




WEB PRESENCE ASSESSMENT

People who are curious about Rotary or the clubs in their area will likely search for information online. What they find will either end their interest or inspire them to learn more.

District public image chairs can use this checklist to assess factors that will affect someone's impression of Rotary, or they can share the list with club public image chairs to assess on their own. You can also tailor this list to meet your needs.

CLUB NAME	
ONLINE PRESENCE	
	YES/NO
Does the club have a website?	
Does website appear prominently in an online search?	
Have any news articles about the club appeared in the media in the past 12 months?	
CLUB WEBSITE	
Does the website use a club management system ? If yes, which one (ClubRunner, DaCdb, independent, etc.)?	
Does the homepage display the correct club logo?	
	
Do the Rotary logos used throughout the website comply with the guidelines in the Brand Center?	
Does the website link to the district website?	
Does the website link to Rotary.org and My Rotary?	
Does the website clearly show the club meeting information (time, date, location)?	
Do the meeting locations on the website and on all social media pages match?	
Does the website have a "Contact us" link or clearly display the information someone would use to do so (name, phone, email)?	
Does the website have separate pages for members and for the public?	
Does the homepage contain information about or links to stories about club service projects, fundraisers, and global grant-funded projects that demonstrate the impact in the communities it serves?	
Does the homepage have an "About us" link?	
Does the homepage link to the club's and Rotary International's social media pages (Facebook, Instagram, etc.)?	
Does the homepage have a list of upcoming events or link to an event calendar?	
Does the homepage provide a link to the club newsletter or a subscription button?	
Is all of the information on the site current?	
Do all the links on the site work?	
Are there photos or stories showing the club collaborating with Rotaract and Interact clubs?	
Does the club use People of Action materials in its site content?	
Is it clear how to get involved if the person visiting the website is interested?	
SOCIAL MEDIA PRESENCE	
Does the club have a Facebook page or other social media presence?	



Does the Facebook page appear prominently in an online search? In a Facebook search?	
Is the cover image brand compliant?	
Does the “About” section include a city, contact name, email, or phone number?	
Does the “About” section link to the club’s website?	
Have there been new posts within the past month?	
Does the page display the correct club logo?	
Does the page clearly show the meeting information (time, date, location)?	
Does the page contain a link to the club’s website?	
Does the page contain images of club activities that use the People of Action approach?	
Does the page promote the club’s service projects, fundraisers, and global grant-funded projects?	
Has the page shared posts from Rotary International and its district within the past 30 days?	
Does the page allow direct (private) messages from users?	
Does the page include videos?	
Does the page use the hashtags associated with larger Rotary initiatives?	
Does the page include the presidential theme logo? (Note: it should not)	
Are People of Action materials used on social media?	

If the club has other social media accounts, list the account information and URLs below. Answer the same questions as in the Facebook section for each social media account to get a full picture of the club’s online presence.

Club Instagram account name:	
Club LinkedIn account name and URL:	
Club Twitter account name:	
Club YouTube account and channel name:	
Other social media accounts:	

Completed by: (contact information)	
Evaluated by: (district officer)	
Date received by district:	
Club public image contact:	

Additional comments:	
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RESOURCES

- [Brand Center](#)
- [Guidance for club websites](#)
- [Your Logos at a Glance](#)
- [Rotary’s Action Plan](#)
- [Strategic Planning Committee message](#) (My Rotary sign in required)
- [Public relations page](#)