ROTARY NEW YEAR CHECK LIST

WEBSITE AUDIT

- Identify your Club Admin (*Recommend having a back-up admin)
- Review Club logo .. Is it correct?
- Add/update Speakers and Events
- Add fresh content to your home page recap of an event, headline South Austin story

SOCIAL MEDIA AUDIT

- Review your profile photo and cover photo (are you using a Club Masterbrand logo?)
- Know your ADMINS and have multiple members assigned
- Check your ABOUT US page for accuracy
- MAKE SURE you are a public page and not a closed group
- Commit to posting weekly content about your Club
- Use a "Call To Action" when posting
- · Ask your Club members to go to your club page and "like" it
- Help your members understand the importance of interacting with your Club's content
- Use you TAGS (@business people/pages/partners)
- Use Hashtags #1DistrictStrong #PeopleOfAction #CreateHopeInTheWorld

PRINTED & OTHER CONSIDERATIONS

- Membership Brochure
- Rack Card
- Email Signatures
- · Rotary Banners

**Public Image Rockstar Challenge provides a

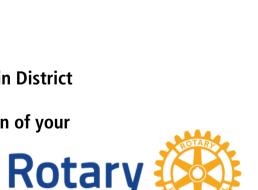
District 5870

-Central Texas

road-map on how-to best promote your Club

HOW TO PROMOTE YOUR CLUB**

- Use the SUBMIT YOUR STORY/EVENT button to get published in District Newsletter, online calendar and social media
- Use SUBMIT YOUR NEW MEMBER button for District promotion of your new member
- NEED HELP WITH A DESIGN? Use the SUBMIT A REQUEST button on the Content Creation Page
- NEED HELP? Email rotary5870prteam@gmail.com



Rotary

Like

Share

Comment