

New Year Checklist



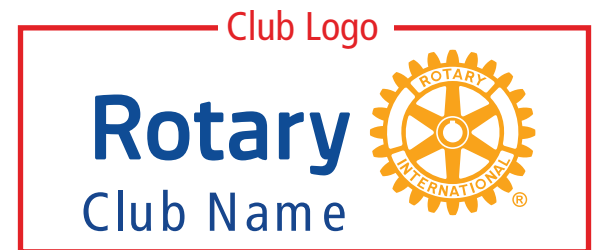
Website Audit

- Update your Club's Logo & RI Theme
- Add/Update your Weekly Speakers
- Add/Update your Clubs Events & Projects
- Add fresh content to the Home Page Weekly



Social Media

- Update your Profile Picture & Cover Photo
 - Club (Master Branded) Logo & New RI Theme
- Check your ABOUT US page for accuracy
- Know 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 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 TAGS (@people/pages/partners)
- Use #HASHTAGS #PeopleOfAction #ServiceAboveSelf #CenterOfService



Brand Center - brandcenter.rotary.org

Printed & Other Considerations

- Brochures
- Leave Behind Flyer / Rack Card
- Business Cards
- Email Signatures
- Ensure all members have an updated email in MyRotary

Watch for Public Image Training Opportunities!!

Your Zone Public Image Team

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