



## New 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



Rotary Opens Opportunities  
2020-2021



SERVE TO CHANGE LIVES  
2021-2022

### Social Media

- Update your Profile Picture & Cover Photo
  - New Club (Master Branded) Logo & New RI Theme
- Check your ABOUT US page for accuracy
- Know your ADMINS and have multiple members assigned
- MAKE SURE you are a public page and 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.
- Use you TAGS (@people/pages/partners)
- Use Hashtags: #PeopleOfAction #ServiceAboveSelf #CenterOfService

Club Master Brand



- LIKE
- SHARE
- COMMENT
- CHECK-IN

### Printed & Other Considerations

- Brochure
- Leave Behind Flyer / Rack Card
- Business Cards
- Email Signatures
- Ensure all members have an updated email in MyRotary & Club Central

Watch for Public Image  
Training Opportunities!!