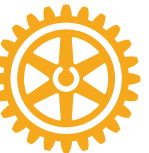




PUBLIC IMAGE BASICS

District 6360 Training, December 15, 2022



**IMAGINE THE POWER
OF SPEAKING WITH
ONE VOICE**

WHAT WE'LL COVER

Just the Basics...

AGENDA

- 5-5:05pm Welcome, Intros & Agenda
- 5:05-5:10pm What is the Rotary Public Image and are we in alignment?
- 5:10-5:40pm Public Image Outreach & Tools (MyRotary, Websites & Social Media)
- 5:40-6pm Q&A

WHAT PEOPLE SEE



WHAT THEY NEED TO SEE



INCLUDE DEI



ROTARY LOGOS

Rotary
Club of Derby



ROTARY CLUB, DISTRICT, ZONE

Examples



PUBLIC IMAGE OUTREACH

OUTSIDE VOICE	Activities, Club Overview, Contact Info, News			
	Website	Facebook	Instagram	SnapChat
INSIDE VOICE	Member Info, Tools, Training, Updates			
	DacDb	Emails	Texts	

ROTARY BRAND CENTER TOOLS

- Training Attendees: https://docs.google.com/spreadsheets/d/1BXHDJOj5leoNnZzOgrigdcwuk_7TwfZL5UFb4X_rxhA/edit?usp=sharing
- MyRotary: <https://my.rotary.org/en>
- Brand Center: <https://brandcenter.rotary.org>
- Templates: <https://brandcenter.rotary.org>
- Websites: <https://dacdb.com/SecLogin3.cfm> (Easy & Beautiful, Word Press, etc)
- Facebook Tips: <https://www.facebook.com/help/104002523024878>



QUESTIONS