



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



## ❑ Are you using the right Rotary logo?



- ❑ 2 Do you use **Club Logo** instead of RI Masterbrand? (See above)
- ❑ 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 club email?- hint: (CAN-SPAM law), great metrics
- ❑ 6 Do you have a UP TO DATE website—hint: DACdb websites build easy content for you and plays well with FB, PMail, calendar, etc.
- ❑ 7 Do you have a Public Image Officer - OR can you draft a Social media member?
- ❑ 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 club logo? 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, are there member pix?
- ❑ 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, Instagram, 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



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