Social Media key Points:

* + Remember that social networking is about building relationships.
  + Social media content reflects your organization, so design yours to draw interest, and be genuine, conversational, and fun.
  + Designate someone to maintain your social media accounts.
  + Rotary members are people of action, so be sure your images show members taking action, not just posing for photos.
  + Post often to keep your connections engaged.
  + What social media platforms does your club use?
  + What types of posts get the most activity?
  + How often does your club post on these platforms?
* Public Image key Points:
  + Strengthen your club’s impact by making your community aware of the work you’re doing.
  + Develop a communications plan that promotes your club’s activities to an array of media contacts.
  + Share photos and information on social media.
  + Use Rotary’s Brand Center to find media-ready materials and templates (e.g., event flyer, press release, brochure).
  + Be ready to tell your Rotary story and answer questions from community members.
  + Has anyone organized a public image campaign before? If so, what did that entail?
  + How are you currently promoting your club?
  + What are some public image challenges facing your club?
  + How often do you update your club website and post on social media?