

What is a Public Image Audit?

A public image audit is a tool to help you evaluate how clubs are representing the Rotary brand online and identify opportunities for improvement.

Do I need a lot of training to conduct a Rotary Public Image Audit?

No, but you need to have a working knowledge of what is: a compliant club masterbrand logo and a call to action.

Where can I find information on compliant club masterbrand logos?

Rotary International and Zones 25b & 29 offer a variety of resources to assist you. Through Rotary.org, you can access the [Brand Center](#) to create compliant masterbrand logos. Additionally, the [Rotary Learning Center](#) offers a short online course for all members of Rotary titled "Our Logo: Representing Rotary." The [Zone Public Image Resource Library](#) offers one to two-page handouts to assist you as well.

What is a call to action?

It is a prompt that tells an audience exactly what to do next, guiding them to take a specific, desired step, such as "Donate," "Sign Up," or "Volunteer," and is crucial for converting interest into action by using clear, urgent language and good design.

What if I am unsure if what I am seeing is compliant?

Call, text, or email someone from our Region 36 Public Image Team for assistance. We are all here to help you, our Districts, and our clubs have a strong public image.

Where do I download the Public Image Audit Template?

The PI Audit Template from the [Zone Public Image Resource Library](#).

Where do I get a copy of all the clubs in my Rotary District?

Ask your District Admin to export a Club list for you. TIP - Go to the Club Directory listed on your District website - for list of Clubs and links to club websites.

