not just the public image chair's job, or the club president or secretary. All members of Rotary are part of the same team. Everyone needs to participate.

Check out this link about social media

<https://www.slideshare.net/danifogarty/how->

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SAM OWORI, PRESIDENTIAL THEME, AND SOCIAL MEDIA

SAM OWORI

Before we talk about social media, it's important to note that Rotary lost President Elect Sam Owori on July 13.

To read Ian Riseley's official statement on Sam's death, [please check this link](#).

To read a lovely post written by Ryan Hyland and Abby Breitstein, [please check this link](#).

Sam touched the lives of many and was a true gift to this world. Condolences may be sent to Mrs. Norah Agnes Owori, c/o Institute of Corporate Governance of Uganda, Crusader House, Plot 3 Portal Avenue, Kampala, Uganda or via sam.owori@rotary.org.

Memorial contributions in Sam's honor can be directed to the Sam F. Owori Memorial to Polio.

Rotary's 2017-18 nominating committee will select a new president-elect, in addition to the president-nominee, during its scheduled meeting in early August.

PRESIDENTIAL THEME

RI President-elect Ian H.S. Riseley's theme is ROTARY: MAKING A DIFFERENCE, "Whether we're building a new playground or a new school, improving medical care or sanitation, training conflict mediators or midwives, we know that the work we do will change people's lives — in ways large and small — for the better."

[You can download the theme material.](#)

[You can download the presidential citation.](#)



SAM OWORI AT THE ROTARY CONVENTION, PHOTO COURTESY ROTARY INTERNATIONAL

USING CONTENT TO CREATE TRUST

John Haydon writes of a Facebook Ladder of Engagement. At the bottom of this ladder is where people become aware of your cause.

Next, people like, comment, and share your updates. At this point it's up to you to continue to engage people. They will then hopefully like your page.

You can advocate for them to join a mailing list, attend a meeting, donate to one of your causes. It's up to you. But the key is to engage people with your content and respond to them afterwards. Your engagement lets them know that Rotary cares about them and that you care, too.

BREAKDOWN OF TIME

It's estimated that the most time-consuming part of posting to social media is finding and posting content. After that it's responding to queries and questions. Nonprofits spend the least amount of time analyzing their efforts and learning about social media.

It's also estimated that 96% of nonprofits are on Facebook and 76% of those post multiple times a week.

At the tail end of this newsletter is a slide image with data originally taken from *Forbes* about the Five R's of Social Media. It's a handy guide on how to behave even though I know all of you are well-behaved. You're Rotarians!

STARTING AT THE BEGINNING:

WHAT IS SOCIAL MEDIA?

It is the interaction where people exchange information in a virtual community or network.

How is this done?

Blogging and social networking

YouTube reaches more adults between 18-34 than any one cable network. Twitter's fastest growing demographic is people between 55-64. A quarter of all smartphone users between 18-44 don't remember the last time they didn't have their smartphone at their side.

Why is social media important to us as district governors and public image coordinators and club presidents?

1. Donor Outreach – It helps us steward, connect to, and cultivate donors.
2. It's usually more interesting than an annual report.
3. It is so easy to share the stories and photos, which increases public awareness.
4. Social media values emotional stories.
5. It makes our organizations more transparent and accountable.
6. We can get instant feedback or instant silence and see what hits nerves.

STEPS TO MAKING CONNECTIONS HAPPEN:

1. **Create** a committee to brainstorm content, keep an eye out for stories, take photos, be online champions of your organization, and train and motivate others.
2. **Plan** – How will you define your success? Will it be new members, more people at your event, more likes on your posts?
3. **Organize** – Make a spreadsheet and see how many likes, followers, readers you have and see if they increase. You can sign up for Google Analytics to help you with that. If your club/district doesn't have a URL, make one and try to be consistent. Save all your usernames and passwords so that you can pass them on to the people who come after you.
4. **Make a policy.** Who is in charge of the social media? What are the criteria for blocking someone from your page?
5. **Pick and Choose** where you want to be. Facebook? Twitter? Instagram? YouTube? SnapChat? Like other Rotary clubs and organizations affiliated with your local club and/or district.
6. **Listen** to what people on your site say.
7. **RESPOND!** Check your site once in the morning, once at lunch, and once at night.
8. **Create** the content that is awesome. Tweet about meetings, events, members, success stories, share important community news and Rotary news news. Share Rotary International content on its social media pages. intersperse that with your own local content.
9. **MAKE IT PRETTY** – Like we talked about in the last newsletter, people like it when things are pretty. Use photos.



news.. Share Rotary International content on your social media pages.

9. **MAKE IT PRETTY** – Like we talked about in the last newsletter, people like it when things are pretty.

10. **See** how you're doing. Measure your results.

11. **Celebrate** when good things happen, like when you have 100 Twitter followers.

THINGS TO THINK ABOUT WHEN YOU THINK ABOUT FACEBOOK

Facebook is where people talk to friends and family and share things that happen.

Facebook is also a place where people find out about local events.

It's about making a human connection. It's also about fun.

HOW TO CAPITALIZE ON THAT

Share "behind the scenes" photos and video.

Show your club having fun.

Share stories that are successful.

Ask questions to people on your page.

Think Light. Think Easy. Think Fun.

Try to include photos, videos, and links.

THINGS TO THINK ABOUT WHEN YOU THINK ABOUT TWITTER

You have to be quick. You can only use 140 characters at a time. It is the place of links.

This isn't the place to be personal. It's the place to get people to retweet your stuff and to get your message out there as well as to drive people back to your site.

Think – statistics, quotes, and links.

THINGS TO THINK ABOUT WHEN YOU THINK ABOUT YOUTUBE

This is the second largest search engine in the world.

There's even a program for nonprofits

www.youtube.com/nonprofits

It is all about the video.

There's a pretty decent guide to storytelling here

www.startstorytelling.com

HOW WE CAN HELP

If you or your club or district is worried about the look of your social media and/or websites, let us know. We'll check them out and talk about what's brilliant and what can be improved. Our sole purpose is to help you. We're not here to tell you or your clubs what to do. We're just here to help. Don't be afraid to use us!

YOU CAN GET ME AT CARRIEJONESBOOKS@GMAIL.COM

CASE STUDIES:

I'm sharing two different things that have happened at my club in our attempts to use social media to understand two basic things:

1. Who the people are in our Rotary club
2. What we do.

GETTING PEOPLE TO KNOW LOCAL ROTARIANS:

Our club started an I AM ROTARY project where we would take a photo of a Rotarian holding a sign and then write a blurb about them. It seemed like a quick, visual way to get people to identify their friends and neighbors who are Rotarians.

HERE'S AN EXAMPLE:

CHRIS WHITE OF R.L.WHITE AND SONS IS ONE OF OUR ROTARIANS COMMITTED TO MAKING THE COMMUNITY A BETTER PLACE. THANKS, CHRIS, FOR ALL YOU DO FOR BAR HARBOR, FOR ROTARY, AND FOR MDI. — WITH CHRIS WHITE. (MAKE SURE YOU TAG THEM IN THE FACEBOOK POST)



We make sure to tag the Rotarian if they are on social media. Often, their friends will share it and tease them. The point is that it lets local people know who are club members are, which makes us more accessible.

HERE'S ANOTHER EXAMPLE:

BONNIE TAI IS ABOUT TO HEAD TO TAIWAN WITH COLLEGE OF THE ATLANTIC STUDENTS AND SHE'S OUR NEW INTERNATIONAL CHAIR. CURRENTLY, OUR CLUB IS SUPPORTING THE ERADICATION OF POLIO, GETTING READY TO FIT WHEELCHAIRS TO PEOPLE IN COSTA RICA, PARTICIPATING IN A GLOBAL GRANT SPEARHEADED BY A SEATTLE CLUB, WHICH FOCUSES ON MALARIA PREVENTION, AND HAS JUST SENT A SHELTER BOX TO HAITI.



SHOWING WHAT WE DO

The harder posts are when we explain what we do other than having meetings. We focus on action photos at fundraisers, goofy photos of board members, photos that show friendship and service, which are the cores of Rotary, and on service projects and the human elements of the story.

When our club did wheelchair projects in Belize and Panama, I went and took pictures and collected the stories of what was happening. My goal was to generate buzz within our local community about a far-away project in the hopes that it would inspire people to donate in upcoming years, but also increase their knowledge of what Rotary does beyond our local community and Polio. Here is an example of one of those posts I wrote.

PANAMA WHEELCHAIR UPDATE - PANAMA CITY, PANAMA #ROTARY #ROTARYINTERNATIONAL

MAR. 22ND, 2015 AT 2:34 PM

Carlos, 13, hunkered in his father's arms in the club house of Rotary 2030 in Panama City. His voice came out in a guttural cry as Rotarians from foreign clubs gathered around, taking pictures, making friends, and learning about Carlos' story.

Carlos has cerebral palsy. He was diagnosed when he was six months old.



"He was a normal baby and then..." The Panamanian Rotarian struggled to find the words in English to describe what happened to Carlos. It didn't matter. For over an hour, in blistering heat, Carlos' father held him in his arms. Carlos' mother, his sister and brother all gathered around him and then the moment arrived. He was going to be placed in a special wheelchair that so many Rotary clubs in North America worked to provide him with.

"It is... It is scary for him to do this... So many times people think these kids... That they don't have feelings. They do," said one of the 20-30 members as he looked on anxiously.

Carlos went outside, held in his father's arms as Rotarians from Panama, Canada, and the United States gathered around. Pictures were taken. Water bottles handed out. Then work began. Deb Hammond of Bar Harbor, Maine and Marilyn Wells of Ellsworth, Maine began to help Carlos' family fit him to a special wheelchair designed for children with cerebral palsy, meticulously and lovingly easing him into the seat while simultaneously adjusting the wheelchair to fit his body. Carlos withstood all the poking and prodding, the pictures, the adjustments and in the end, he was fitted into the wheelchair. Moments later, Carlos gifted his mother, Rachel, with the most beautiful smile. She pet his hand against her face, over and over again. His smile became bigger. Ariel, Carlos' father, was no longer carrying Carlos' weight. Instantly, his daughter catapulted herself into his arms for a hug while his younger son stood by, holding onto the edge of Carlos' wheelchair, watching over his big brother.

"For these families, this means... it means everything," said Roy, a Panamanian who is not affiliated with Rotary but who became an integral part of Sunday's adventure. "All of this... it is so fortunate."



You can call it good fortune or Rotarian luck or divine province. But Roy was a huge part of it. Roy was Linda Whitehead's driver when she came to Panama via White Rock, British Columbia. Linda is the Global Wheelchair Program Chair and a past president of the Semiahmoo Rotary Club in Canada. Roy and Linda are both talkers, friendly, ready to pat someone on the arm, take their hand, make a connection. He asked her about why she was in Panama and she told him about the wheelchairs. He told Linda about his wife's friend Ari and her eight-year-old Gabby. Gabby was diagnosed with cerebral palsy when she was a year old. Ari is a 29-year-old single parent who spends most of her days carrying Gabby in her arms. When she works in the restaurant, she brings Gabby with her, placing her on a mat in the room while she makes money to support them.

"You are so strong," I tell her and make a muscle.

"Si," she says.

"But not just your muscles. Your heart. It is so strong."

She smiles. Gabby's wheelchair came with Linda to Panama not because Linda knew about Gabby. It came because Linda brought an extra wheelchair for carry-on instead of bringing a bag full of make-up or books or clothes.



"You never know when you might need one," she says off-handedly.

She needed that wheelchair the very next day. Thanks to Linda's conversation with Roy, that carry-on wheelchair became Gabby's wheelchair.

It isn't easy for Ari and Gabby. Though they live only about 45 minutes outside of Panama City, getting Gabby to the rehabilitation center has proved too difficult. Not only does it cost about \$5 a day in travel expenses, which is a lot here; it meant a lot of work for Ari. Getting Gabby to the center required Ari carrying Gabby up a hill, down a hill, on a bus, onto another bus. All of this was under Ari's manpower, all of it required hours of Ari holding Gabby in her arms to take her to a rehabilitation center that sees 300 patients a day. Wheelchairs sponsored by Rotarians from around the world, wait in the halls for patients. Now Gabby will have one of her own.

"It makes things easier," Ari says. "I am so thankful."

Rotary Club members from Seattle, Canada, Alaska, Maine and Panama were there to watch Gabby settle into her first wheelchair, watch Ari smooth away the hair from Gabby's face and then kiss her hand over and over again. We were there, lucky beyond words to watch the love that Ari envelopes Gabby with, to witness the love that Carlos' family showers on him and each other. We are the thankful ones.

MEMBERS FROM THE BAR HARBOR AND ELLSWORTH MAINE ROTARY CLUBS WILL BE VISITING SANTIAGO, PANAMA THIS WEEK AND DISTRIBUTING WHEELCHAIRS THAT THEY ARE PROVIDING TO RESIDENTS IN NEED. THE SANTIAGO ROTARY CLUB IS GRACIOUSLY HOSTING US AND HELPING WITH THE PROJECT. I'LL BE POSTING MORE, HOPEFULLY, AS THE WEEK PROGRESSES. PLEASE FORGIVE ME FOR THE TYPOS. I'LL TRY TO FIX THEM LATER.

*FOR MORE INFORMATION ABOUT HOW ROTARY CHANGES LIVES, CHECK OUT
WWW.ROTARY.ORG
#ROTARY*

IN OUR SEPTEMBER ISSUE

WE'LL BE TALKING ABOUT VIDEOS AND POLIO.

HAVE A LOVELY MONTH!



Rotary Now!

Be a Leader...Make a difference...Change the World!

A Forum for Young Professionals

**October 19-21, 2017
Hartford, Connecticut**

In Conjunction with Zones 24 & 32 Institute



Rotary Now! Is an exceptional opportunity for you to join other Young Professionals from across Canada and the United States to help shape the future of our organization.

Highlights:

- Rotary Means Business
How to start a chapter in your District
- Get your Hands Dirty
With a local Service Project
- Network with fellow YPs
- Idea and Strategy Sessions
- Meet RI President Ian Riseley
- Participating in keynote presentations at the Zone Institute with senior Rotary Leaders.
- Identifying steps to take action following the Forum
- HAVE FUN!!!

Registration:

The cost of the forum is \$250 US which includes the two inspiring days of Forum sessions and speakers, meals and Materials

Schedule:

Thursday, October 19

6:30 pm

7:00 pm

Arrival

Registration

Dinner

Friday, October 20

8:00 am to 10pm

Forum &
Institute

Saturday, October 21

8:00 am to 12pm

Forum &
Institute

Lodging:

Hartford Marriot Downtown \$185US

Official Institute Hotel (two nights shared accommodation)

Hampton Inn & Suites \$131US

.6 miles from venue (two nights shared accommodation)

Questions?

Contact: Drew Kessler (845) 440-2861 dkessler@mtb.com



5 Rs of Social Media

- **Reason.** Simply put: use reasonable etiquette, the same as you would offline.
- **Represent yourself.** Anonymous profiles lend themselves to more negative content.
- **Responsibility.** Make sure that what you're saying is factually correct, and also that it doesn't violate any legal guidelines that prohibit revealing information that is material to a company's stock price.
- **Respect.** What you say online is a permanent record, so don't say anything online you wouldn't feel comfortable saying to the whole office – with a camera rolling.
- **Restraint.** Before you hit that send button, pause and reread. If you wouldn't want that particular thought or contribution forever associated with your name, don't post it.

Source: <http://www.forbes.com/sites/jeannemeister/2013/02/07/to-do-update-companys-social-media-policy-asap/>

