

## BEST PRACTICES FOR PUBLIC IMAGE COORDINATORS

Do Good, Have Fun, Tell Someone

### Topics:

DACdb

DACdb Club Events

Gmail

Photography

Websites

Social Media/FB

District Newsletter

Other Media (newspapers, magazines, billboards) – Press Releases

RI Branding - the importance of getting Rotary's name out to the public. RI wants to enhance Rotary's public Image and Awareness

Club Projects

### DACdb

Make sure that your club has identified Public Image coordinator.

How to assign club positions in your club: Select "MY CLUB" blue tab, select "EDIT CLUB" on the right, select "POSITIONS" tab. Select the OrgYear you want to change. i.e. 2016-2017. This is where you edit the Club members' position(s). All club Members get added here by default. To assign a position to a Member click on the PENCIL icon to the left of the member name. That pops up the assigned position window. From here you can "clone last position" to next year if he is keeping the same job. You can also delete, edit or add a new position. If you add, it forces you into the next year, and finally select the positions from the box, then save. Every club should have a PI Coordinator.

### Club Events

Club fund raising events can be placed on the district calendar for all district members to see, join, sign up for, etc. Level 3 access allows clubs to place fund raising events on the District calendar. From your DACdb page, select calendar, add to "CLUB" calendar (not the district calendar), select event category as a "Club Fundraiser". As a fund raising event, it will display on the district calendar for all to see.

### Google G-Mail

Get a Google G-Mail account for the club.

Keep it simple like the name of your club. A good password is "Rotary and your club number. i.e. [GreenvilleBrunchRotary@gmail.com](mailto:GreenvilleBrunchRotary@gmail.com) with a password of "Rotary12345".

This is necessary so the account can be handed off and shared between presidents, members, and PI coordinators. Once your Gmail account is created, go in and add your president's email address as forwarding address. A Gmail account gives you access to YouTube to post your club videos, document storage and lots of other areas.

## **Photography**

Assign someone in your club to be your club photographer. Take photos of new member installations, fun community projects, interesting speakers, local community service activities, fundraisers, and more and post photos on your club website and your club Facebook page right away. Remember to tag members on all photos. Submit photos to your local newspapers.

## **Websites**

Should every club have one?

Cost of having a website

Who can design website - use the one offered through District Database

Important that website be easy to navigate

Contact Information - maybe officers and member listing

Important info on website -

- Name of Club

- Meeting Location, Date, Time

- Current RI Theme

- Links to social media

- Speakers

- Post Photos, Photos, Photos

## **Social Media -**

### **Facebook**

Use you Gmail address to create a Facebook account for the club.

Face Book Page vs. Group Page?

From here you can create a Facebook Page that enables organizations a public presence on Facebook. Pages are searchable and visible to everyone on the internet by default. For a small club, a Facebook page could act like a club website.

Facebook Group Page is the place for small group communication and for people to share their common interests. Create a Facebook group if you want to share information among members of your club. Make a group for your annual fundraiser and promote your clubs activities. Groups allow people to come together around a common cause, issue or activity to organize, express objectives, discuss issues, post photos and share related content. When you create a group, you can decide whether to make it publicly available for anyone to join, require administrator approval for members to join or keep it private and by invitation only.

#### Facebook Administration

Assign someone in your club to manage all your social media sites. Update the sites at least once a week! Ask everyone in your club to "Like" your club Facebook page and join the group. Share your pages and groups with others. Tag your members in all Facebook pages. All of their Friends will see it, and many "Like" the photos and your site.

Respond quickly to all club FB posts. Facebook Pages Manager is a great app for managing your club's Facebook pages from your smart phone.

You need at least 30 Likes to get administrative insights on how people are interacting with your club's Facebook page. Facebook impressions measure the number of times a post from your page is displayed, whether the post is clicked on or not. People may see multiple impressions of the same post. For example, a fan might see a Page update in News Feed once and then a second time if a Friend shares it.

Post Photos and tag, tag, tag

Schedule posts – best time to post is between 1pm – 3pm Monday – Friday.

Hoot Suite or like program? (Buffer, IfThisThenThat (IFTTT), etc.

Ice Bucket Challenge as example of effectiveness of FB

#### Twitter, Linked-In, Instagram

FB vs. Twitter: FB is for connecting with people you went to school with and Twitter is for people you wished you had gone to school with! FB is multi-purposed networking platform, allowing users to chat, post photos and notes; Twitter is limited to short 140 character messages (tweets)

Twitter hash tags, help people who are interested in your topic find your posts and Tweets.

#### **Rotary 7770 District Weekly Newsletter.**

Once a week the district sends out a newsletter of activities around the district. All clubs are encouraged to submit articles, photos, and up-coming events to the newsletter. When sending photos, please be sure to identify who is in photo. The information can be emailed to [Rotary7770News@gmail.com](mailto:Rotary7770News@gmail.com) where there is a dedicated team of district members creating the weekly publication. This publication is a "blog" generated by the District WordPress website [www.district7770.org](http://www.district7770.org) and is

only emailed to members who sign up. The sign up is handled through a mail champ account. Ask your club members to subscribe to the newsletter at <http://rotary7770.us5.list-manage.com/subscribe?u=5230880b04badeb1c79249348&id=7e519a0c49>

This publication is open and available to the public for people interested in what's happening in the district.

## **Media**

### **Press Releases**

Develop a media list for press releases and keep it current.

When creating deadlines for press releases and media advisories, work backwards from your event date.

Send out event-related press releases at least one month in advance.

Make sure the first sentences of a press release have the most important information: who, what, when, where, and why, and most importantly, why a reader should care. Most newspapers accept online or email submissions of press releases. Do a Google search for the newspaper, and look for tabs or links for submitting your news.

Email each press contact individually.

End each press release with the ### symbol, which means the end of your document.

Include a description or "boilerplate" at the end of your press releases to describe your club and Rotary International.

Add quotes to your press releases for color and additional information about your project or news.

Add your full contact information if you submit a press release by email.

If possible send a photo with your press release and be sure to identify people in photo.

Share your project story with RI Rotary International is always looking for stories about successful club service projects that can inspire and educate other Rotary clubs. Contact the Rotary Service Department at [rotary.service@rotary.org](mailto:rotary.service@rotary.org) to share information about your project. Your story will be considered for publicity on the RI website or in other Rotary publications.

### **Other Press Activities**

Calendar listings are easy, free ways to publicize an event. Be mindful of submittal deadlines for publication.

Submit calendar listings for publication about two weeks in advance.

Send post-event photos to editors or reporters who could not attend an event. Add a detailed caption.

Keep track of your published releases, photos, and feature stories. Save clippings in a notebook, and create a log of the coverage you received with the date, publication, headline, and link (if online).

Consider inviting a local journalist to speak to your club about how to work with the media or invite them to join a service project so they can see firsthand how your club is improving your community.

Once you've developed a relationship with your local reporters, help them remember you through regular contact. Share news about your club projects, fundraising events, or the arrival of Youth Exchange students with a press release.

Distribute club brochures, media kits, and fact sheets to local press.

Be honest and forthcoming if a reporter calls. Do not speculate or guess on information. Keep the conversation neutral or positive.

List events in District Website Calendar, newspaper calendar, Chamber listings

### **Rotary International Branding Guidelines**

The [Rotary Brand Center](#) contains a variety of media-ready materials that you can adapt for your club's needs.

Rotary International published a new Visual Identity Guide in 2013 and updated it in January 2015. Download a copy from the [Rotary Brand Center](#), or order a copy from [shop.rotary.org](http://shop.rotary.org) (\$5 each). Use the blues in our leadership colors as the predominant palette. Reserve Rotary Gold for "pops" of color. Highlight headings, subheads, icons, and buttons with colors from our palette. You can find promotional ads in the [Rotary Brand Center](#) on the Rotary International website. Rotary Club Central is now making efforts to capture volunteer man-hours in addition to the monetary value contributed to specific projects.

Branding Center on Rotary.org website, click on My Rotary, Click News & Media, Click Brand Center (if you haven't created an account, you will be asked to do so)

### **Other Public Relations Tips**

Promoting Rotary to the general public can be as simple as wearing your Rotary pin or as elaborate as organizing an integrated marketing campaign. By increasing the public's understanding of Rotary, we're strengthening our ability to make an impact in communities around the world.

Advertise your club, projects, and events on local cable and public access TV.

Create a public service announcement that highlights your club or Rotary International.

Use the video [This Is Rotary and Doing Good in the World](#) in your meetings and events.

T-shirts promoting your event. Be sure to have correct RI logo and club identification.

Rotarian at work t-shirt. Club members wear this shirt when doing club projects.

Billboards - most billboard companies will be pro bono boards; you only pay for the vinyl. Cable TV stations will do pro bono announcements

**Joint projects** - example: The Dictionary Project  
The importance of joint projects

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