

PUBLIC IMAGE CHECKLIST

TASKS			✓	WEEKLY			✓	MONTHLY			✓
1	CREATE PUBLIC IMAGE COMMITTEE	club		1	POST MEETING DETAILS			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			

Email: PublicImage@RotaryD5000.org

Resource Page: RotaryD5000.org/Public-Image

  @HawaiiRotary  @RotaryD5000

Rotary
District 5000

