@HAWAIIROTARY

Hawai'i
Rotary
District 5000

# CAPTURING PEOPLE OF ACTION

ROTARYD5000.ORG/PUBLIC-IMAGE

# HAWAI'I ROTARY

## Capturing People of Action

## 3/6/2023

# INTRODUCTIONS

Hawai'i
Rotary
District 5000

# UPDATES

Hawai'i
Rotary
District 5000

# AGENDA

Hawai'i
Rotary
District 5000

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# CAPTURING PEOPLE OF ACTION

ROTARYD5000.ORG/PUBLIC-IMAGE

# INTRODUCTIONS

Hawai'i
Rotary
District 5000

# PUBLIC IMAGE RESOURCE TEAM

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

Hawai'i
Rotary
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YouTube.com/
@HawaiiRotary

# AGENDA

Hawai'i
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District 5000

1. What is POA?
2. Telling & *Showing*
3. Things to avoid
4. Taking great shots
5. Resources
6. Sharing your message

# WHAT IS POA?

# WHAT DOES ROTARY DO?

# TOGETHER, WE

CONNECT

END POLIO

INSPIRE

MENTOR

SAVE LIVES

EMPOWER

FIGHT HUNGER

LEARN

PROMOTE PEACE

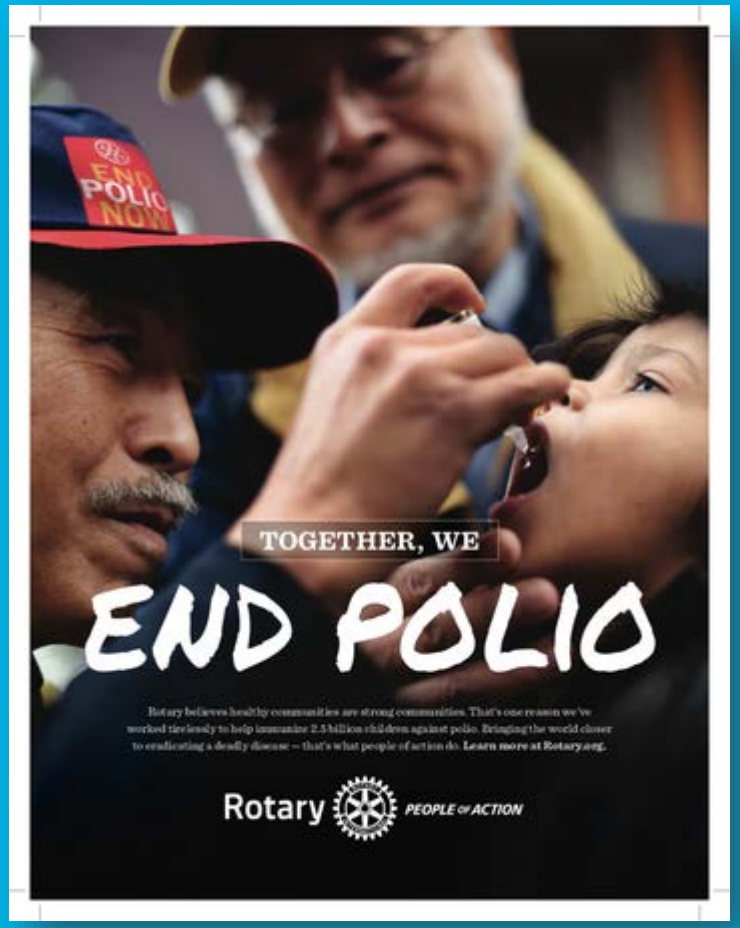
TRANSFORM

# POA

People of Action

The **People of Action** message provides a ***simple***, ***consistent*** answer to the question, "What is Rotary?" and rallies us around a single idea: ***telling*** — and ***showing*** — the world that **we are people of action**.

TOGETHER, WE
TRANSFORM
Rotary
PEOPLE OF ACTION


TOGETHER, WE
END POLIO
Rotary believes healthy communities are strong communities. That's one reason we've worked tirelessly to help immunize 2.5 billion children against polio. Bringing the world closer to eradicating a deadly disease -- that's what people of action do. Learn more at Rotary.org.
Rotary
PEOPLE OF ACTION

TOGETHER, WE
INSPIRE
Rotary
PEOPLE OF ACTION

TOGETHER, WE
CONNECT
Rotary
PEOPLE OF ACTION

TOGETHER, WE
PROMOTE PEACE
Rotary
PEOPLE OF ACTION

# POA

Tell your people of action story

In the **text** of your **ad**, **story**, or **social media post**, tell your People of Action story.

Keep it **short** but **informative** and **inspiring**.

# POA

Tell your people of action story

Offer **statistics** or other proof of **the difference you made**

What did **you** accomplish?

How did **your club's action** change lives?

# POA

Tell your people of action story

## Issue a **call to action**

# 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

# POA

Tell your people of action story

Issue a **call to action**

What do you **want people to do**? Donate, participate, or learn more

**Make it clear** what you want them to do.

# IMAGES

Use imagery that portray Rotary participants as people of action

Show **real-life**, everyday moments

Use images that have a ***sense of motion***

Show several people **working or connecting**, avoiding large group shots

Represent the **diversity of your club and community**.

# IMAGES

Use imagery that portray Rotary participants as people of action

# IMAGES TO AVOID

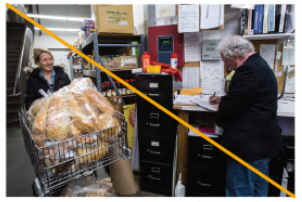
- Posed or looking directly at the camera
- Poor lighting
- Large groups
- Lack of focal point
- Back of heads
- Handshaking photos
- Single person

Posed or looking directly at the camera

Poor lighting

Large group pictures

Large group pictures

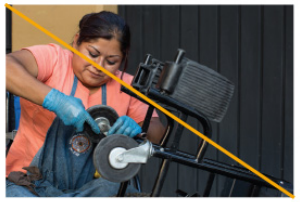

Lack of a focal point

Back of heads in photos

Handshaking photos

Handshaking photos

Single person


Single person

Flat perspective

Awkward angle

# GETTING READY

1. Clean your camera lens
2. Ensure ample storage space
3. Setup the camera
4. Test out your settings

Rotary
Ala Moana

# Taking great shots:

# Reels, Stories, TikTok

# Horizontal or Vertical?

# Everything else

# Take a variety of shots.

# Rule of thirds for framing shots .

# VIDEOS

# Video settings.

# 1080p | 30 fps or 4k | 24 fps

# External microphone.

# Tripod

# EXAMPLES

# RESOURCES

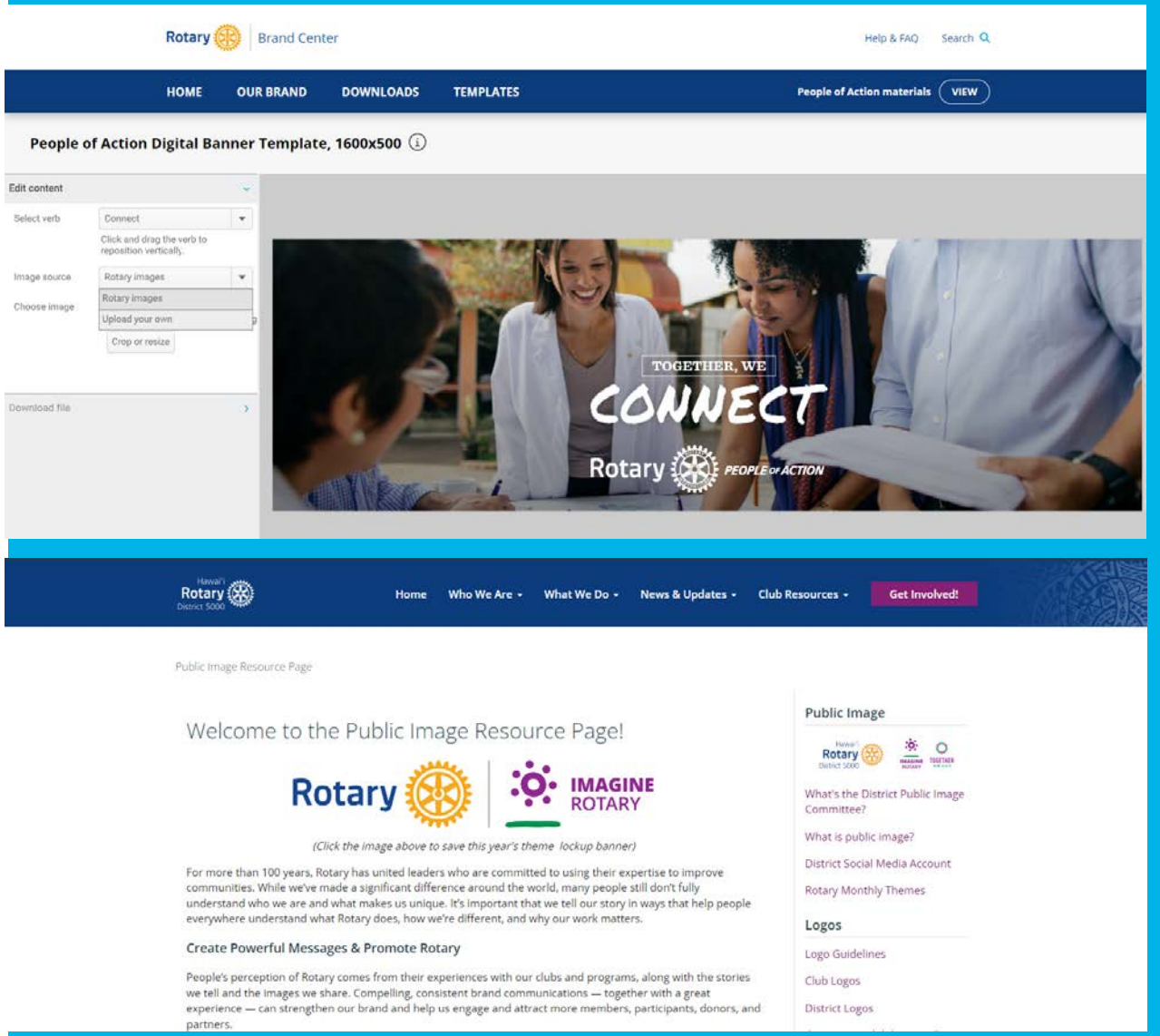
[Brand Center]

[District PI Resource Page]

RotaryD5000.org/public-image

[Rotary Learning Center]

[POAphotos.com]



# RESOURCES

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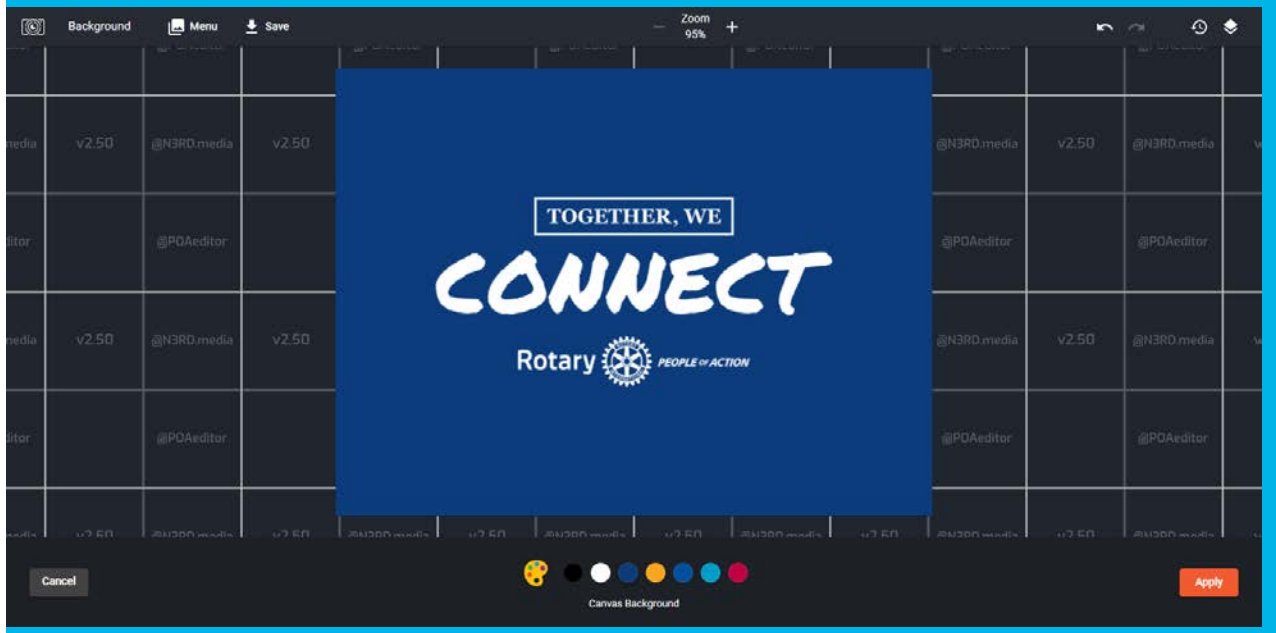

**RECAP:**
1. Take proper POA photos and videos
2. Tell the story
3. Identify the call to action
4. Develop your ad, story, or post
5. Post and share!

# QUESTIONS

# Training Schedule

**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 30th

# Public Image Resource Team Visits

# Brand Compliance by June 30, 2023

ShareMyIdea.org

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