

# Public Image News

The Public Image team is here to assist clubs and to promote Rotary

## Public Image – Helpful Tips:



### Facebook:

- **Use Hash tags #** - When posting your story we encourage you to use hashtags these can enable your post to get more reach to readers - A hashtag must be written as a single word, without any spaces ie #PeopleOfAction
- **@ Symbol** – When posting your story if you want to acknowledge a business, person, sponsors we encourage you to use @ symbol in front of it – ie @RotaryDistrict9510 then your text will turn blue – The advantage of this is that the business or person receives notification that you have mentioned them in your post and encourages them to engage/share your post to their contacts.
- **Co-host**—If your club has an event on their FB page invite Rotary District 9510 to co-host the event an then the event will be duplicated to District FB page enabling more readers in reach.

### Other:

Public Image Resources for members on District Website –

<https://www.rotary9510.org/sitepage/public-image>

If your club does a bulletin/newsletter – we encourage you to include an item on public image with helpful information for members (maybe the PI articles in DG newsletters and/or these classified publications)

If you require any support/assistance or have anything special happening in your club that you would like to let us know about please reach out to PI team at email: [publicimage@rotary9510.org](mailto:publicimage@rotary9510.org) and someone from the team will be in touch with you.

**QR codes** – We encourage you to use QR codes that will take the reader of your flyers/pamphlets/business cards back to your club Facebook page and/or club website – If you require assistance in creating these codes please reach out to Public Image team via Email: [publicimage@rotary9510.org](mailto:publicimage@rotary9510.org)

If you feel you have some skills that you would like to contribute to the District Public Image team please email us at [publicimage@Rotary9510.org](mailto:publicimage@Rotary9510.org), whether it's to assist with fortnightly Facebook post, monthly newsletter/classified articles, Instagram etc we would love to hear from you please email [publimage@rotary9510.org](mailto:publimage@rotary9510.org). As we're all volunteers and time is precious, we appreciate any time (big or small) and skills that you feel you can offer.



**Public Image Chair: Julie Johnson ( RC Adelaide)**

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