



Assisting Clubs with the Creation  
of Rotary *People of Action* Ads

1. Meet with the club's Public Image Committee.
2. Ask them to identify their signature project.
3. Get them to give you as much detail about the project as possible.
4. Work with them to write one or two sentences about the project, emphasizing benefits.
5. Sign in to my [rotary.org](http://rotary.org)
6. Go to "Manage" and under Brand Center, click on Ads.
7. Scroll down and under People of Action, click on "Learn More."
8. This opens the "Toolkits" window.
9. Under PEOPLE OF ACTION, click on "Create Your Own."
10. Click on "PEOPLE OF ACTION FACEBOOK POST" to create an ad suitable for placement on Facebook.
11. Read the text under DESCRIPTION (At least the first time you do this) then click on "CREATE."
12. Now select the language you will be using from the pull-down menu in the upper right.
13. Choose the verb you wish to use from the list in the next pull-down menu (Inspire, Connect, Transform, etc.)
14. Choose a preset or custom image. It is recommended that you choose one of the preset images for simplicity and quality.
15. Click SAVE.
16. Type a name for your Facebook Post, then click OK.
17. A new window will open.
18. Refresh your browser.
19. Click on DOWNLOAD next to the file format you want. (PDF, JPEG, or PNG)
  1. JPEG is usually best for web use.
  2. PNG is a good choice to insert in WORD documents and PowerPoints. PDF is usually best for print.
20. Check the "I have acknowledged this message" box
21. Click DOWNLOAD.
22. Post to Facebook or other social media site
23. Write your copy with your word processor, proofread, then add to your Facebook post.