



CHECK US OUT ONLINE!

#LWRrotary

# WHY IS THIS RELEVANT?

Rotary



JAN  
2019

## DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL  
POPULATION



**7.676**  
BILLION

URBANISATION:

**56%**

UNIQUE  
MOBILE USERS



**5.112**  
BILLION

PENETRATION:

**67%**

INTERNET  
USERS



**4.388**  
BILLION

PENETRATION:

**57%**

ACTIVE SOCIAL  
MEDIA USERS



**3.484**  
BILLION

PENETRATION:

**45%**

MOBILE SOCIAL  
MEDIA USERS



**3.256**  
BILLION

PENETRATION:

**42%**

# COMMUNICATION TOOLS

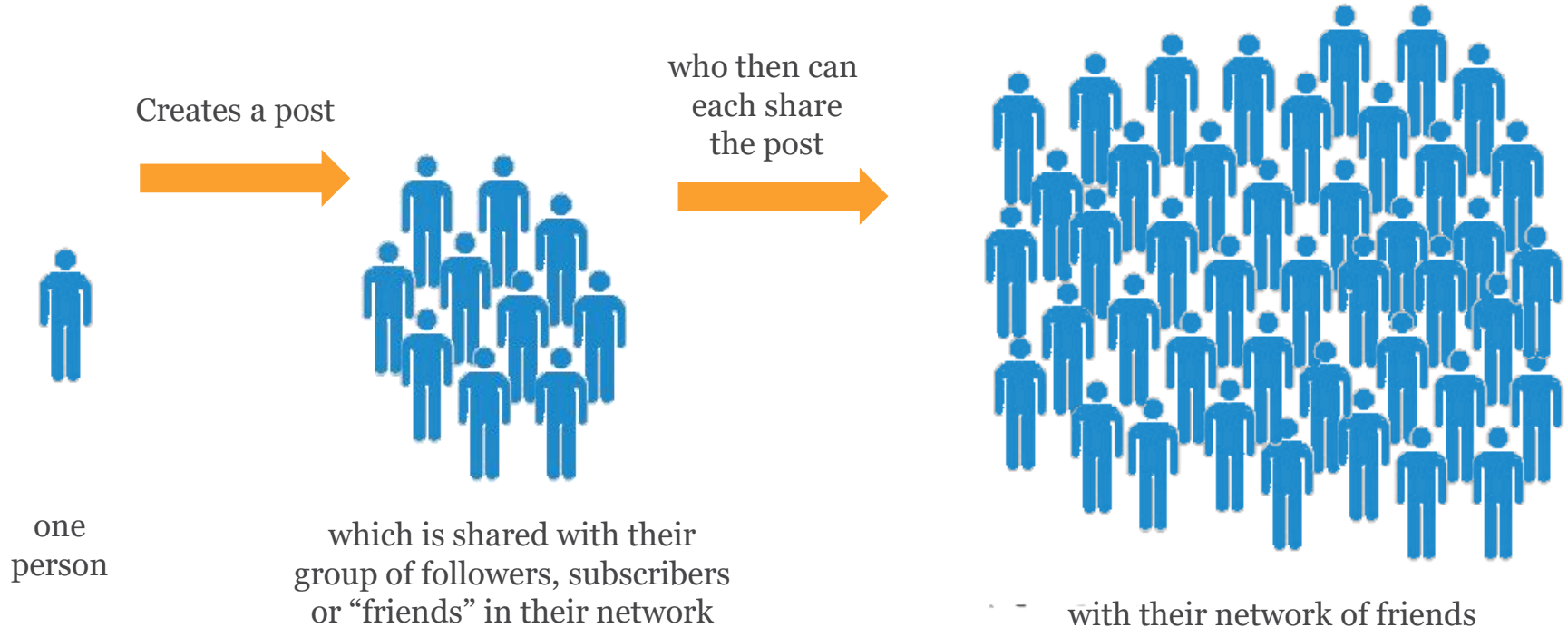


- Social Media
  - Facebook
  - Twitter
  - Instagram
- Website (club & district)
- Newsletters
- DACdb
- myrotary.org (member center)



# THE POWER OF SOCIAL MEDIA

## The Multiplier Effect



# FACEBOOK

# Rotary



- Promote Events
- Sell tickets and raise funds
- Over 2.41 BILLION users
- Targeted marketing
- Like, Follow, Share



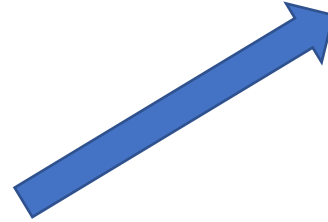
@RotaryClubofLakewoodRanch

# INSTAGRAM

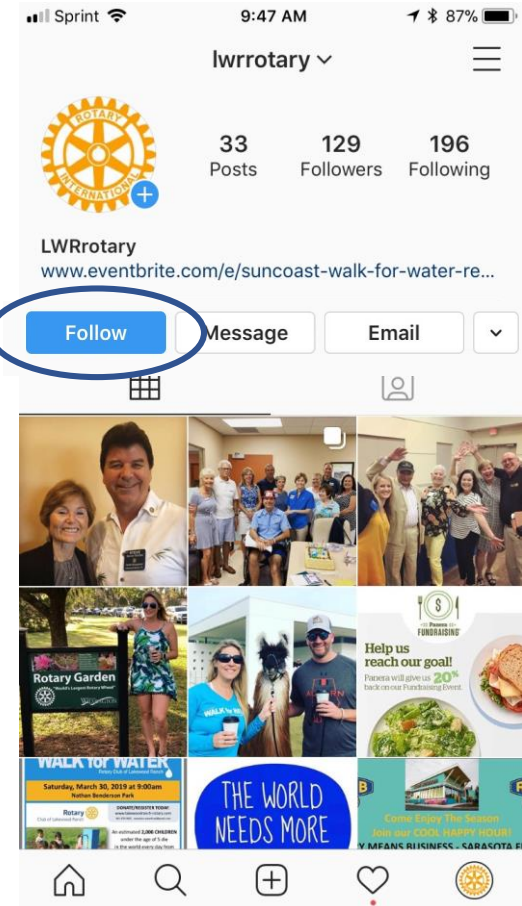
# Rotary



- Popular for photo sharing
- High use of hashtags
- Younger audience



# LWRrotary





# TWITTER

# Rotary



- Current LIVE news
- Trends
- Find and share stories
- Set notifications
- Search hashtags

## @Rotary\_LWR





# Rotary



## Club of Lakewood Ranch

### MEETING LOCATION

Thursday - 12:15 PM

**From Aug. 8 to Sept. 26 at Tara  
Golf and Country Club (then back  
to Lakewood Ranch Golf and  
Country Club)**

6602 Drewrys Bluff  
Bradenton, FL 34203

[Map It](#)

### Mail:

Rotary Club of Lakewood Ranch

8344 Lakewood Ranch, #409

Lakewood Ranch, FL 34203-6017



### WELCOME TO THE ROTARY CLUB OF LAKEWOOD RANCH!

At Rotary, we believe in the 4-Way Test. We are compassionate, generous, accomplished and we believe in "Service Above Self." We are a global organization bringing together 1.2 million Rotarians supporting humanitarian efforts around the world. Rotary accomplishes this through the actions of its members and their local connections to solve problems through district and global projects in six areas of focus. We champion community improvement, disaster relief, providing for clean water, saving mothers and children, supporting education, and growing local economies.

### CLUB EVENTS

September 05th  
Club Meeting

September 12th  
Club Meeting

September 19th  
Club Meeting

September 26th  
Club Meeting

[See more events](#)

# [www.lakewoodranch-rotary.com](http://www.lakewoodranch-rotary.com)



# NEWSLETTER

# Rotary



- Helpful Info:
  - Speakers
  - Meeting location
  - Important dates
- Forward the emails
- Share it on social media

Rotary

ROTARY CLUB OF LAKEWOOD RANCH

SEPTEMBER 5, 2019

THIS WEEK Susan will talk about our club's online tools, social media channels, and other Rotary resources, and demonstrate how members can become more engaged to assist our club in expanding it's online presence.

LAST WEEK President Christi held a club assembly. She invited fellow Rotarian, David Lusty, to share information about the 2020 RI Convention in Honolulu. There will be service projects, fellowship with other Rotarians, a district 6960 gathering, plenary sessions, a house of friendship with booths on various Rotary projects, clubs and related services, and much more—plus it's in Hawaii! [Click here](#) for more information and a registration link.

THANK YOU CHRIS FILS for your efforts to secure Raymond James as a Platinum Sponsor for the Wine Fest at \$8,000!

Event chairman, Steve, gave an update on the event, asking members to continue to seek out sponsorship opportunities and sell tickets. The restaurant spaces are sold out with 47 commitments.

POLIO SQUARES are on sale for \$10 each. The person with the winning square will receive a Paul Harris Fellow. See President Christi for details.

Human Trafficking Committee—After a year long hiatus, we want to re-establish our Human Trafficking Committee. We need input for fresh ideas to help our community with this difficult issue. If you are interested, please contact Sybil Porter [sporter@porterscs.com](mailto:sporter@porterscs.com). We hope to schedule a committee meeting in the next few weeks.

STEVE IS BACK! Last week Steve and Bobbie attended our meeting. It was great to see Steve and he showed off just how well his recovery is going by standing in as our Sergeant at Arms and collecting a LOT of happy dollars.

MEMBERSHIP COMMITTEE UPDATE: Paul Oakes passed out an outline of a mentor program that he put together and explained that the membership committee has a plan to improve membership retention. The committee meets monthly. Anyone interested in helping out can contact [Pam Schlueter](#).

HURRICANE DORIAN DISASTER RELIEF efforts are underway. Rotary has set up a Contributions Collector whereby contributions may be made either generally or earmarked for a specific state/island/RI district. A committee of Rotarians from the affected district will accept grant requests and determine where non-earmarked contributions are distributed. [Click here to download a contribution form](#). Supplies are needed immediately. Collections are being accepted via delivery or items can be purchased and shipped via amazon prime. [Click here](#) to learn more.

RI President 2019-20  
**MARK MALONEY**  
District 6960 Governor 2019-20  
**RICH KIRSCHNER**  
LWR Rotary President 2019-20  
**CHRISTI WOMACK VILLALOBOS**

Rotary  
Club of Lakewood Ranch

THE FOUR WAY TEST OF THINGS  
We THINK, SAY AND DO:  
**FIRST**  
Is it the TRUTH.  
**SECOND**  
Is it FAIR to all concerned.  
**THIRD**  
Will it build GOODWILL  
and BETTER FRIENDSHIPS?  
**FOURTH**  
Will it be BENEFICIAL  
to all concerned.

**SPEAKERS**  
**SEPTEMBER**  
5.....Rotary in the Online World  
Susan C. & Public Image Team  
Tara Country Club  
12.....Official Club Visit by  
District Governor Rich Kirschner  
Tara Country Club  
19.....Greg Cruz, President  
Streets of Paradise  
Tara Country Club

ROTARY CLUB OF LAKEWOOD RANCH | 8374 MARKET STREET #449 | LAKEWOOD RANCH, FL 34202

# WINE FEST WEBSITE

# Rotary



SUNCOAST FOOD & WINE FEST

HOME

SPONSORS

RESTAURANTS

EVENT INFO

GALLERIES ▾

ABOUT ROTARY

BUY TICKETS

ROTARY CLUB  
OF LAKEWOOD RANCH  
**SUNCOAST**  
FOOD & WINE FEST  
Publix PRESENTING  
SPONSOR

Good Food, Good Drink,  
Good Cause!

Saturday, Nov 9th • Premier Sports Campus

[www.suncoastfoodandwinefest.com](http://www.suncoastfoodandwinefest.com)

# WINE FEST EMAILS

Rotary



Tickets to the 18th Annual Suncoast Food & Wine Fest are selling fast! Don't miss your chance to sample wines from around the world, paired with food from nearly 50 of the BEST local restaurants, like Sage, Pascone's Ristorante, The Capital Grille, and our exclusive VIP host - Sophie's at Saks.

## SUNCOAST FOOD & WINE FEST

**Saturday, November 9, 2019**

**Gates open at 1:00pm VIP opens at noon**

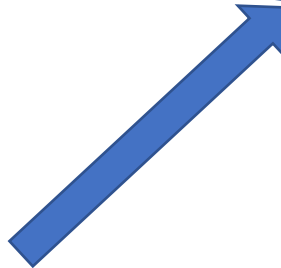
**Premier Sports Complex**

*Early Bird Discount Available Through September 30th!*

[www.suncoastfoodandwinefest.com](http://www.suncoastfoodandwinefest.com)

Proceeds from the event benefit charities in Manatee and Sarasota counties and other Rotary projects. This event has raised over \$1.8 Million to help others.

**BUY TICKETS**





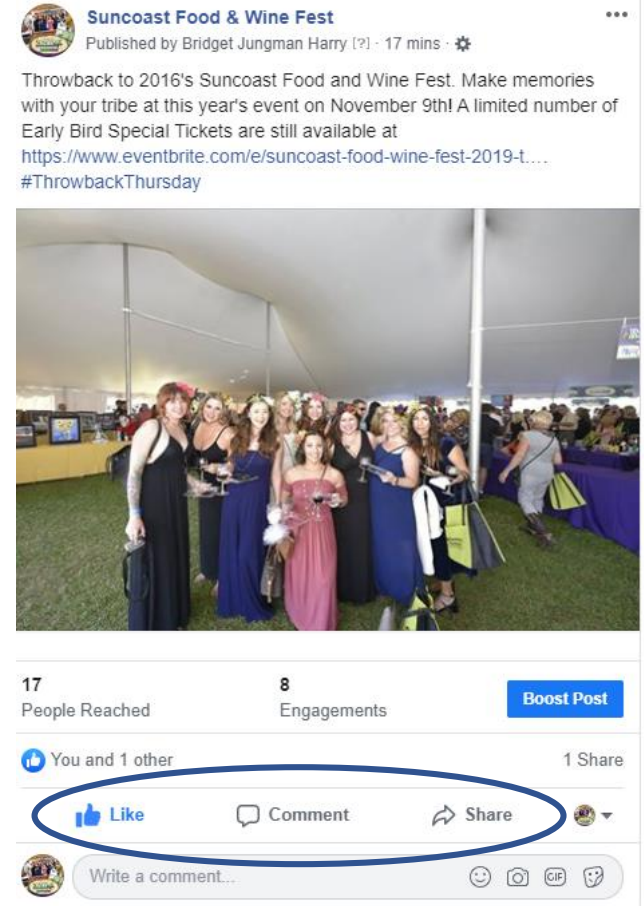
# WINE FEST FACEBOOK



- Share the posts
- Like the page/posts
- Comment
- Leave a 5 star review!



@Suncoastfoodandwinefest



myrotary.org



- Events
- Publications
- Learning Center
- Branding resources
- Club locator
- Discussion groups
- ...and more!

The screenshot shows the "My Rotary" member dashboard. At the top, there's a navigation bar with the Rotary logo, "My Rotary" text, and links for "Rotary.org", "Club Finder", "JOIN", and "DONATE". Below this is a secondary navigation bar with links: "Exchange Ideas", "Take Action", "Learning & Reference", "Manage", "The Rotary Foundation", "News & Media", and "Member Center". The main content area is titled "My Rotary Member Dashboard" and includes a welcome message: "Welcome to My Rotary, a place for members of Rotary to access tools and information to make your membership experience better." It also features two prominent buttons: "SIGN IN TO MY ROTARY" and "REGISTER FOR AN ACCOUNT". Below the text, there's a large image of a street in Honolulu with surfboards leaning against a wall, one of which says "HAFA ADAL & ALOHA FROM JALAPA PACIFIC 1998". The text "Aloha Rotary" is overlaid on the image, along with a link to "Say hello to Honolulu, home to the 2020 Rotary International Convention. Read more >". To the right of the image is a "Rotary Spotlight" section with a photo of two women and the text: "Together, we see a world where people unite and take action to create lasting change - across the globe, in our communities, and in ourselves. [Read more on our strategic plan >](#)". Below this is another image with the text "TOGETHER, WE CONNECT".

- District and Club database
- [www.m.dacdb.com](http://www.m.dacdb.com) (mobile)

**Sign In** [Request Event ezLink](#)

**User Name:**  (Usually your EMail address)

**Password:**  (Usually your RI MemberID or Last Name)

**Club Number:**  Not required ***unless*** you are an AG or District Officer

**Remember Me:** ☒ **DO NOT check this on public systems (e.g., libraries, internet cafes)**

[Login](#)

[Forgot Password?](#)

[Login HELP](#)

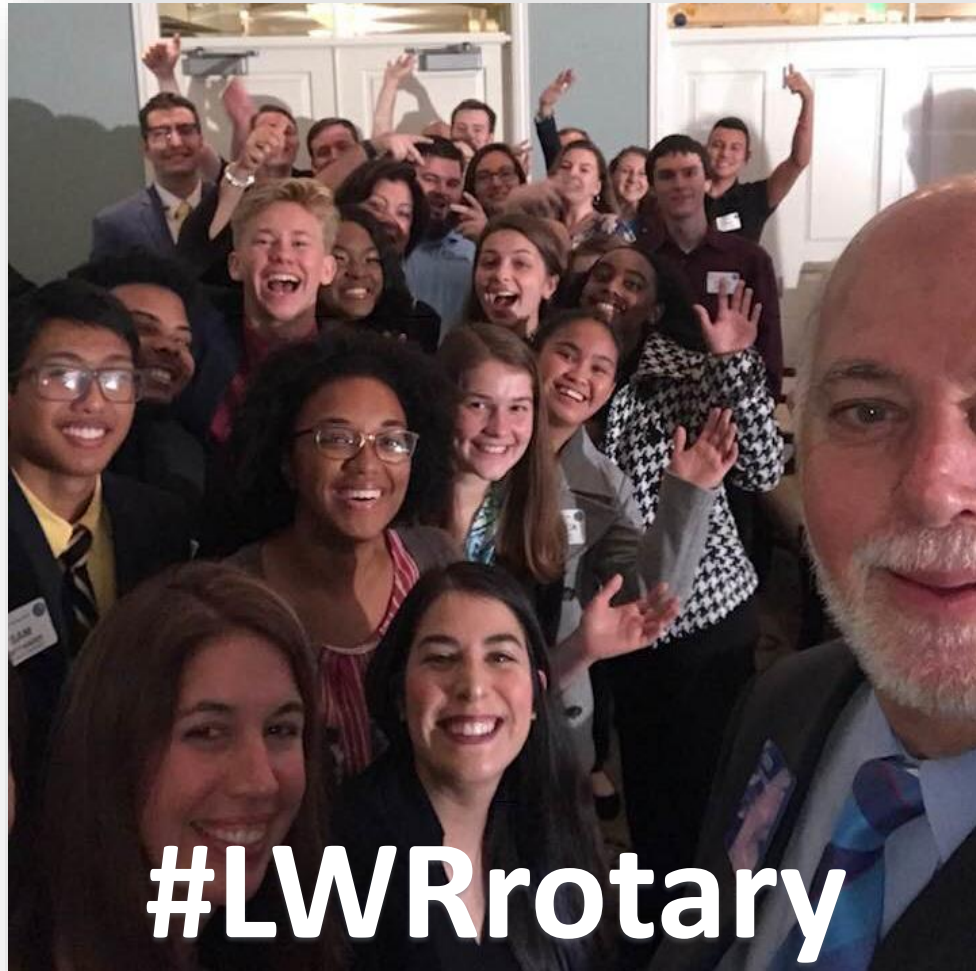
[www.dacdb.com](http://www.dacdb.com)



# QUESTIONS



# IT'S SELFIE TIME!



## #LWRrotary