

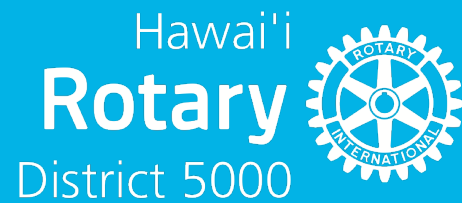


# **HAWAI'I ROTARY**

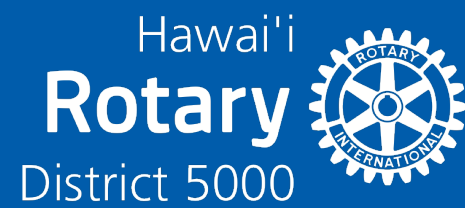
## **District Public Image Meeting**

### **2/20/2023**

# INTRODUCTIONS



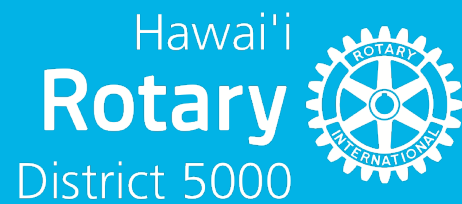
# UPDATES



# STRATEGIC PLAN



# INTRODUCTIONS



# PUBLIC IMAGE RESOURCE TEAM

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Who can you turn to?

**Joshua Laguana** (Hickam Pearl Harbor)

 808JJHFitness

**Scott Wishart** (Ala Moana)

**Sandy Matsui** (Windward Sunrise)

 SandyMatsui

**Ted Faigle** (Poipu Beach)

 TedFaigle

**Lori Williams** (Windward Lanikai)

 LoriD5000

**Mark Merriam** (Metro Honolulu)

 RotaryMarkBobble

**Konrad Ikei** (Ala Moana) – RotaryD5000.org

 Konrad\_Ikei

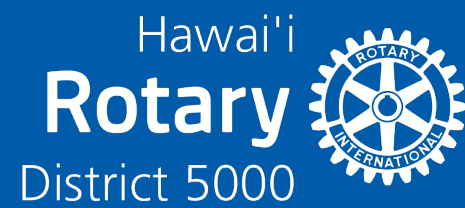
**Ryan Kawamoto** (Kahala Sunrise)

 RyanKawamoto808

**Virgil Vergara** (Kapolei) – RotaryInHawaii.org

 TripleVee808

# UPDATES



**RotaryD5000.org**



**RotaryInHawaii.org**



# Social Media



# FACEBOOK

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Rotary Clubs of Hawaii  
(HawaiiRotary)

Hawaii Rotary District 5000  
(RotaryD5000)



# INSTAGRAM

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Hawaii Rotary

- Posts
- Stories
- Reels



# STRATEGIC PLAN

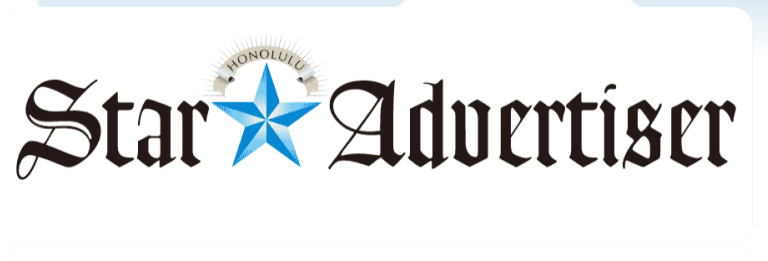
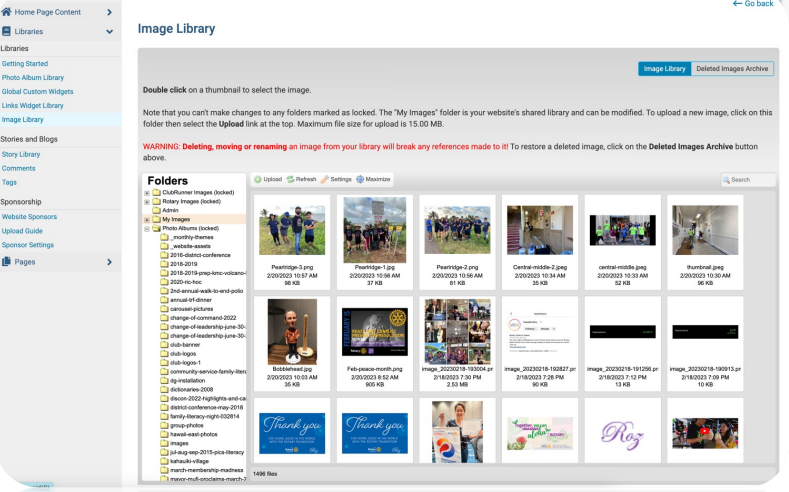
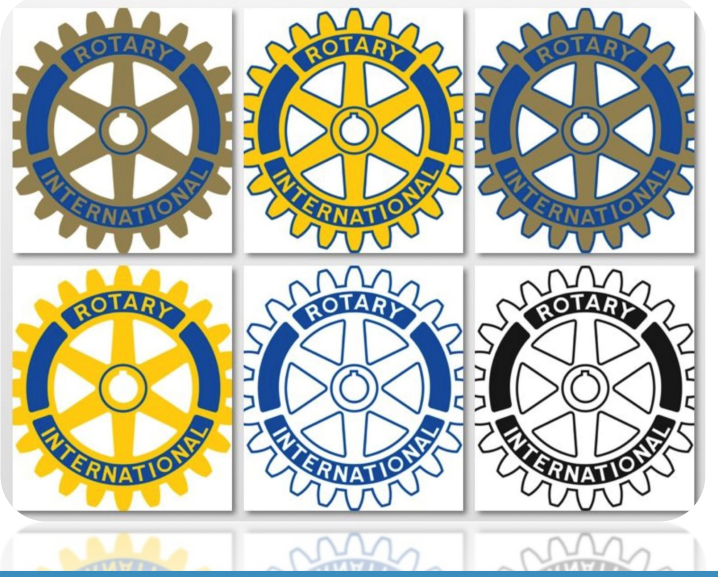






**Training, Training,  
Training!**





# Training Schedule

Select Mondays at 3:00pm via Zoom.

\*some sessions will have limited seatings



# Training Schedule

**Feb 27:** Public Image 101: tips and tricks to increase public image

**Mar 06:** Capturing your club's People of Action

**Mar 13:** Brand Compliance\*

**Mar 20:** Leveraging ClubRunner to build an engaging club website

**Mar 27:** Social Media 101: The basics of social media

**Apr 03:** Social Media 201: Facebook and My Club\*

**Apr 10:** Social Media 202: Instagram and My Club\*

**Apr 17:** Using Canva to create brand positive PI assets\*

**Apr 24:** The Effectiveness of Media Release





**Calling all People of  
Action— April 30<sup>th</sup>**



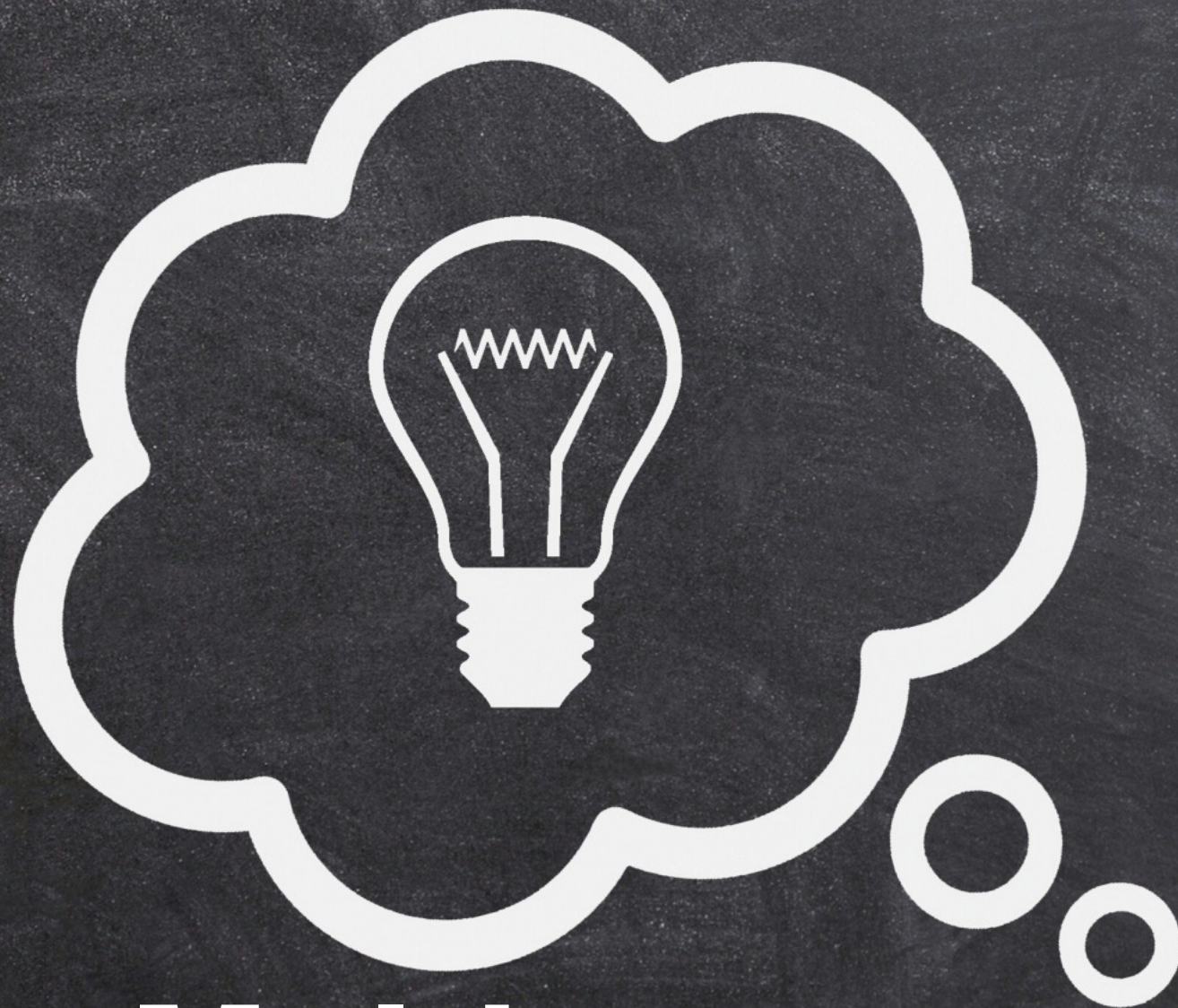


# Public Image Resource Team Visits



**Brand Compliance by  
June 30, 2023**





**ShareMyIdea.org**



**QUESTIONS**

