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?