

# PUBLIC IMAGE CHECKLIST

TASKS		✓	WEEKLY		✓	MONTHLY		✓
1	CREATE PUBLIC IMAGE COMMITTEE		club	1		1	UPDATE CLUB'S WEBSITE	
2	DEVELOP PUBLIC IMAGE ACTION PLAN			2		2	UPDATE FACEBOOK PAGE	
3	SCHEDULE PUBLIC IMAGE TRAINING			3		3	PUBLISH CLUB NEWSLETTER	
4	ATTEND PUBLIC IMAGE TRAINING			4		4		
5	COMPLETE BRAND AUDIT			5		5		
6	TAKE INVENTORY OF PI MATERIALS		community	1		1	PUBLISH SOCIAL MEDIA POST	
7	DEVELOP A MEMBERSHIP CAMPAIGN			2		2		
8	CREATE A POA CAMPAIGN			3		3		
9	WRITE A STORY PROMOTING CLUB			4		4		
10	SUBMIT PRESS RELEASE (X2)			5		5		
11	REVIEW LEARNING CENTER		international	1		1		
12				2		2		
13				3		3		
14				4		4		
15				5		5		
16			youth	1		1	PUBLISH SOCIAL MEDIA POST	
17				2		2		
18				3		3		
19				4		4		
20				5		5		
21			vocational	1		1		
22				2		2		
23				3		3		
24				4		4		
25				5		5		

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**Resource Page:** [RotaryD5000.org/Public-Image](http://RotaryD5000.org/Public-Image)


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