Best Practice Newsletter:
AUDIENCE AND BRAND

Rotary District 5960

The "Why" of Public Image

Public image can be used to expand public knowledge on Rotary and what we do. This increase in knowledge can be used to further our mission and to create positive impacts on our communities.

Target Audiences

Defining your club's audience can provide clarity and focus across public image efforts. When we know who we are trying to target in each of our actions, we can pick more specific ways to reach them and better shape the way we tell stories, where we post things, and more. For example, younger target audiences may be on social media like TikTok whereas older ones may be on Facebook more. When identifying a target audience you should keep the following in mind: What are some characteristics that fit well with your club, when is the audience available, and how do you reach them. Keep in mind that a singular club can have multiple target audiences, each differing in how they can be reached.

A great way to determine target audiences is to think up personas of possible members. These can be analyzed to better direct PI efforts.

A target audience doesn't just include future members. It can also be potential sponsors, other organizations/employers you would like to work with, and your current membership.

1

Best Practice Newsletter:
AUDIENCE AND BRAND

Rotary District 5960

Defining Your Brand

A club's brand can be anything from who its members are, its name, the meals provided at its meetings, where the meetings are held, the speakers it has, events, to social media and news articles. In this way, branding is important for internal and external audiences and helps them understand the clubs missions and stay engaged. Being purposeful about these kinds of things and how we advertise them can help to create a stronger and purposeful brand. Another way to strengthen our brand is to pick a couple areas of focus to continually highlight. These focus areas can eventually become associated with your club.

Telling a Story

When telling a story, one should keep in mind the target audience along with the message they're trying to portray. It is also important to be mindful about creating an interesting and engaging story. This can be done by keeping stories concise and quick (30 seconds), adding pictures with people of action, and combining statistics with emotional personal anecdotes to show the effects of what you do.

Keep in Mind

Remember to get permission before using someone's story or using pictures of them.

Tying the Concepts Together

Target audiences, brand, and storytelling all work together. Your audience and ideas for brand should impact what events you do and how you tell a story.