

District 6910 Public Image Updates

November 2021

2021-2022

PUBLIC IMAGE CITATION

**DEADLINE
EXTENDED**

**FINAL DEADLINE TO REGISTER IS
NOVEMBER 30**



Zone 34 P.I. Citation

So far, 21 clubs from District 6910 have registered to participate in this year's Zone P.I. Citation by completing the first task of the year. Originally, the zone P.I. Team said that the first three tasks must be completed by September 30, but they recently announced that this deadline has been moved back to November 30. So, it's not too late for your club to get on board. To do so, it will be important that the monthly tasks for July, August and September be completed by this new deadline. Click the links below to visit each task:

- ▶ July: [Registration & Social Media Audit](#)
- ▶ August: [Public Image Plan](#)

- ▶ September: [Content Calendar](#)

Once those are completed, simply watch for the monthly tasks and complete them accordingly. The following webinars have been Archived for your convenience at the following links:

- ▶ [Public Image Boot Camp](#)
- ▶ [Navigating the Public Image Citation](#)

On Page three you will find a chart that shows the progress of each club, as of October 20.

District 6910 P.I. Citation

The District 6910 Citation has only one deadline and that is April 7. Your club's final

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District 6910 Public Image Updates

District P.I. Citation

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completed checklist should be submitted to the District Public Image Committee by April 7 (or two weeks before District Conference).

Following are the links to the District P.I. Citation and the Submittal Form:

- [D6910 PI Citation Outline](#)
- [D6910 PI Citation Final Submittal Form](#)

Keep in mind that the zone and the district citations are separate and not connected in any way. We look forward to recognizing as many clubs as possible at the **GOGREEN**ville District Conference in April.



**PUBLIC IMAGE
SOCIAL MEDIA
VIDEO
GRANTS**

Video Grants

While making a video can be complicated, they can also be very simple. For the purposes of effective social media videos that get attention and increase engagement, often times the best rule of thumb is: "the simpler the better!"

In the coming weeks and months, we would like to encourage Rotary clubs in the district to use video in their social media planning and implementation. For that purpose, we have initiated a short-term grant program to incentivize clubs not only to use video but boost the post so that more people will see it.

In the November District 6910 Newsletter, a link is provided to a Social Media Grant Application

form that outlines the step-by-step procedure for the application and implementation process as well the criteria for the video to be boosted.

A total of ten grants at \$100 each are available for this initiative, and the funds will be awarded to clubs that successfully meet the criteria on a first come, first served basis. Once the grants are awarded the application period will end. If this experiment is successful, there is a good chance we might do it again in the future.

Remember, while it's ok to use a lot of fancy cameras and high tech editing software, simple videos shot and edited on a simple smart phone can be just as effective in engaging your audience and stimulating a call to action. Good luck!

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Zone 34 Public Image Citation Club Status Chart for District 6910

Information compiled on October 20, 2021.

ClubType	District	Club Name	Audit	PI Plan	Calendar
Rotary	6910	Banks County (82773)			
Rotary	6910	Canton (4156)			
Rotary	6910	Cartersville (4157)			
Rotary	6910	Clayton (4158)			
Rotary	6910	Covington (4160)			
Rotary	6910	Dalton (4162)			
Rotary	6910	Duluth (24211)			
Rotary	6910	E-Club of the South, District 6910 (84514)			
Rotary	6910	Forsyth County (Cumming) (4164)			
Rotary	6910	Greene and Putnam Counties (25193)			
Rotary	6910	Gwinnett County (4166)			
Rotary	6910	Gwinnett Mosaic (82551)			
Rotary	6910	Hartwell (4169)			
Rotary	6910	Jasper (26509)			
Rotary	6910	Lake Chatuge/Hiawassee (30421)			
Rotary	6910	Lanier-Forsyth (53386)			
Rotary	6910	Peachtree Corners (Gwinnett County) (4176)			
Rotary	6910	South Hall County (23179)			
Rotary	6910	Sugarloaf (4180)			
Rotary	6910	The Classic City of Athens (4154)			
Rotary	6910	Towne Lake (84392)			

Even if your club has done nothing yet, it is not too late. Get a plan together and get started!

MONTHLY ROTARY ACTION PHOTOS

DON'T FORGET

SUBMIT YOUR BEST PHOTOS BY THE FIRST OF THE MONTH

Submit your project and event photos from the preceding month by the first of the month to: PIDISTRICT6910@GMAIL.COM