

# REGIONAL ROTARY PUBLIC IMAGE AWARDS

*Road Map*  
*Training Focus*  
*Provide Recognition*  
*Sharing Ideas*  
*Friendly Competition*  
*FUN!*



CATEGORY 1: PUBLIC IMAGE TEAM MAKE-UP

CATEGORY 2: BRAND CONSISTENCY

CATEGORY 3: DISTRICT SOCIAL MEDIA USAGE

CATEGORY 4: DISTRICT COMMUNICATION WITH CLUBS

CATEGORY 5: DISTRICT COMMUNICATION WITH MEMBERS

CATEGORY 6: DISTRICT COMMUNICATION WITH MEDIA

CATEGORY 7: PARTNERSHIPS



**SERVE TO  
CHANGE LIVES**

# RECOGNITION LEVELS

- ✓ **Regional Public Image Citation:**  
Complete THREE of five activities in each category
- ✓ **Regional Public Image Citation with Distinction:**  
Complete FOUR of five activities in each category
- ✓ **Regional Public Image District of the Year:**  
The District with the MOST ACTIVITIES achieved.



# DISCUSSION QUESTIONS

*What is something your district already does well in this category?*

*What is one idea you'd like to implement this year?*



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CHANGE LIVES**

# CATEGORY 1: PUBLIC IMAGE TEAM MAKE-UP



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More hands make lighter work, and allows for more to be accomplished. Creating a strong team will lead to success!

- Have a team of at least 3 members that meets quarterly or more
- Public Image purpose and team promoted on district website
- Have a strategic plan in place for the Public Image team
- Include Public Image resources on district website
- Identify roles/responsibilities & succession plan for team members



# CATEGORY 2: BRAND CONSISTENCY

Making Rotary memorable starts with consistency of brand. Efforts to educate and encourage clubs about proper use will set you on the right path.

- Have brand compliant district website and social media sites
- Conduct training for clubs highlighting importance of proper branding
- Conduct audit of club websites & social media sites
- 50% or more of clubs have websites & social media that adhere to brand standards
- 90% or more of clubs have websites & social media that adhere to brand standards





# CATEGORY 3: DISTRICT SOCIAL MEDIA USAGE

A great and inexpensive way to communicate with your members and the public. Are you taking advantage?

- Have at least two district social media accounts
- Promote at least two district or club programs / projects each month
- Utilize People of Action materials at least 10 times in social media posting
- Develop, promote, and utilize at least two district hashtags on social media
- Create and post at least two videos promoting a district project/initiative





# CATEGORY 4: DISTRICT COMMUNICATION WITH CLUBS

Having a clear path of consistent communication will pay dividends, but it doesn't happen accidentally.

- At least 75% of clubs have a Public Image team leader
- Conduct at least two Public Image training events for clubs/members
- Identify and promote at least 50 club events on district website & social media
- Create a “New Year” checklist with Activities or Objectives club PI teams can accomplish
- At least 50% of clubs have a member complete a Public Image related course at RI Learning Center



# CATEGORY 5: DISTRICT COMMUNICATION WITH MEMBERS

While communicating with club leaders is important, there are some messages that need to be broadcast to all members as well.

- Promote World Polio Day, so at least 10 clubs submit an event to The Rotary Foundation
- Feature the Rotary months of the year on district social media / videos / newsletters
- Create and maintain a district calendar with club & district events
- Create and maintain a district library / resource toolbox with proven and helpful tips and guides
- At least 20 clubs enter a project on Rotary Showcase



# CATEGORY 6: DISTRICT COMMUNICATION WITH MEDIA

We need to tell our stories to the public, so creating and maximizing ways to interact with the media is a must!

- Promote at least 3 district events in local traditional media
- Create a press release template that clubs can utilize
- At least 50% of clubs submit a press release to local media (and send district PI a copy)
- Measure success of media communication
- Submit at least 5 press releases for district activities



# CATEGORY 7: PARTNERSHIPS

Acting individually reduces impact and creates redundancy...  
partnering increases our effectiveness and efficiency!

- Partner with another district in at least one Public Image initiative
- Partner with another organization to leverage promotion of the Rotary District & Clubs
- Partner with District The Rotary Foundation (TRF) teams to promote grant impact & encourage increased TRF giving
- Partner with District Membership team to promote benefits of Rotary membership
- Participate in implementation of at least one “One Rotary” training with District TRF & Membership teams to show the importance of all areas working together to maximize benefit

