

ROTARY CLUB OF HAWAII KAI

PUBLIC IMAGE NARRATIVE

Our club is lucky and privileged to have 3 new, young (under 30) members who have adopted the Social Media program

They run our Facebook page, and are on Instagram and LinkedIn and introduced us to a social media website, Givsum, for our fund raiser

They are constantly posting our pictures, with descriptions and invitations to join us.

They were successful in contacting KHON-TV and our Duck Race was featured TWICE on TV. We received many comments about that.

We are very small, and the Secretary does a brief update monthly regarding where we are and what we need to do.

We do have a budget as some of the media programs incur expenses.

Our members will continue updating us older folks on Social Media and will keep on engaging the public

ROTARY INTERNATIONAL DISTRICT 5000

Awards Submissions Checklist for 2020-2021

AWARD CATEGORY: PUBLIC IMAGE

Rotary Club of: Kakakako Eco
Club Division: Large Club Medium Club Small Club

Check for each item completed:

- Club has a Public Image committee
- Club has a budget for publicity
- Club has submitted at least 2 news releases to traditional media this year
- Club has utilized its Website or Social media channels to reach the public.
- Club has a regularly updated Website (at least once a month) URL _____
- Club utilizes the Rotary Brand Center for assets, such as the People of Action template
- Club posts or prints a Newsletter each week, each month, other: _____
- Club utilizes social media to communicate with members and non-Rotarians
 - Facebook (URL _____)
 - Instagram (Account name _____)
 - Twitter (Account name _____)
 - LinkedIn (Account name _____)
 - Other (_____, account name or URL _____)
- Club utilizes banners or flyers to enhance visibility at projects and events
- Club had a media campaign to solicit membership.
- Club members rewarded for wearing the Rotary pin outside of meetings.
- Club complies with the Rotary Brand Policies regarding the use of official logos.
- Club posts engaging content.
- Committee Chair completed a related courses on rotary.org's Learning Center

Please provide a narrative description of your Public Image accomplishments and any detail supporting your checked items above. Limit your response to ONE 8½" x11" page. (No letterhead, pictures, or graphics and print in Times New Roman, 12pt size).

8

A narrative is provided: Yes No

Submission Deadline: March 31, 2021

ROTARY INTERNATIONAL DISTRICT 5000

Awards Submissions Checklist for 2020-2021

AWARD CATEGORY: PUBLIC IMAGE

Rotary Club of: Wahiawa-Waiialua
Club Division: Large Club Medium Club X Small Club

Check for each item completed:

- Club has a Public Image committee
- x Club has a budget for publicity
- x Club has submitted at least 2 news releases to traditional media this year
- x Club has utilized its Website or Social media channels to reach the public.
- x Club has a regularly updated Website (at least once a month) URL:
<https://wahiawawaialarotary.org>
- x Club utilizes the Rotary Brand Center for assets, such as the People of Action template
- x Club posts or prints a Newsletter X each week, each month, other:
- x Club utilizes social media to communicate with members and non-Rotarians
 - x Facebook (URL: **<https://www.facebook.com/groups/rotarywahiawawaiialua>**)
 - x Instagram (Account name: **rotary.wahiawa.waiialua** _____)
 - Twitter (Account name _____)
 - LinkedIn (Account name _____)
 - Other (_____, account name or URL _____)
- x Club utilizes banners or flyers to enhance visibility at projects and events
- x Club had a media campaign to solicit membership.
- x Club members rewarded for wearing the Rotary pin outside of meetings.
- x Club complies with the Rotary Brand Policies regarding the use of official logos.
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Narrative - y + s

ROTARY INTERNATIONAL DISTRICT 5000
Awards Submissions Checklist for 2020-2021

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A narrative is provided: Yes No

Submission Deadline: March 31, 2021

Narrative: *Public Image Wahiawa-Waiakua*

As you may know, our club is the 3rd oldest Rotary club in Hawaii, chartered in 1937...so it goes to say that we tend to hold on to tradition for dear life! We get it, change is hard. But deep inside, each and every member knew that going online was inevitable. Moving from 100% traditional media to a more diversified online strategy has taken some time to develop—but we're glad to say that we are making headway at a rapid pace! It would be safe to say that the pandemic "forced" some of our less-technically-inclined members to finally get online, and now they are experts!

Our award-winning newsletter editor, Geoff Horvath, not only produces the most amazing weekly newsletters for our club, but now also posts to Facebook as well as our Club Runner website. We have found more community engagement with this online strategy, and we recently decided that to reach our target audience—young professionals—we needed to get on Instagram and begin engaging there as well. We are proud to say that our new IG page is growing a following quite rapidly! We have already secured two speakers simply through conversations via messaging, and now realize that we can connect with other clubs at a level that can't be matched with email or our website. Our next step is to begin identifying hashtags that we'd like to follow and target for engagement.

Simply put, our online strategy includes the following basic goals:

1. **Reach a wider audience.** Let's face it, PDFs and emails simply don't get circulated like a repost on IG.
2. **Reduce cost by using online tools vs traditional marketing.** Paper costs money. Ads cost money. Social media is free.
3. **Build community relationships.** Social media is a great way to engage with new, existing and potential members in a more casual setting.
4. **Provide a platform for membership recruitment.** We want young professionals. They are on IG. Therefore, we need engaging on IG.

Our social media plan outline:

1. Outline our goals
2. Develop our budget
3. Establish our target audience(s)
4. Review other clubs' profiles
5. Choose our platforms (currently web, Facebook and Instagram)
6. Make our profiles consistent
7. Start organizing a social media calendar
8. Create membership guidelines for engaging with customers
9. Complete a social media audit
10. Allow our social media strategy to evolve