



CLUB PUBLIC IMAGE CHAIR CHECKLIST

Rotary's public image is shaped by the actions of every member, from how we conduct ourselves in meetings to how we represent Rotary at events and respond to needs in our communities.

The club public image committee's role is to create and implement a plan to tell Rotary's local story, promote the club's activities in the area, and raise awareness of Rotary's work around the world. This list will help you assess how well your committee is shaping Rotary's image.

Committee members

- Our committee has 5-15 members who have expertise in communications or public relations, with staggered terms that allow for continuity from one year to the next.
- We have all completed the Club Public Image Committee Basics learning plan.
- We work closely with club members, the club Rotary Foundation committee, and our district public image chair.
- We meet as needed to discuss news, progress on our public image plan, and club needs.
- We share our resource needs, budget requests, and public image successes with our district public image chair and district membership chair.
- We use free marketing tools such as community newspapers to raise awareness of Rotary locally.
- We created a club brochure using the customizable template in the Brand Center.
- Our club has a brand-compliant press release template, logo, flag, and banner.
- We ensure that our club banner is displayed when members gather.

Rotary's visual branding

- We are comfortable using the Brand Center and know where to find People of Action resources.
- Our club website, pamphlets, and other materials are updated and aligned with the current Rotary branding.
- We refer to the [Voice and Messaging section of the Brand Center](#) when we create communications about Rotary for the public.
- We use messaging and images in our communications to show that we are people of action.

Social media and club website

- We have a social media strategy.
- We use paid social media posts.
- We use images and videos that show our members having fun and working with others.
- We keep information about club business on pages that are accessible only to members and promote our local efforts on our public-facing webpages and on social media.

Member involvement

- We encourage all club members to share their Rotary experiences on their own social media pages.
- We encourage club members to wear their Rotary lapel pins and other Rotary-branded apparel.