

## Media pathways and responsibilities for District 7040

The following table outlines example communications, possible media choices and the people responsible for sending the communications.

Communication	Possible Media	Responsibility
Notice and invitations to club events and fundraisers	<ol style="list-style-type: none"> <li>1. Post to club website using Events Calendar</li> <li>2. Post to club Facebook/Twitter site and share with District Facebook and Twitter</li> </ol>	<ol style="list-style-type: none"> <li>1. Club Communications person or e-secretary</li> <li>2. Club Social Media person or e-secretary/District Social media Person</li> </ol>
Notice of club projects, member honours and awards, community project success.	<ol style="list-style-type: none"> <li>1. Post on Club Website and/or Facebook and Twitter site</li> <li>2. Share with District Facebook/Twitter if of broad appeal to membership of District</li> <li>3. Post to Rotary Showcase at rotary.org and record in Rotary Club Central</li> </ol>	<ol style="list-style-type: none"> <li>1. Club Communications person or e-secretary</li> <li>2. Club Social Media person or e-secretary/District Social media Person</li> <li>3. Club president, secretary, executive secretary/director, membership or Foundation chairs</li> </ol>
Notice and invitations to club special events, such as historic anniversaries	<ol style="list-style-type: none"> <li>1. Post to club website using Events Calendar and share with District website to appear in District Calendar. Registration remains club responsibility.</li> <li>2. Post to club Facebook / Twitter site and share with District Facebook and Twitter</li> </ol>	<ol style="list-style-type: none"> <li>1. Club Communications person or e-secretary/District webmaster</li> <li>2. Club Social Media person or e-secretary/District Social media Person</li> </ol>
District news and events	<ol style="list-style-type: none"> <li>1. Post to District Website as story and list in Events. Registration through District site.</li> <li>2. Include as attachment to regular District Newsletter/bulletin</li> <li>3. Post on District Facebook/Twitter sites to increase audience</li> </ol>	<ol style="list-style-type: none"> <li>1. District webmaster or designate</li> <li>2. District webmaster or designate</li> <li>3. District Social media committee</li> </ol>
Notice of District training programs <ul style="list-style-type: none"> <li>• PETS</li> </ul>	<ol style="list-style-type: none"> <li>1. Direct E-mail notice to all PEs through ClubRunner</li> <li>2. Post notice to District Calendar and set up registration</li> <li>3. Invitation and story created for District Website to be included in District newsletter</li> </ol>	<ol style="list-style-type: none"> <li>1. DGE, District Trainer or Admin</li> <li>2. Webmaster or District Trainer</li> <li>3. DGE, Admin or District Trainer</li> </ol>
District training programs <ul style="list-style-type: none"> <li>• Foundation and Membership seminars</li> <li>• RLI</li> <li>• Zone Success Seminar</li> </ul>	<ol style="list-style-type: none"> <li>1. E-mail notice to all members through ClubRunner</li> <li>2. Posted to District Events Calendar with registration</li> <li>3. Included as part of District Newsletter</li> <li>4. May be organized as a webinar or group GoToWebinar.</li> </ol>	<ol style="list-style-type: none"> <li>1. Committee Chair or Admin</li> <li>2. Committee Chair or District Webmaster</li> <li>3. Committee Chair, Communication Officer</li> <li>4. DG or District Trainer</li> </ol>

<p>Notice of International Service Committee meetings</p>	<ol style="list-style-type: none"> <li>1. E-mail notice to all members of ISC committee members through ClubRunner</li> <li>2. Posted to District Events Calendar with registration</li> <li>3. Included as part of District Newsletter</li> </ol>	<ol style="list-style-type: none"> <li>1. Committee Chair or Admin</li> <li>2. Committee Chair or District Webmaster</li> <li>3. Committee Chair, Communication Officer</li> </ol>
<p>District conference notices and registration</p>	<ol style="list-style-type: none"> <li>1. Direct E-mail notice to all members</li> <li>2. Notices about House of Friendship, Silent Auction to club presidents, secretaries</li> <li>3. Post notice to District Calendar and set up registration</li> <li>4. Invitation and story created for District Website to be included in District newsletter</li> </ol>	<ol style="list-style-type: none"> <li>1&amp;2. Conference Committee Chair or E-comm</li> <li>3. Conference Registrar or District Webmaster</li> <li>4. Committee Chair, Communication/PI Officer</li> </ol>
<p>Rotary International news, projects and initiatives</p>	<ol style="list-style-type: none"> <li>1. Available on Rotary Showcase.</li> <li>2. Shared on District website through RI RSS feed.</li> <li>3. Shared on District Facebook and Twitter site from RI site as appropriate.</li> <li>4. Shared in District Newsletter, if appropriate</li> </ol>	<ol style="list-style-type: none"> <li>1. Automatic</li> <li>2. Automatic with Website</li> <li>3. Social Media committee</li> <li>4. DG</li> </ol>