

# Public Image

**Building a club people want to be part of**

# PUBLIC IMAGE VS PUBLIC RELATIONS?

## **Public Image (noun)**

The ideas and opinions that the public has about a person, group or an organisation; the way they appear to other people.

## **Public Relations (noun)**

The activity of creating a good opinion among people about a person, product, company, or institution



*“Your brand is what other people say about you when you’re not in the room”*

# WHAT DOES OUR PUBLIC IMAGE SAY ABOUT US?



# QUESTIONS TO ASK YOURSELF

WHO

is your audience?

WHY

should they care (what's in it for them)

WHAT

action do you want them to take?

WHEN

do you want them to take action

HOW

how do they find more information?



# PUT YOUR BEST FOOT FORWARD



Building a strong club is much like building a strong business where everyone:

- is united and works together as a team
- produces an excellent product or valuable service
- creates something considered of great value
- shares a strong belief, passion and faith in the product

## BUILD A STRONG CLUB



# KNOW WHAT MATTERS



Know who you are

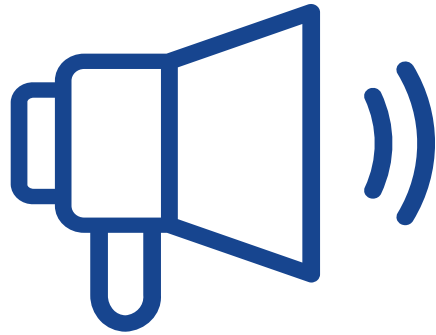
- What does your club value?
- Why do you do what you do?

How does your club make a difference?

- How do you add value to people's lives?
- Why do your members join?

## WHO ARE YOU?

# PROMOTION



1. Create awareness of your club activities and projects.
2. Share Rotary stories within your local community.
3. Be visible
4. Effective communication is key, and it should have a purpose.
5. Be creative, use different methods to share your stories - social media, websites, emails, club newsletters

**BE LOUD & PROUD**

# PASSION



Successful clubs are led by people who are passionate about the club's direction; who want to share what you do with others; who want to help others expand their knowledge and enjoyment by making a difference in their community.

People join a club because they think it can add value to their lives, importantly, never forget to keep it fun.

**DON'T FORGET THE FUN**



- Connect with your audience
- Website – keep it fresh and informative
- Branding / Logos – be consistent
- Social Media - post regular, high-quality content
- Uniforms / Clothing – clean and branded
- Share great action photos
- Use quality promotional materials
  - Banners / Pull up signs / Posters
  - Tablecloths / Marquees
  - Flyers and handouts
- Communicate regularly - emails, newsletters
- Improve your club culture
- Start conversations and build goodwill
- Run great events and projects

## ACTION STEPS

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**QUESTIONS**