

# Public Image Newsletter

Connecting and Inspiring!

Volume 2 Issue 4 January 2020



Public Image  
Australia (Z8)

## Happy New Year!

Despite the dreadful natural disasters that have ravaged Australia over recent months, I, on behalf of the Public Image Team in Zone 8, wish you all a very Happy and Healthy year in 2020.

I know my team join with me in expressing our condolences to all Australians who have been affected by the drought and the bushfires that have decimated our country. We are all indebted to the volunteers and emergency service personnel who have been risking their lives to keep us safe. Our prayers and best wishes go to all of you during this difficult time, and hope that the rain that is bucketing down as I write, will give much needed relief to us all.

The fires and the ongoing drought have mobilised Rotarians around the country and there have been a myriad of activities and fundraising projects launched to support those affected. Australian Rotarians truly are People of Action and this has been illustrated time and again since the bushfires started in November. One of my District Governor Classmates who was in the midst of the fires before Christmas said, when I contacted him to see if he and his family were safe, "Yes, we are all fine—just have a houseful of "fire refugees" with us at present." I'm sure you all have stories just like this.

Whether it be hosting friends and strangers who have lost everything in the fires, providing food and water for volunteer firefighters, or organising specific fundraising events to assist in the recovery phase, Rotarians all around Australia have rallied to help. It's what we do! We help people in need. And this is what makes me very proud to be a Rotarian.

The recent disasters have certainly put the spot-light on Australia with Rotarians from around the world contacting us offering moral support, and in many cases



financial support as well. Rotary does "Connect the World." Thanks mainly to the efforts of DGE Philip Archer, CUB and Bendigo Bank have confirmed their commitment to Rotary and are running appeals to raise money for those affected. Their ongoing support is very much appreciated.

***"We have been incredibly lucky to obtain some more promotion for the bushfire appeal. (Please see following radio announcement and billboard ad.)"***

***This is in addition to CUB's promotion in over 1,000 of their pubs across the nation, promoting the Rotary Clubs of Australia and our Bushfire Appeal.***

***In addition to this, Bendigo Bank are promoting us across their 520 branches along with our drought appeal.***

***Partnering with CUB and Bendigo Bank is just wonderful. We are just so appreciative of their support as together we work to help overcome the disaster of the bushfires."***

**DGE Philip Archer**

**Billboard ad:**



We now have our accounts established.

For non tax deductible donations please use :

Account:

BSB: 633000

Account Number: 171227895

For tax deductible donations please use this link:

<https://www.communityenterprisefoundation.com.au/make-a-donation/rotaryd9800bushfireappeal>



## Carlton United Breweries' Australia Day weekend Campaign for Bushfire Relief

[Radio Commercial Click Here](#)

*Australia. It's been a tough time with the bushfires. Thousands of hard-working Aussies have been affected, causing communities countrywide to pitch in, dig in and chip in, to lend a helping hand.*

*So this long weekend, Victoria Bitter is partnering with over 1000 venues across the country. All proceeds from specially marked VB kegs will be donated to The **Rotary Clubs of Australia Bushfire Disaster Fund**.*

*So head down to your local for a Victoria Bitter and help us help Australians in need.*

*This round's for them.*

*Visit [vbbushfirerelief.com.au](http://vbbushfirerelief.com.au) for details and to find your local participating venue.*

*(Script: 30 Second Radio Ad!)*



## 2019-20 Bushfires Appeal

Our Australian Rotary District Governors have agreed to establish a central fund into which all Australians can donate to support the victims of the devastating bushfires ravaging our country.

A link to the fund can be found on the main page of the RAWCS (Rotary Australia World Community Service) website: <https://rawcs.org.au>

## Meanwhile, the drought persists!



With the focus squarely on the bushfires in recent weeks, it's been easy to forget about the plight of our farmers who are still suffering from years of devastating droughts. Unfortunately, rains over the last week, although very welcome, have done little to ease conditions on the land.

We are extremely grateful to Bendigo Bank who are promoting Rotary across their 520 branches along with our drought appeal.

Please support our farmers, visit a Bendigo Bank branch, and make a donation.



# Resolve to protect the Rotary brand in the new year



**Amanda Wendt**

The Rotary wheel — our mark of excellence — is a symbol of Rotary’s leadership. It is the purest visual representation of what we have achieved and all that we are yet to accomplish. In a world where we are constantly bombarded by thousands of advertising messages daily, it’s vital to have a consistent, high-quality representation of our brand to cut through the noise. Amanda Wendt, vice chair of the RI Communications Committee, discusses how your club can promote and protect our brand and why you should.

I recently saw a story on television about a West Papuan woman who received life-changing facial surgery to fix a deformity which had caused her a lifetime of struggling to eat, drink and speak. Members of the Rotary Club of Liverpool West and Bendigo Strathdale flew the woman to Australia for the surgery. I was instinctively moved to share the story immediately with my network, congratulating the team involved and expressing how truly proud I was at that moment to be a Rotarian.

I’m sure many of my fellow Rotary members can relate to this feeling. We’ve all experienced pride when our Rotarian friends locally or abroad have helped change the world. But this instance made me realize that we have something else that communicates that sense of pride and it is valuable to preserve and promote.

Since Rotary’s inception 115 years ago, our Master Brand signature, the Rotary wheel, has generated an untold amount of goodwill from people who have seen it displayed in connection with Rotary projects that have brought clean drinking water to a village, prevented diseases, improved local economies, or otherwise changed communities for the better.

The wheel is the purest, simplest visual representation of all that we have achieved and all that we are yet to accomplish. The opportunity to represent my club and its efforts under the same icon is my way of honouring

my fellow Rotarians for their amazing achievements.

### How do we preserve and promote the Rotary wheel?

In today’s world, individuals are constantly bombarded by thousands of advertising messages. It’s vital that we have a consistent, high-quality visual representation of our brand to cut through all that noise.

As a Rotary club or district, when you apply our brand correctly and consistently across all channels you ensure:

- your projects are **recognised as Rotary at a glance**
- you are able to instantly tap into the **hard-won goodwill and credibility** of an international 115-year-old movement
- you **look professional and worthy** of the time and resources of supporters

### How can your club benefit from the Rotary brand?

We all have an important role to play in being custodians of the Rotary brand. The great news is it’s very easy to ensure your club or district is using the correct logo. Through the [Rotary Brand Centre](#) you can create a free, professional and on-brand logo within minutes!

You can then update all of your existing collateral with your new logo. To assist you, here is a checklist of some of the places where you can resolve in the new year to place your new logo:

- Online platforms such as websites and social media
- Email signatures
- Slideshow presentations
- Flyers
- Brochures
- Posters
- Advertising and editorial
- Banners
- Signs
- Merchandise

Digital platforms are always a great place to start and if you need budget for new banners or merchandise, as an example, make a plan with your club’s leadership to assign budget for these items as soon as you practically can.

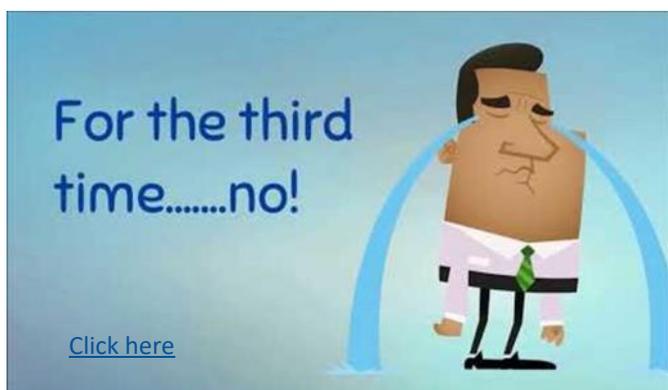
As diverse as we are, collectively, we are all connected. With all of us displaying the same wheel, we can ensure every Rotary project benefit from the achievements of every other. Rotarians not only serving the community but helping other Rotarians serve the community as well! By taking pride in the way we display our brand, we know there are other Rotarians taking pride in what we have delivered, as we look forward to our next 115 years of service.

**Amanda Wendt is vice chair of the RI Communications Committee and a member of the Rotary Club of Melbourne.**

# What's New?

## Designing a new club logo?

Still unsure on what you should or shouldn't do? This short video will answer your questions.



## Rotary Public Image WEBINAR

5th March 7pm  
Sydney (EDT) time

**Need some help with understanding Rotary's 'new' branding and creating logos for your club?** Join us for a webinar on Branding, Using templates in the Brand Centre, and Creating Personalised Logos. Thursday 7th March 2020 at 7pm, (EDT) For more information contact RPIC Gina Growden on [gina.growden@bigpond.com](mailto:gina.growden@bigpond.com), or mob 0412 128 106.

Join Zoom Meeting <https://zoom.us/j/733567589>

## New on rotary.org website

We have two new public image courses to teach members more about increasing awareness of Rotary, now in the Learning Centre. Encourage clubs to discuss how the public image strategies in these courses can support your membership goals.

**The Rotary Brand** — learn about Rotary's brand, why it matters, and how you can become a Rotary brand champion.

**Building Rotary's Public Image** — learn about the value of public image and the strategies you can use to increase understanding of Rotary in your community.

## New Voice and Visual Identity Guidelines

Rotary's Voice and Visual Identity Guidelines have been updated to help members learn how to speak, write, and design materials so that all communications look, feel, and sound unmistakably like Rotary. This comprehensive guide is now available in English in the Brand Centre.



[VISIT THE BRAND CENTRE](#)

## You never get a second chance to make a good first impression

Before commencing my role as Rotary Public Image Coordinator in July 2018, I decided to do some research just to satisfy my curiosity regarding the status of our club websites, so I looked at the websites of all 74 Clubs within my own district, D9685. The results were quite interesting, but I guess not surprising!

I found that **more than half** (53%) of clubs had:

- The wrong Rotary logo,
- Old Rotary International themes (some dated back to 2013)
- Out of date stories
- Links that didn't work.

I had no doubt that these results were reflected in other districts around the country. Clearly, getting our websites in order was (and still is) a priority.

I believe that many Rotarians underestimate the importance of an up to date website in raising our public image. For many people their first

contact with Rotary is via a Club's website and if this contains out of date information - or is lacking in essential information such as contact details, the first impression that person gets of the club (and of Rotary in general) is less than ideal. We are supposed to be an organisation of professional and business people, so it's important that our websites reflect that.

The following message came to me via the Rotary Australia website this afternoon. What does this do for our public image? Unfortunately, it reflects on **ALL of Rotary**, not just the Rotary Club of Karratha.

*"Hi Team, I looked up your website in Karratha, contacted the name on the website have not heard back from the stated President, Robin ....*

*I have since found out he has not been President for 4 years, an out of date*

*web site, does that mean you are not really active in Karratha?"*

A club's website doesn't need to be elaborate or professionally designed with revolving photos or videos. It just needs to be a simple vehicle for portraying the information that visitors to the site would be interested in knowing—such as the projects you are involved in, details of where & when you meet, what the requirements of membership are, and how much it costs to join. **And HOW TO CONTACT YOU!**

A simple, uncluttered site with the correct Rotary branding; with information that is easily found; and with current content including lots of photos or members in action enjoying themselves, will go a long way towards creating the impression of you club, and of Rotary, that we want!

Make that First Impression count!  
**PDG Gina Growden RPIC 2018-21**

## Gasbagging or Hashtagging?

Have you noticed that everywhere you look these days people are using this symbol #?

To the social media novice, hashtags might seem confusing, annoying and pointless at first glance. But if you understand their purpose and learn how to use them properly, hashtags can be a powerful way to help you engage with new members and the community and increase Rotary awareness.

Hashtags are a word or phrase preceded by a hash mark (#) used within a message to identify a keyword or topic of interest. Basically it's a way for social media users like you to tag your posts, which in turn makes them easier for social networks to organise and users to search. But we all know that, right?

I bet you're asking how you can use them for #Rotary promotion?

Using one or two hashtags per post makes your posts visible to anyone who shares your interest, be it #Community or even a #CharityBBQ. Whatever

hashtag you like to use, it's incredibly important for you and your club to start that conversation.

For example, Rotary is using #ricon20 to amplify the message and generate enthusiasm about the Rotary International Convention in Hawaii in 2020. And the hashtags #EndPolio and #WorldPolioDay were used to build excitement about polio eradication on World Polio Day, October 24.

Here are some great #tips on how you can better use #hashtags.

Don't string too many words together with a single hashtag;  
 If you tweet or Facebook post with a hashtag on a public account like your club Facebook page, anyone who does a search for that hashtag may find your tweet or post;

Don't #spam #with #hashtags – don't over-tag a single tweet;  
 Use hashtags only on tweets or posts relevant to the topic;

Be creative and make your own #hashtag: #RotaryVolunteer or #RotaryXYZfundrasier for example.

Some of the most common #hashtags I use when I post about #RotaryInternational are: #Activism, #Causes, #Fundraising, #SocialGood, #Volunteer, #Volunteerism, #Community, #RotaryAwareness. The tags #WeAreRotary and #ProudRotarian are also very popular when posting about Rotary.

But this all brings us back to the most important question: are hashtags here to stay? Seeing as how they've been integrated into most of the popular social media networks, and with social media entering almost every facet of our lives, then the answer is a resounding yes!

**Evan Burrell, Assistant Public Image Coordinator**

# R100: Celebrating 100 Years of Rotary

## ‘Down Under’

*Rotary “Down Under” will mark an epic milestone in April 2021, when districts, clubs and Rotarians from across our regions celebrate 100 years of doing good in the community, both at home and abroad. But don’t wait until then to join in the festivities! Many centenary projects are already underway, and the R100 team is calling on all Australian, New Zealand and Pacific Island Rotarians to add their own local flavour to these joint celebrations.*

*The following article describes how the Rotary Club of Caboolture intends to commemorate our past 100 years of achievement and kick-off a bright new era for Rotary into the future.*



In conjunction with the Variety Bash Qld, the Caboolture Rotary Club is creating a vehicle (provided by a Caboolture Rotarian), that will be a mobile billboard, to Celebrate and Promote 100 Years of Rotary in Australia. The Car has been registered as #1921, to recognise the commencement of Rotary in Australia.

All Rotary Clubs in Australia have a chance to participate by sponsoring a Rotary Wheel on the vehicle which shall be used as a daily commute throughout the year and also an entry in the 2020 Variety Bash (Qld). The goal is for 100 Rotary Clubs to be sponsors at \$100 (minimum) or greater – relative to the size of the wheel and location on the vehicle (full sponsorship details available at the end of this story).

The Variety Bash is to be held in the beginning of September, commencing from Winton (Qld) via Birdsville (a lay-over for the Races) and onto the Barossa Valley. The team of three Caboolture Rotarians will participate (at their own expense), driving the vehicle from Brisbane to the start in Winton, and return to Brisbane from the end of the Bash in the Barossa Valley. The vehicle will cover approx. 5,500 kms through Qld, NSW & SA, while participating in the Bash.

It is anticipated that the vehicle will be a great talking point, drawing enquiries about Rotary. Caboolture Rotary Club has already attracted two applications for membership before the car has even

been painted. A Caboolture Rotarian and owner of Jonkers Smash Repairs has donated the paint job, shown as it is planned to look in the computer generated photo.

The vehicle will carry a good range of promotional material that can be handed out during its travels to provide better information on Rotary’s activities and encouraging people to consider applying to join Rotary. The Vehicle owner/ Caboolture Rotarian participated in the 2019 Variety Bash as a co-driver in another vehicle and reported to the Club members that it was a fun event with a serious message that was consistent with some of the aims of Rotary, e.g. assisting those in need in local communities. Funds raised through sponsorship of Rotary Wheels on the vehicle will be donated to Variety Kids. The Club anticipates this will have multiple rewards through supporting a worthwhile organisation, making Rotary highly visible to promote our good work and attract potential new members. Interested Clubs can contact the Secretary (Project co-ordinator) of the Caboolture Rotary Club [secretary@caboolturerotary.org](mailto:secretary@caboolturerotary.org)

**Vehicle details:**

The vehicle is a 1990 Holden Commodore Wagon. It is being painted Yellow (sponsored in kind by fellow Caboolture Rotarian and owner of Jonkers Smash Repairs) and will have Blue printed stickers (sponsor still to be sort) for the 100 Rotary Clubs as sponsors (minimum \$100 each) to meet the Variety Bash fundraising goal (see sponsorship table following). My Rotarian co-drivers (my

younger brother and my son), both new members of the Caboolture Rotary Club, are very supportive in preparing the vehicle and looking for in-kind sponsors i.e. to cover cost of preparing the vehicle and providing equipment for the Bash as there is still a considerable cost, especially all the auto electrical work and the 7 light truck rated tyres and rims that are required for the road conditions on the Bash.

**Sponsorship for the Rotary Bash Car 1921**

Sponsorship cost is related to the size of sticker (and location in some cases) to be applied to the Car.

Each sticker will include the Name of the sponsoring Club and there District Number, e.g. as per the Minor Level 1 -



1/3 of A4 (Portrait) following. Shows vehicle with old school cut & paste (printed and attached with sticky tape) to demonstrate placement of sponsors’ signs.

Sponsor level	Price	Location	Size comparison
Gold	\$1000	Centre - Front Bonnet – front to back	= 6 x A4 pages
Silver	\$500	Rear Tailgate	= 3 xA4 pages
Minor level 3	\$300	Sides of vehicle (L or R)	A4 (Landscape)
Minor Level 2	\$200	Can be anywhere on vehicle	Half of A4 (Landscape)
Minor Level 1	\$100	Can be anywhere on vehicle	1/3 of A4 (Portrait)

# 'EAT THE ELEPHANT' AND RAISE FUNDS FOR POLIO CAMPAIGN



In the face of bushfire and drought devastation, raising funds for Rotary's END POLIO NOW campaign will require a 'softly softly' approach in 2020.

Rotary Clubs and Districts will rightly focus on financial support for ravaged areas in many parts of Australia – Queensland, NSW, Victoria and South Australia have been all been hard hit at the time of writing.

Rain is the only salvation and at least weather forecasts are encouraging for the first time in ages. Current falls down the east coast have brought great relief in many areas.

Unique fund raising opportunities will help so it was pleasing to hear from Doncaster Rotarian and Business Performance Builder David Grieve late last year.

David is an accomplished business advisor and has just published a very readable business advice book – 'Eat the Elephant' – flush with glowing testimonials from numerous high level business leaders.

'Eat the Elephant' also features a thoughtful Foreword by Australia's most recent RI President (2017/18) Ian Riseley – himself an accomplished Melbourne accountant and business leader.

The book is available through RDU Supplies at a cost of \$25 plus \$10 postage and handling. Profit of \$12.50 will go to END POLIO NOW for every sale.

At the time of writing this article, 'Eat the Elephant' has already raised \$700 from advance sales for the Polio campaign.

So, Rotary Clubs and Districts around

Australia may come up with similar fund raising ideas that can keep the Polio dollars rolling in within impacting vital appeals for bushfire/drought victims.

In the book, David develops his favourite business plan – people, planning, processes, productivity and profits – for the benefit of readers, underlining the importance of working 'one step at a time' – just like eating the elephant one bite at a time!

The book also features several excellent END POLIO NOW promotions.

## POLIO FIGURES FOR 2019

At the time of writing, Polio numbers for 2019 were –

163 WPV1 (wild polio virus) cases - 135 in Pakistan; 28 in Afghanistan.

259 cVDPV (vaccine derived) cases – 251 cVDPV2 and eight cVDPV1

These figures are subject to late reports and are indicative of the intense struggle continuing along the border of Pakistan and Afghanistan.

In the full year of 2018, there were 33 WPV1 and 105 cVDPV cases – and confirmation of these figures were delayed until early in 2019.

I expect a summary of the latest Pakistan/Afghanistan border situation from senior leaders in Evanston within the next few weeks – and will share this situation with District leaders as soon as it is available.

Rotary International plans another major END POLIO NOW seminar in Evanston, Chicago, in early March. Latest reports will be shared with 45

Coordinators and senior leaders from around the world.

Leaders are still confident of ultimate success. Polio can be eradicated with the correct science (improved vaccines) and more attention to human factors.

Technically, there is no reason why polio cannot be eradicated but people's reactions in areas where the disease is still prevalent must be taken into account.

## CAMPAIGN GOALS FOR 2019/20

Given all of the above, END POLIO NOW campaign goals for the current Rotary year are certainly reasonable:

- Encourage all clubs in all Districts in New Zealand Australia to set a minimum PolioPlus goal of \$1,500 – and this can be done by way of a special Polio 'event' leaving all other club/District funds intact.
- Encourage all Districts to allocate 20% of DDF to PolioPlus – especially in the light of the offer to match every \$1 of District DDF with \$1 from the World Fund, along with the promised Gates Foundation match.
- Build awareness and support for the Polio campaign by skilful use of banners, t-shirts, caps etc at all public events

**PDG Bob Aitken AM**

**RI End Polio Now Coordinator, Zone 8, 2019/20**



# Zone 8 2019-20 Public Image Video Clip Competition is now open

The aim of the competition is to increase awareness of the People of Action campaign launched by Rotary International in 2017 to help clubs and districts tell their Rotary stories in a compelling and consistent way. It is hoped that by creating a video, Clubs will consciously think about their whole public image efforts and will then have a vehicle for promoting what they do in the community—through social media, through their local newspaper or television station, or at their community events.

## What the Judges are looking for

The judges of the video competition are the Zone 8 Public Image team (ie Rotary Public Image Coordinator & Assistants).

In selecting the winners, the judges take special notice of involvement by club members, and how much enjoyment they have gained through participating in the video; illustration of the RI theme (ie Rotary Connects the world); the use of correct Rotary logos throughout the video; whether or not the video has been produced specifically for the competition, and the length of the video.

We encourage clubs to seek tips from professionals, but to make the video themselves.

The winning video will be shown at the ANZ Conference in Alice Springs In September 2020 and a Certificate will be presented to the successful club (if possible) during the conference.

**For more information contact Rotary Public Image Coordinator, Gina Growden on [gina.growden@bigpond.com](mailto:gina.growden@bigpond.com) or by mob: 0412 128 106.**



## competition guidelines

### WHO CAN ENTER?

Any Rotary, Rotaract or Interact Club in Zone 8

### WHAT & HOW?

Videos must be filmed in-house using i-phone, i-pad or video camera, specifically for the competition

Must be a maximum of 2 minutes

Must depict club members as "People of Action" and illustrate how Rotary 'Connects the World' during 2019-20

Must illustrate use of correct Rotary branding

Closing date for entries is 31 May 2020.

Entries should be saved to a Dropbox and the link forwarded to RPIC PDG Gina Growden via email: [gina.growden@bigpond.com](mailto:gina.growden@bigpond.com) by 31 May 2020.

The winning entries will be shown at the 2020 Aust NZ Conference in Alice Springs in September 2020 .

### MORE INFORMATION

Contact Rotary Public Image Coordinator:  
PDG Gina Growden on Mob: 0412 128 106 or  
Email: [gina.growden@bigpond.com](mailto:gina.growden@bigpond.com)



# How to create your own Instagram story

By Ashley Demma, social & digital specialist, Rotary International.

Source: Rotary Voices, February 5th 2019

**A**s a social media team here at Rotary headquarters, we are encouraged to see a growing number of clubs adopt social media to promote Rotary and tell their stories. We realize that keeping up with all the changes to social media can be challenging. So I wanted to share one of the exciting new features we have been using to tell Rotary's story, and give you a few tips for creating your own.

Instagram stories are any piece of vertical content, either a photo or video or text, that disappear about 24 hours after you create it, similar to Snapchat. You can extend how long a story is viewable by adding it to your highlights. Stories tend to get more engagement than your regular grid posts, making them a powerful publicity tool. Here's how you do it:

First, open up the Instagram app on your mobile. (If you don't have it already installed, you can download it from the Apple App Store, Google Play for Android, or App for Windows Phone Store.)

Click either the camera icon or the Your Story profile near the top of your screen.

Select a photo from your existing gallery (icon on the bottom left), take a new photo or video, or scroll through the options at the bottom of your screen to add "type." You may have noticed that in addition to type, there are other options you can select such as Rewind, which allows you to play videos in reverse; and Boomerang, which captures a short burst of video and loops it backwards and forwards.

These tools are fun and creative, so play around with them. For Boomerang, I have found they work best with half rotations. For instance, I went to the archery range and had my husband shoot a Boomerang as the arrow left the bowstring. The final product looped the arrow off the string and back. If he had shot the arrow going all the way to the target, it would have been too fast and wouldn't have looked as good.

Now that you have your desired content, click on the square smiley face in the upper right to bring up a variety of additional features that will enhance your story. Here are a few creative ones to try:

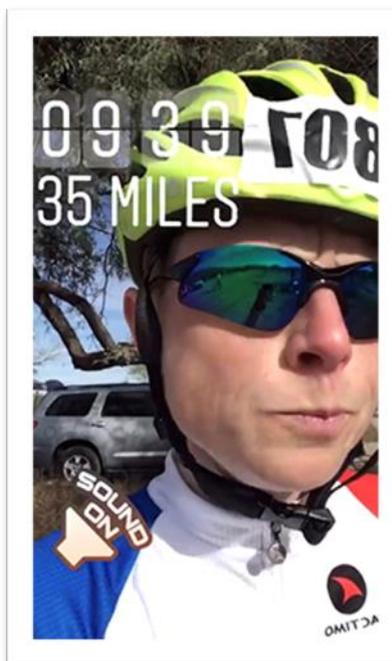
**Poll** – good for having your followers cast a vote. In a recent story, we had followers choose between their interest in different types of Rotarian fellowships like surfing vs. yoga or cycling vs. chess.

- **Questions** – good for getting follower feedback or crowd sourcing opinions. We use this feature ahead of live interviews like with President Barry Rassin to gather questions Rotarians would like us to ask him on camera.
- **Gif** – there's a gif for almost any search term. We particularly like using gifs to animate photos; for instance: adding bicycle gifs to the Miles to End Polio story made those photos come to life.
- **Countdown** – get your followers excited with a countdown to big events like the Rotary Convention, district conferences, or even your next club meeting. I entered 1 June for Rotary's annual convention and it auto calculates how many days are left from now until then!
- **Hashtag** – be sure to include #peopleofaction in your stories as part of our public image campaign. The social team monitors new uses of the hashtag to look for club content to re-post. But if you don't tag your work, we won't see it.

A bit of advice on layout. All these features sit on top of your content. Stick to blank spaces around your photo, and avoid covering a face or placing a feature at the very top where your account information will block it.

Social media is meant to be fun! Don't be afraid to experiment with these new features and see how your followers respond.

For a quick overview of all social media, read the blog post [Z tips for creating compelling social media content](#). Follow



Rotary on Instagram, Facebook, Twitter, LinkedIn, YouTube and more.

Email [social@rotary.org](mailto:social@rotary.org) with questions.

*An Instagram story about Miles to End Polio using sound on and clock stickers.*

## Contact us:

This newsletter is produced bi-monthly by the Zone 8 Public Image team.

Please distribute to your friends/colleagues who may be interested in receiving a copy.

**Contributions are welcome** (approx. 300 words) plus photos. Please forward to: [gina.growden@bigpond.com](mailto:gina.growden@bigpond.com)

Mob: 0412 128 106