

PUBLIC RELATIONS EFFORTS DURING THE COVID-19 PANDEMIC

By Ashley Waters, District PR/PI Chair

As we continue our efforts to stay at home and keep our communities safe, it is also an opportunity to take care of a few PR things and try something new. Here are a few tips and requests for Presidents and PR Chairs to consider:

First, consider reviewing your PR/Marketing Plan and social media efforts.

- Do a social media audit. What channels are you on? Where are you getting the most engagement? Do you want to add additional channels? Are you using it for internal or external purposes? How should they differ?
- Update your images to ensure you are on brand. Did you know that the blue and yellow wheel is no longer used? Find a full suite of logos and resources in Brand Center. I'm happy to help with this if needed.

Second, don't forget to showcase your

COVID-19 response efforts.

- Rotary is, and should be, a destination for service. Let the community know what you are doing. It may bring you potential Rotarians.
- Showcase how your club is able to support the community through virtual efforts. I know we all love our meetings, but we are adapting and having fun in the process.
- Join with other clubs in your area to share the power of Rotary. Do a combined press release or social media campaign. Even if we are apart, we are still #peopleofaction.

Lastly, there is still time to get some points for District Awards this year. The submission period is open until May with time to initiate or reengage some of your PR and marketing efforts.

Please continue to tag 7620 on social media so we can share your work and your updates. As always, I'm here to chat and to support.

ROTARY CLUBS USE ONLINE MEETING TOOLS

By Dick Foot, Carroll Creek Rotary

The Rotary Club of Carroll Creek conducted its weekly breakfast meeting on April 1 on-line, using the ZOOM app. 94 Rotarians joined in, coffee mugs in hand, following the traditional meeting agenda, complete with invocation, Pledge of Allegiance, and recitation of the Rotary Four-Way Test. Two Rotary member profiles were offered, and our fine master offered light-hearted bitcoin fines!

Club President Mike Moore announced our club has made financial grants totaling \$12,500 to the United Way's COVID-19 relief fund, the local small business relief fund, and a meals program for low-income children.

