

PUBLIC IMAGE

Building Your Online Presence



**SERVE TO
CHANGE LIVES**

OUR GOALS

- The Importance of Being Found Online
- Where to be Online
- What to Post Online
- How to Reach More People on Facebook
- Random Tips & Resources



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WHY BE ONLINE?

- Over 1 BILLION people use Google
- Facebook has 2.8 BILLION active account
- It is the first place people will go to find information on Rotary
- It is especially important during the pandemic

WHERE TO BE ONLINE?

- Your Web Site
- District Web Site
- Facebook Page & Finding Followers
- Facebook Groups
- LinkedIn, Twitter, Instagram
- Meet Up, Community Calendars and more



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YOUR WEB SITE

- Consider this your club's "storefront"
- Should be well-branded, well-edited
- Provide all the basic info and then-some
- You get what you put into it!

Starting from scratch or doing a complete overhaul? Try the [Quick Start Guide for Rotary Clubs](#) to help you map out your new site!



THE DISTRICT WEB SITE

- The goal of this site is to provide resources to clubs and members, not for the public
- One exception - the club directory
- Be sure your club's data in ClubRunner is up to date so what is reflected here is accurate and people can find you!

www.rotarydistrict7030.org



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THE DISTRICT WEB SITE

- You can also share your club's events on our calendar to help promote your fundraisers and special meetings
- Include a flyer and links for sign up/additional information
- If your club uses ClubRunner for your web site, you can automatically share your events to the district calendar

www.rotarydistrict7030.org



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YOUR FACEBOOK PAGE MUST HAVE:

- Cover image that is well-branded
- Profile picture that is well-branded
- All of your club's contact and "about" information
- Multiple admins/editors who can pitch in as a team
- Regular posts with fresh content that follows the rules of thirds

THE SOCIAL RULE OF THIRDS

SERVICE

- Post content that showcases your club community service projects and activities

FUN

- Post content that shows your club members having fun through fellowship

MEETINGS

- Post content that highlights your club meetings and agendas

RESOURCES FOR FACEBOOK POSTS

- Follow other Rotary pages, like Rotary International and End Polio Now
- The district's Facebook page
- Rotary e-newsletters
- Other organizations and institutions in your community
- Your club's newsletter



WEB SITE VS. FACEBOOK

- WEB SITE PROS:
 - Hosts a lot of content
 - Lends credibility
- WEB SITE CONS:
 - Can require updates
 - Financial Cost
- FACEBOOK PROS:
 - Free to use
 - Features basic info
- FACEBOOK CONS:
 - Requires regular posts
 - Doesn't always feel legit

GROWING YOUR FACEBOOK FOLLOWING

- Consider paid ads with a goal of page likes/follows
 - Only invest money in this if you are doing social media well
- Free approaches include:
 - Get members to invite their friends and neighbors to like the page
 - Do a contest to encourage others to share the page
 - Anytime you partner with another group, ensure they tag you in their posts
 - Share from your page to those community groups
 - Always suggest people follow you on Facebook for the latest news and information

USING FACEBOOK GROUPS

- Connect with community groups
 - Alumni groups, positivity groups, parent groups that are geared around your community are great places to share about Rotary activities and get support for your events/programs
- Consider a private group as a means of club communication
 - Great place for people to share about their lives (just like they do on their pages that you might miss)
 - Way to communicate about club business



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OTHER SOCIAL SITES

- LinkedIn - great place to connect with professionals
- Instagram - showcase your club in images and reach a younger audience
- Twitter - **Great to connect to clubs in the US**
- Do what your club has the bandwidth to do well

MORE WAYS TO BE ONLINE

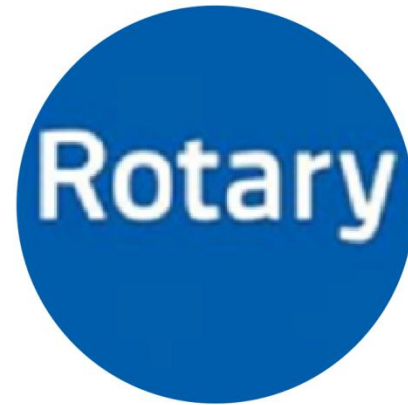
- MeetUp
- Community Calendars
- Facebook Live
- Directories (chamber, HulaFrog, etc.)

THE GOAL IS TO BE FOUND

- But found accurately!
- Only take on a presence that your club can support
- Consistency and accuracy is key
- Point less active accounts to your most active accounts
- This is often people's first impression of your club

FACEBOOK PROFILE PICS

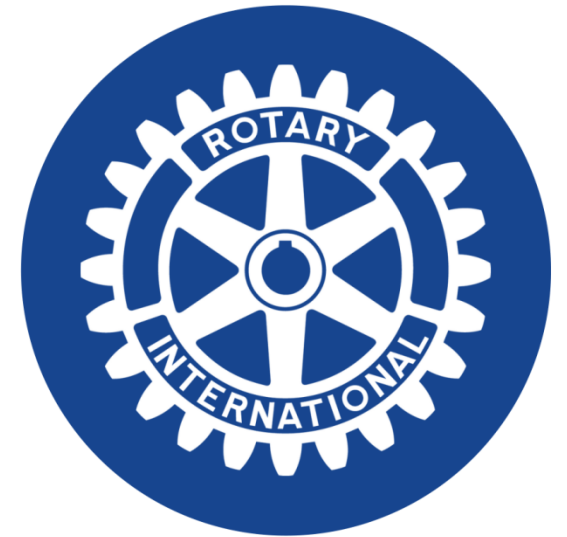
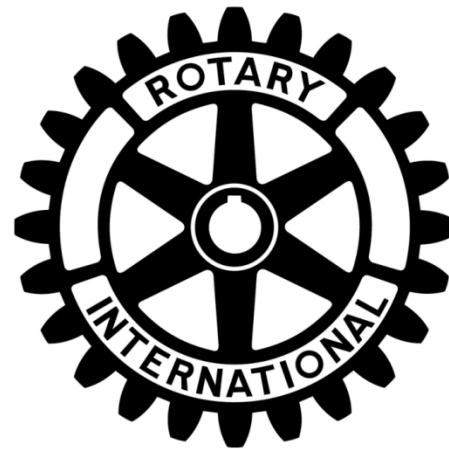
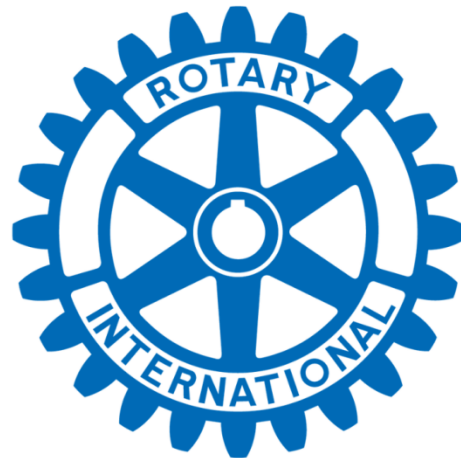
Challenging because the pic is so small



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FACEBOOK PROFILE PICS

Keep it simple - just use the wheel



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GET CREATIVE

- For great graphics and branding-made-easy, I recommend www.canva.com
- Most features are free to use and upgrades are pretty inexpensive
- Can use to create newsletter, social media graphics, flyers, brochures and business cards



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Promoting Your Club



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OUR GOALS

- Branding Basics
- Where and How to Promote Rotary
- Resources & Support

WHAT IS A "BRAND?"

Definition: A brand is a name, term, design, symbol or any other feature that identifies one's good or service as distinct from those of other sellers.

BRANDING IS IMPORTANT

- Everything we put out into the world should contribute to the brand
- Anything you post or share or print that isn't branded for Rotary can muddle our message for members and non-members alike
- Being on brand creates a consistent look and message from all clubs
- This includes obvious things like logos, but also colors, fonts and even how we speak about Rotary



EVERYONE NEEDS TO KNOW

- The primary person to understand every aspect of branding is your public image chair
- Everyone should know some of the basics, like which logo to use, since sometimes committees make their own flyers or members make their own business cards
- As club leaders, you should know the basics and be able to point people towards resources to help them

WHICH IS THE CURRENT ROTARY WHEEL?

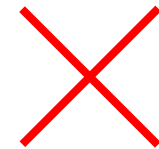


ALSO KNOWN AS
THE MARK OF EXCELLENCE



WHICH IS THE PREFERRED LOGO?

Rotary



AND WHAT'S UP WITH THIS?



SIMPLIFIED MASTERBRAND SIGNATURE

Can be used on all print and digital applications and recommended if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered

RESOURCES

- Visit the District 7030 website at www.rotarydistrict7030.org to find additional Public Image resources
- Get the latest news, download logos, access Rotary's branding guidelines and find quick links to resources on Rotary.org
- Brandcenter.Rotary.org (log in with your My Rotary credentials) is where you can make custom logos and People of Action images

TO GOOGLE OR NOT TO GOOGLE

If and when looking for something Rotary, always start by going to the Brand Center. If you cannot find what you are looking for there, contact the District Public Image Team before using something you find on Google

admin@rotarydistrict7030.org



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WHERE TO PROMOTE YOUR CLUB

- Options for promoting our service programs and activities will vary by community, your media outlets and your club's pool of talent
- Ideally you want to utilize as many avenues as possible
- Social media is the biggest way that people connect and is a great tool because we control our message and it's FREE
- Local media is another great tool, but it can be harder to reach
- Internal communication is key too!

HOW TO PROMOTE YOUR CLUB

- Post to social media regularly - follow the rule of thirds
- Send a press release or make a connection to local media - be judicious in how often you tap into this resource
- Have great club communications - especially when we are not in person - and communicate in ways that appeal to your members

POSTING ON SOCIAL MEDIA

- Facebook is a great place to share information about your club's meetings, values and service projects
- Instagram is a great place to showcase images of your club's meetings, values and service projects
- Post consistently - ideally 2-3 times per week a minimum
- Post a variety of information - fun, news and promotion
- Get your club members to share to their personal pages

REACHING OUT TO LOCAL MEDIA

- Try to make local connections if possible - can be TV, radio, newspaper and even community groups on Facebook
- Think about what is truly newsworthy when reaching out
 - Too many messages can mean you get overlooked
 - Focus your stories on the human interest part
- Consider putting your press release directly in the email message
- Always include a summary about your club and invitation to visit

CLUB COMMUNICATION MATTERS

- How do your members prefer to communicate about club business? Do that!
- Clubs should have a weekly email with meeting information and announcements
- Weekly email should go to all current *and prospective* members
- Regular (and modern) communication tells potential members you are an organized and efficient club
- You can empower your members to know what's up with your club so they can speak about Rotary well

RESOURCES & SUPPORT

- [Public Image Tools](#) on the district web site
- Your district newsletter
- The Learning Center at rotary.org
- BrandCenter.Rotary.org
- Brand News and Membership e-newsletters from RI

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District 7030 PI Team | admin@rotarydistrict7030.org



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