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

☐ **Are you using the right Rotary logo?** NO OK Rotary Club of Okksarmo BEST

☐ 2 Do you have a Public Image Officer - OR can you draft a Social media member?

☐ 3 Do you post **action** photos on Facebook/Instagram/Twitter etc.? Rotarians are people of action! Instead of a check presentation photo, have a pix showing what the $ supports.

☐ 4 Do you have an e-mailed newsletter—or a paper one—or both? Send to prospects?

☐ 5 Do you use or DACdb for email?- hint: legal (CAN-SPAM law), 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 Club Logo instead of RI Masterbrand? (See above)

☐ 8 Do you invite the public BEFORE you do a project? "Come help Okksarmo Rotary cleanup Rt. 75 Friday 8AM," or "Come hear Mayor Smith at Okksarmo Rotary on Tuesday"

☐ 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 a group, 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 members, & "public **page**" for outward facing info.

☐ 15 Is club meeting info correct in DACdb, member pix. Hint: EASY TO MAKE directory!

☐ 16 Are you reading the District Newsletter and sharing/copying? (please)

☐ 17 Are you sending info to the district to put in District Newsletter?

☐ 18 Who has login/passwords/control of FB, Twitter etc.?

☐ 19 Have you visited the RI Brand Center – lots there:
https://brandcenter.rotary.org/en-GB

☐ 20 Do you need help? Call/email me: Wally Bloss, DPIC/ARPIC, Wbloss@Gmail.com, 417-385-3996

CREATE HOPE in the WORLD

Do you want LOTS OF GREAT Rotary PI info: https://www.rizones30-31.org/resources/rpic/

AGs: Help your club get in the District Newsletter!

Why:
 - Instill pride that they're being recognized—Rotarians are "People of Action"
 - Help other clubs say "we could do that"
 - Develop a bit of camaraderie (rivalry?) with other clubs

How:
 - Have them send me an email with the basics—Wbloss@Gmail.com
 - Put my name in their Facebook post comment—that way it will hit my feed and I'll grab it. Club can do that or you can!
 - Text to 417-385-3996

What:
 - Send me pix and names of new members
 - Use "Three Points" for social media posts
  1. Say what you did – what action did you take ("we made 100 food bags")
  2. Offer statistics or proof of the difference you made ("XYZ School has 40% students on free lunch and need additional weekend food")
  3. Issue a call to action ("visit us at a club meeting or project")

Hints:
 - We can do a feature story also with notice for a "signature event" or "big story"
 - Suggest they use "Action photos" whenever possible on social media—if there's a project get people doing something. Do not use a photo of all of them lined up smiling at the end of the event—show them "in action!"

District Project Areas:
 - Get with me if you want to do a story re any of our district segments:
Eg: RYLA, Polio, Grants, DEI, Foundation, Leadership Academy, etc.

Rotary
District 6110
Public Image Chair

CREATE HOPE
in the WORLD