



# Let's do a quick "20 Question" Rotary Public Image Check-up!



## ❑ Are you using the right Rotary logo?



NO



OK

Rotary



BEST

- ❑ 2 Do you have a Communication Officer - OR can you draft a Social media member?
- ❑ 3 Do you post **action photos** on Facebook/Instagram/Twitter etc.? (FB has 2.8B users)
- ❑ 4 Do you have an e-mailed newsletter—or a paper one—or both?
- ❑ 5 Do you use DACdb for email?- hint: legal, free, and great metrics
- ❑ 6 Do you have a UP TO DATE website—hint: DACdb's websites build easy content for you and plays well with FB, PMail, calendar, etc.
- ❑ 7 Do you use Zoom, FB Live etc? Having people "attend" this way is better than not!
- ❑ 8 Do you tell the public BEFORE you do a project? ("Come help Rotary cleanup Route 77 tomorrow at 4pm," or "Come hear Mayor Webster speak at Rotary tomorrow" etc.)
- ❑ 9 Does your FB page have an "action shot" at top? Have CURRENT logo and/or this year's theme? Contact info for prospects? Frequent posts with action? Use the rule of thirds: 1 post with Service, 1 post re meeting, 1 post with fun, repeat.
- ❑ 10 Do you get content from: District FB page, RI FB Page, Newsletter?
- ❑ 11 Grow your FB: When you do a project with/for another organization, tag them, have them tag your posts, reciprocate; have members share and like, run a contest, etc.
- ❑ 12 Do you know what your local media wants? Who to call? When?
- ❑ 13 Do you have a designated spokesperson if an "issue" arises?
- ❑ 14 Consider a "private FB **group**" for club, & "public **page**" for outward facing info.
- ❑ 15 Is club meeting info correct in DACdb, also member pix and current contact info?  
Hint: Get info in DACdb anyou can print an EASY TO MAKE club directory!
- ❑ 16 Are you reading the emailed District Newsletter and sharing/copying?
- ❑ 17 Are you sending info to the district to put in Dist Newsletter?
- ❑ 18 Do you pass out Four-Way Test coins to guests/speakers?
- ❑ 19 Have you visited the RI Brand Center:

<https://brandcenter.rotary.org/en-GB>

- ❑ 20 Do you need help? Call/email me: Wally Bloss, ARPIC, Wbloss@Gmail.com, 417-385-3996, your District Public Image Coord



Front

Back

**Do you want LOTS OF GREAT Rotary PI info:** <https://www.rizon30-31.org/resources/rpic/>