

District 7230 Social Media Policy

The Rotary District 7230 hosts five (5) official social media accounts as of June 2021, including:

- **Facebook** (@Rotary7230 and @RotaractD7230)
- **Twitter** (@7230Rotary)
- **Instagram** (@rotaract_district7230)
- **YouTube** (Rotary 7230 District Channel)
- **LinkedIn** (<https://www.linkedin.com/company/rotary7230/>),

Other social media channels may be developed and used given enough Rotarian interest to support and manage activity on those particular sites.

Official Social Media Accounts are defined as those representing Rotary District 7230 either through its description, its name, or by including the following within its handle: D7230; Rotary7230; 7230Rotary; "RotaryDistrict7230; Rotaract7230; and the like.

All sites portrayed as being an official District channel must be first approved by the District Public Image Chair and District Governor.

Official e-mail addresses are defined as those representing Rotary District 7230 either through its description, its name or by including the following within its handle: D7230; Rotary7230; 7230Rotary; "RotaryDistrict7230; Rotaract7230; and the like.

All such e-mail addresses portrayed as being an official District email must be first approved by the District Governor.

Under certain circumstances and pre-approvals, the District's name may be included so long as the unique purpose is indicated. For instance, a Facebook Group "D7230 Planning Committee for XXX" or Page Handle "D7230PDGxx".

The District Public Image Committee will make every attempt to remediate discovered issues with the owner of delinquent social media accounts. If unsuccessful for whatever reason, the District Public Image Committee will contact the social media site directly to ensure the District's name is not misused.

Rotarians are encouraged to post club or members activities using their personal or club accounts to their own Club's Facebook, Twitter, Instagram and/or other Social Media sites.

Items that may be of broader interest to Rotarians around the district should be shared directly with the District Public Image Committee.

A group of Rotarians making up the Social Media committee will be designated to have "Editor" access to the District Facebook site. This will allow for promoting and sharing posts from clubs in the district or Rotary International on the Official District Facebook page.

Communications to the General Public and Potential Rotarians.

The District will aid Clubs in communicating to the general public and potential Rotarians. This may be done by:

- Sharing club stories more widely by posting on District social media sites.
- Sharing Rotary International materials of interest on the District Social media sites and through newsletters/bulletins.