

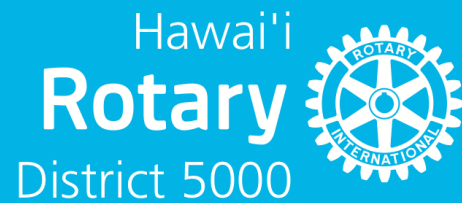


# HAWAI'I ROTARY

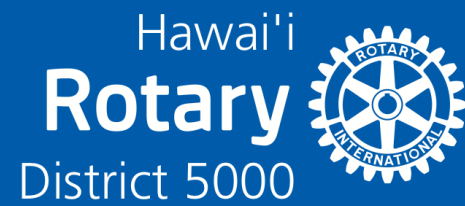
Public Image 101

2/27/2023

# INTRODUCTIONS



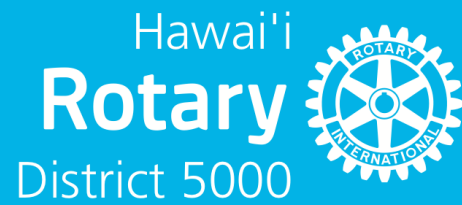
# UPDATES



# AGENDA



# 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

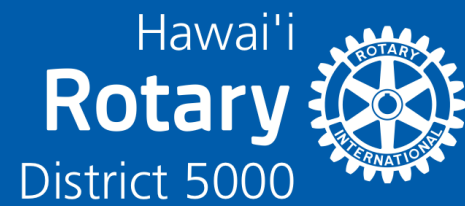
**Ryan Kawamoto** (Kahala Sunrise)

 RyanKawamoto808

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

 TripleVee808

# UPDATES



# EVENTS CALENDAR



# AGENDA



- 1. ONLINE RESOURCES**
- 2. TAKING INVENTORY**
- 3. IDENTIFYING THE AUDIENCE**
- 4. DEFINING A CALL TO ACTION**
- 5. DEVELOPING THE MESSAGE**
- 6. TIMELINE**
- 7. USING THE RIGHT TOOLS AT THE RIGHT TIME**

# ONLINE RESOURCES

The background is a solid dark blue. It features several faint, light blue icons: a graduation cap at the top right, a laptop in the center with a play button and a man's face on its screen, a document with a bar chart and pie chart to the right of the laptop, a trophy on the left, and various clouds and gears scattered throughout.

# LEARNING CENTER

PUBLIC IMAGE COURSES  
PUBLIC RELATIONS



The screenshot shows the 'Course Catalogs' page of the Rotary Learning Center. At the top, there is a search bar with the text 'Search content in the platform' and a magnifying glass icon. Below the search bar, a navigation bar contains a 'Back' button and the text 'Course Catalogs'. The main content area is titled 'Course Catalogs' and features a section 'Courses by Topic'. This section displays a grid of course cards, each with a title, a 'VIEW' button, and a background image. The cards are arranged in three rows. The first row includes 'About Rotary', 'Club Leadership', and 'District'. The second row includes 'General', 'Membership', and 'Professional Development'. The third row includes 'Public Image', 'Service', and 'The Role of the Club'. The 'Public Image' card is highlighted with a red star and a red arrow pointing to it from the left. The 'Trainer' card is partially visible at the bottom of the grid.

Course Title	Action
About Rotary	VIEW
Club Leadership	VIEW
District	VIEW
General	VIEW
Membership	VIEW
Professional Development	VIEW
Public Image	VIEW
Service	VIEW
The Role of the Club	VIEW
Trainer	

# BRAND CENTER

LOGOS

FLYERS

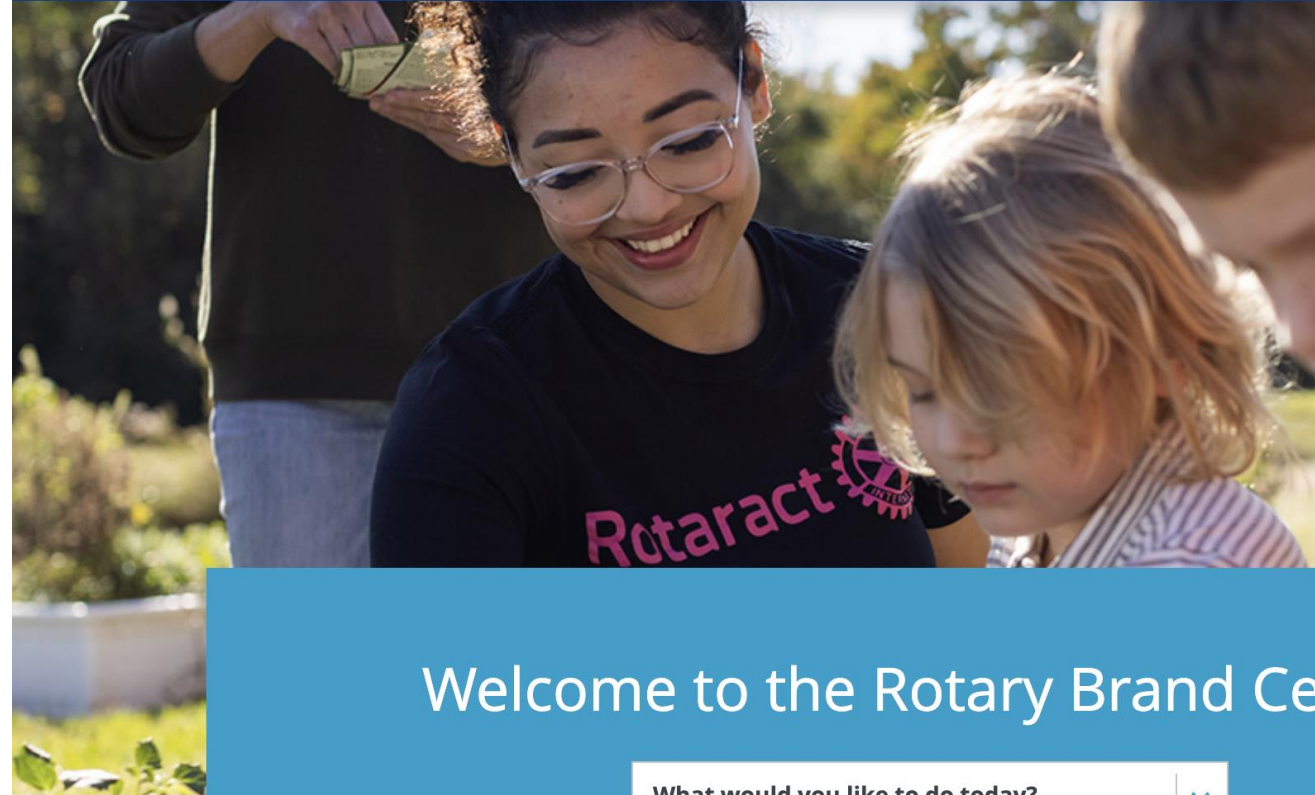
BUSINESS CARDS

END POLIO

AREAS OF FOCUS

HOME OUR BRAND DOWNLOADS TEMPLATES

People



Welcome to the Rotary Brand Center

What would you like to do today?



We are Rotary. We are People of Action.

No other organization is quite like Rotary. By using our voice consistently in a unified way, we can ensure that our communications reflect our distinct character.



# TAKING INVENTORY

**DOES YOUR CLUB HAVE A...?**



- 1. WEBSITE**
- 2. FACEBOOK**
- 3. INSTAGRAM**
- 4. TWITTER**
- 5. TIKTOK**
- 6. NEWSLETTER**
- 7. CALENDAR**



- 1. LOGO**
- 2. MOE**
- 3. SIMPLIFIED VERSION**
- 4. COLOR PALLETE**



- 1. CLUB CONTACT PERSON INFO**
- 2. HANDOUTS/FLYERS**
- 3. BANNERS**
- 4. CLUB FLAGS**



# AUDIENCE

# WHO ARE YOU TALKING TO?

---

MEMBERS

PROSPECTIVE MEMBERS

VOLUNTEERS

YOUTH

OTHER ORGANIZATIONS

SPONSORS



# WHAT DO YOU WANT THEM TO DO?

---

MEMBERS

PROSPECTIVE MEMBERS

VOLUNTEERS

YOUTH

OTHER ORGANIZATIONS

SPONSORS

- ATTEND A MEETING
- JOIN ROTARY
- ATTEND A SERVICE PROJECT
- APPLY FOR A SCHOLARSHIP
- PARTNER WITH CLUB
- DONATE MONEY OR SERVICES

MEMBERS

PROSPECTIVE MEMBERS

VOLUNTEERS

YOUTH

OTHER ORGANIZATIONS

SPONSORS

- ATTEND A MEETING
- JOIN ROTARY
- ATTEND A SERVICE PROJECT
- APPLY FOR A SCHOLARSHIP
- PARTNER WITH CLUB
- DONATE MONEY OR SERVICES

**WHO? WHAT? WHERE? WHEN? WHY?**

MEMBERS

PROSPECTIVE MEMBERS

VOLUNTEERS

YOUTH

OTHER ORGANIZATIONS

SPONSORS

- ATTEND A MEETING
- JOIN ROTARY
- ATTEND A SERVICE PROJECT
- APPLY FOR A SCHOLARSHIP
- PARTNER WITH CLUB
- DONATE MONEY OR SERVICES

**HOW?**



# CALL TO ACTION!

---

a piece of content intended to induce a viewer, reader, or listener to perform a specific act, typically taking the form of an instruction or directive

- ATTEND A MEETING
- JOIN ROTARY
- ATTEND A SERVICE PROJECT
- APPLY FOR A SCHOLARSHIP
- PARTNER WITH CLUB
- DONATE MONEY OR SERVICES





**1. WEBSITE**

**2. FACEBOOK**

**3. INSTAGRAM**

**4. TWITTER**

**5. TIKTOK**

**6. NEWSLETTER**

**7. CALENDAR**

**Sign up** on our website.  
**RSVP** on our Facebook event.  
**Click** the link in our bio.  
**Join** us on Saturday.  
**Subscribe** to our newsletter.  
**Download** our calendar.

# CALL TO ACTION!

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EXAMPLES

## HOW?

**EXAMPLE**

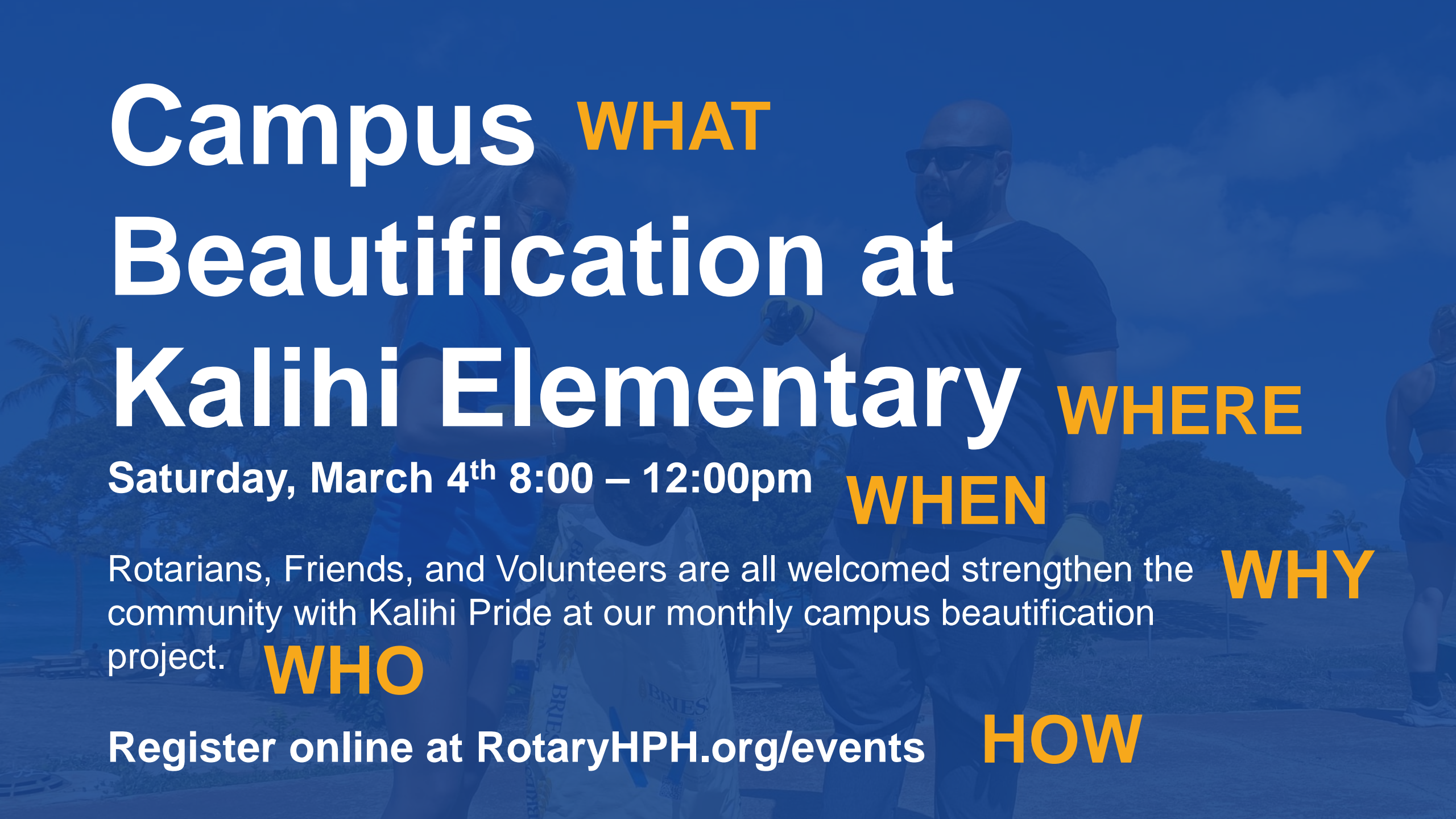


# Campus Beautification at Kalihi Elementary

**Saturday, March 4<sup>th</sup> 8:00 – 12:00pm**

Rotarians, Friends, and Volunteers are all welcomed strengthen the community with Kalihi Pride at our monthly campus beautification project.

**Register online at [RotaryHPH.org/events](https://RotaryHPH.org/events)**



# Campus **WHAT** Beautification at Kalihi Elementary **WHERE**

Saturday, March 4<sup>th</sup> 8:00 – 12:00pm **WHEN**

Rotarians, Friends, and Volunteers are all welcomed strengthen the community with Kalihi Pride at our monthly campus beautification project. **WHY**  
**WHO**

Register online at [RotaryHPH.org/events](https://RotaryHPH.org/events) **HOW**

# TIPS FOR AN EFFECTIVE MESSAGE

---

- KEEP IT SIMPLE
- CLEAR CALL TO ACTION
- FIND THE RIGHT IMAGARY TO MATCH THE MESSAGE
- MAKE IT SHAREABLE
- TAG OTHERS
- DO IT TIMELY



# WORK WITH THE END IN MIND

---

1ST  
ANNOUNCEMENT

2ND  
ANNOUNCEMENT

RSVP

EVENT

EVENT  
REMINDER

# WORK WITH THE END IN MIND

---



PLAN  
PROJECT

DEVELOP  
COMM PLAN  
WITH PUBLIC  
IMAGE

1ST  
ANNOUNCEMENT

2ND  
ANNOUNCEMENT



A laptop is open on a light-colored wooden desk. To the left of the laptop is a light green paper coffee cup with a white lid. The laptop screen is dark blue and displays white text. The background is a plain, light-colored wall.

## STEPS:

1. CREATE THE MESSAGE

**WHO** Members, Non-Members, Volunteers

**WHAT** Upcoming service project

**WHERE** Kalihi Elementary School

**WHEN** Saturday, March 4<sup>th</sup> 8:00-12:00pm

**WHY** Build pride in the Kalihi community,  
starting with the school

**HOW** Register online

A laptop is open on a light-colored wooden desk. To the left of the laptop is a light green paper coffee cup with a white lid. The laptop screen is dark grey and displays white text. The background is a plain, light-colored wall.

## STEPS:

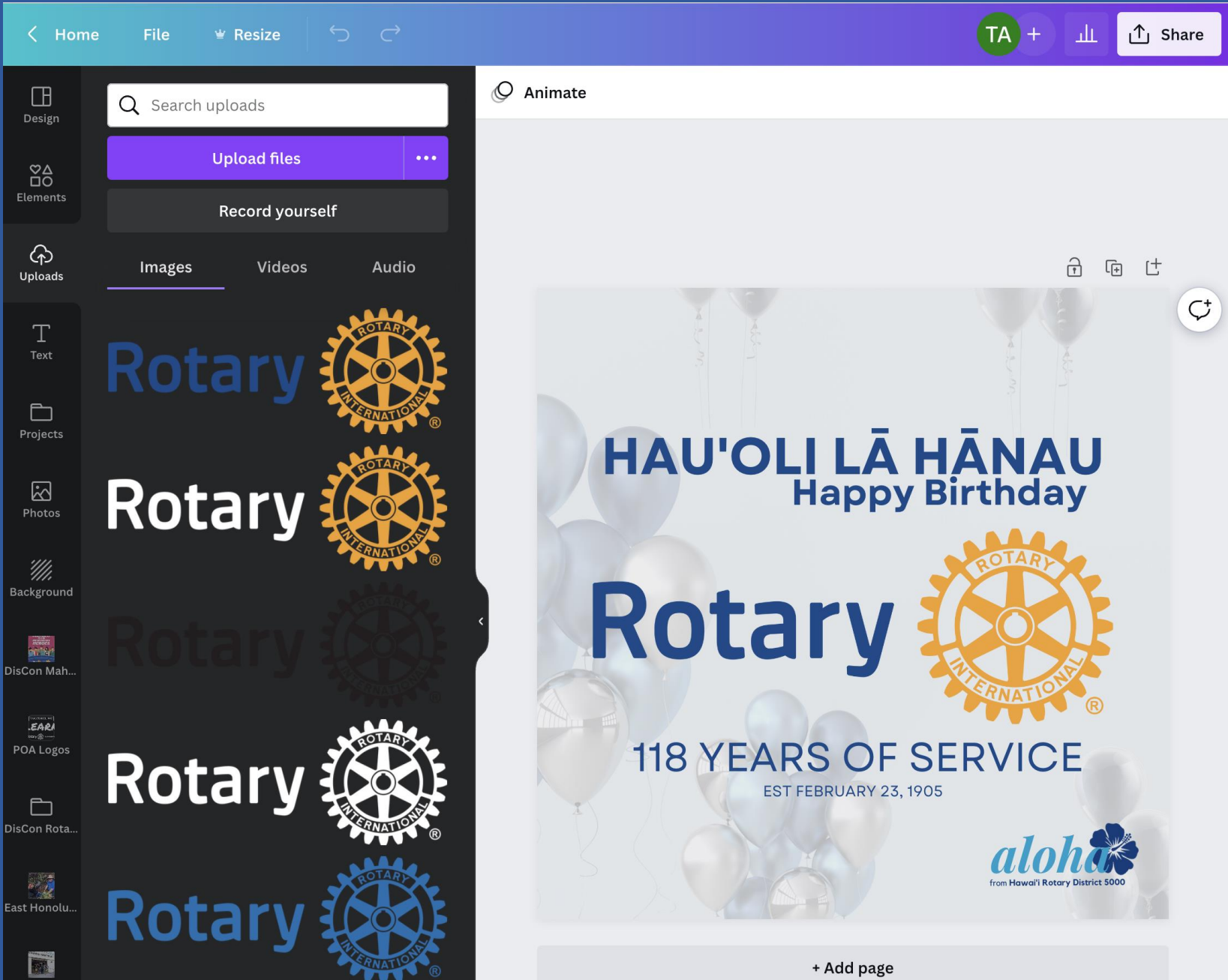
1. CREATE THE MESSAGE
2. DESIGN IT

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A photograph of a laptop on a wooden desk. The laptop screen displays a list of four steps in white text on a dark blue background. To the left of the laptop is a green paper coffee cup with a white lid. The background is a plain, light-colored wall.

## STEPS:

1. CREATE THE MESSAGE
2. DESIGN IT
3. SEEK FEEDBACK
4. POST IT

A laptop is open on a light-colored wooden desk. The laptop screen displays a presentation slide with a dark blue background and white text. To the left of the laptop, there is a green paper coffee cup with a white lid. The background is a plain, light-colored wall.

## **COME UP WITH A COMMUNICATION PLAN & SCHEDULE**

- PLATFORM(S)
- FREQUENCIES
- CALL TO ACTION





## **AUTOMATE THE PROCESS**

- META SCHEDULER
- BUFFER
- ZAPPIER
- HOOTSUITE
- CANVA



**QUESTIONS**



# Training Schedule

**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

A person is holding a camera, and the entire image is overlaid with a blue filter. The text is white and bold, positioned in the lower half of the image.

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

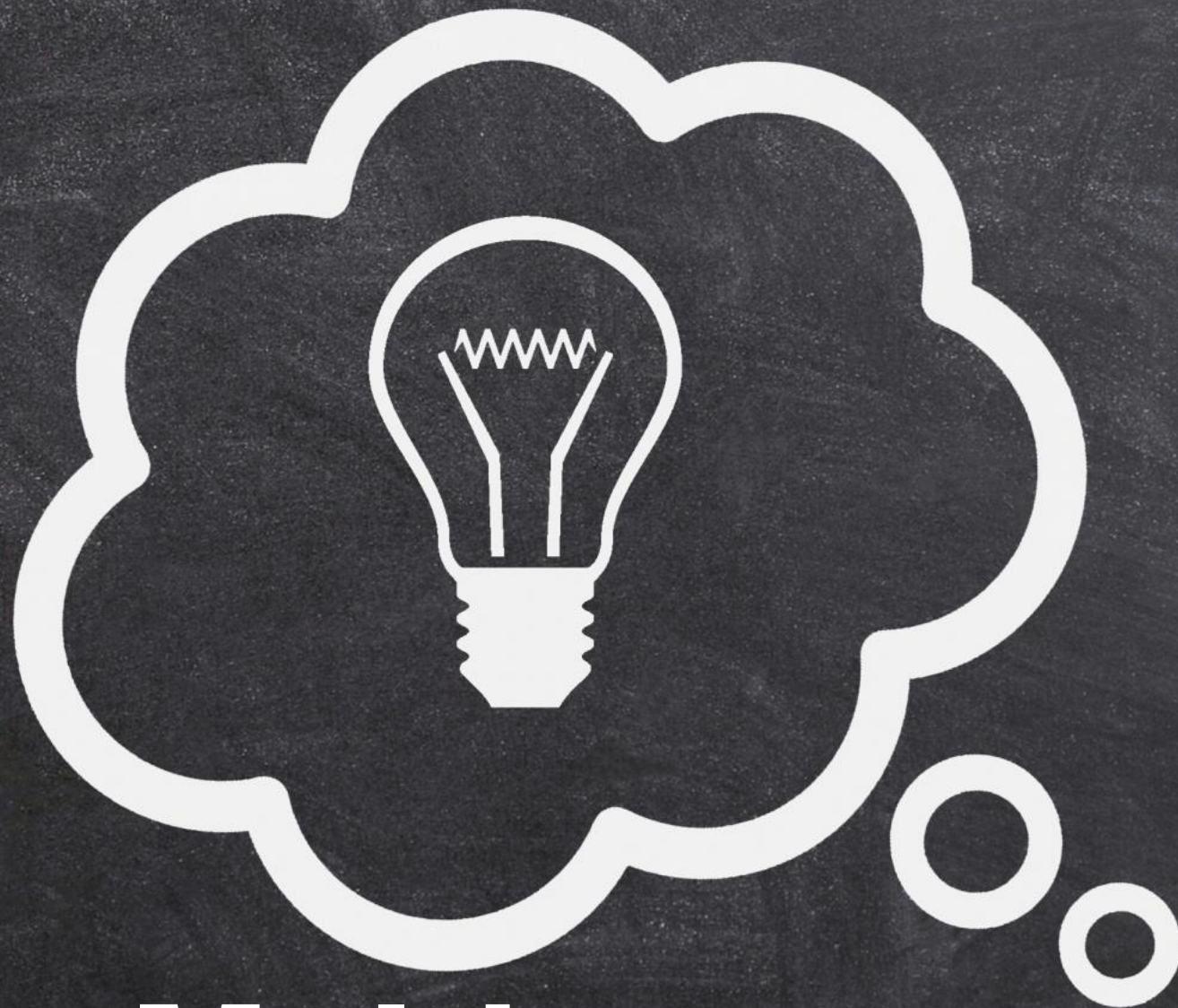


# Public Image Resource Team Visits





**Brand Compliance by  
June 30, 2023**



[ShareMyIdea.org](https://ShareMyIdea.org)