



“We Transformed” – District 7070 Public Image Contest

What? A 10-star contest to encourage D7070 clubs to create an engaging online presence that shows Rotarians & Rotaractors as inspiring **People of Action**.

Why? People want to know more about Rotary. Our online presence needs to help them discover who we are, what we do & how they can join us.

When? 1 November 2018 to 31 May 2019

Who? Every Rotary, Rotaract, Interact & Earlyact Club in District 7070

Where? Websites, Facebook, Instagram, Twitter, SnapChat etc.

How? Earn a star for each public image initiative your club completes. See list below. Each star earned gets your club a ballot for one of three \$500 prizes towards the community service (local or international) project of your club's choice!

Star Power – Each Star Earned Gets Your Club A Contest Ballot!

Here's a summary of how to earn stars in the "We Transformed" D7070 Public Image Contest.

Full contest rules & links to resources are available at www.rotary7070.org (Public Image tab).

1.	★ Name a 2018-19 Public Image Chair & Committee Members (by 1 December 2018).
2.	★ Have an active online presence , including a website and at least one social media site.
3.	★ Use the new Rotary branding (including the updated logo) plus the 2018/19 " Be The Inspiration " theme logo.
4.	★ Tell people who you are plus when and where you meet. Make sure to include a contact person for the club.
5.	★ Share what you are doing at your club meetings including up to date speaker and program information.
6.	★ Provide an opportunity for club members and potential members to learn about (and register for) District & Rotary International events .
7.	★ Use images and concise text to tell your club's Rotary "People of Action" story at least 6 times during the contest period on at least two online platforms. Templates available in the Rotary Brand Center.
8.	★ On social media, promote your club's services activities, events, and community partnerships on a regular basis (at least every 2 weeks after 1 November 2018).
9.	★ Make the news! Then share media coverage about the work of your club online.
10.	★ Revise your club's printed materials (flyers, banners, signage, t-shirts etc.) to use the new Rotary logo and branding. These are the things that sometimes lead people to search us out online!