Web Assets for Stillwater Sunrise Rotary Public Image Activities – 5/23/21

I.   Public Image Website Section (Done)

To help club members access public image support for their projects, events and initiatives (PIE), we'll create a section on the website with these resources:

- A checklist for tasks and assignments for public image efforts to support the PIE
- An online form for members to identify their PIE to the SSR board, and to request budget (for public image and other PIE expenses)
- An online form for members to submit a prototype "news" posting for distribution on social media and our website
- A Public Image activity dashboard
- A way to request publicity help

This Public Image section will be found under the About Us/Public Image tab. On the home page, there is a dynamic list of stories, a section with static content, and a navigation bar for the section. This navigation will include links to the resources listed above, and other pages as needed.

II. Publicity Checklist (ToDo as of 5/23/21)

The checklist will contain recommendations for public image success for a new PIE:

- Establishing a regular update cycle for social media, website and news releases
- Identify a team member to generate PIE content for social media, website and news releases, and respond to the resulting inquiries
- Plan appropriate types of advertising for the PIE, including social media promotion, web advertising, and local media advertising
- Identify a team member to write and place advertising
- Identify a team member to write and place stories with local media

III. PIE Notification and Budget Request Form (Done)

The online form to identify the PIE and request budget will be forwarded to the SSR board, once submitted. The form will request information such as:

- Team leader
- Date of event
- Title of event
- Description of event
- How the event supports SSR's mission
- Attendance estimate
- Strategy to manage liability risks
- Budget request
  - Social media promotion
  - Web advertising
  - Local media advertising

     o Event materials expense
     o Other event costs such as permits, law enforcement, catering, etc.

IV. **Online Form for Postings (Done)**

An online form will support the process of posting PIE information to social media and the website. The team member responsible for generating postings will enter the prototype information for the posting, and submit the form. The submitted form will be sent to four people:

- The club member responsible for postings to Facebook
- The club member responsible for postings to Instagram
- The club member responsible for postings to LinkedIn (if active)
- The club member responsible for postings to Twitter (if active)
- The webmaster

These members will adapt the prototype posting to their media, and post it. As responses come back through the various social media outlets, these members will return the information back to the team member that originated the posting, for action. It is recommended that the prototype posting generally direct our target audience to access detailed information and respond through our website, so that we can more easily manage communication traffic with our target audience. When people do respond, our forms should include a "How did you hear about us?" item.

Information collected and submitted by the online postings form will include:

- The submitter's name
- The name of the PIE being support
- A title for the post
- The body for the post
- Images or other attachments for the post
- Any date requirements (e.g., "hold until", "post before")

V. **Public Image Dashboard (ToDo as of 5/23/21)**
A page in the Public Image area of the website will display indicators to measure success on overall Public Image efforts. Possible items to track include:

- Website traffic (Done)
- Facebook traffic
- Instagram traffic
- LinkedIn traffic
- (and others)

VI. **SSR Calendar of Events (COE) (Done)**

The club maintains a detailed calendar of future events which can be referenced by link in postings:
https://stillwatersunriserotary.org/Events

Events that involve volunteer work, especially that suitable for non-members to join with club members, will be flagged with "Volunteers!" in the calendar heading for the event.

Past event activity remains accessible to members on the website, in the administration area. Periodically, as needed, members can access this archive to prepare summaries of past activity for board discussion, public image efforts, and such.

VII. **Requesting Help the Public Image Team (Done)**

We will add a link to the Public Image web area "Request Help from SSR Public Image Team". This will send an email to the chair of the Public Image Team