

Rotary YEAR Checklist

Website Audit

- ✓ Update your Club's Logo & RI Theme
- ✓ Add/Update your Weekly Speakers
- ✓ Add/Update your Club's Events
- ✓ Add fresh content to the Home Page weekly



2020-2021

Social Media

- ✓ Update your Profile Picture and Cover Photo with New Club (Master Branded) Logo & New Theme
- ✓ Check your *ABOUT US* page for accuracy
- ✓ Know your ADMINS and have multiple members assigned
- ✓ MAKE SURE you are a public page not a closed group
- ✓ Add a new post about an upcoming meeting/speaker/event
- ✓ Take 5 mins in your next meeting and ask your members to go to the page and "like" it
- ✓ Help your members understand the importance of **interacting** with your Club's Content
- ✓ Commit to posting *weekly* content about your club

Master Branded Club Logo



TAG @ Members/Pages/Partners & HASHTAGS #

#PeopleOfAction
#ServiceAboveSelf
#CenterOfService

Printed & Other

- ✓ Brochure
- ✓ Leave Behind Flyer / Rack Cards
- ✓ Business Cards
- ✓ Email Signatures
- ✓ **Ensure ALL members have an updated email in MyRotary and Club Central**



Watch for District Public Image Training Opportunities!!