Why Public Image?

"Strengthening Rotary" is a global public image initiative to enhance and amplify the volunteer service organization's great story, visual identity and digital experience.

Study shows we are great at volunteering and doing great things in the world. We build schools, we vaccinate, we feed the hungry, we supply fresh water – just to name a few.

What we don't do is tell our story. We don't tell the public about the good deeds we are doing.

When we tell our story, we create interest. When we create interest, people will want to become a part of our story. Rotary will grow, the Foundation will flourish and we will do more good for humanity.

And all you have to do is tell someone.

#dogoodhavefuntellsomeone

Rotary

Some of your tools for promoting Rotary, your club and events

Website--You can get one through the District Data Base-- Contact Terry Moore tr_moore@bellsouth.net

Bulletin/Newsletter – Communicated in weekly bulletin/ newsletter info about speakers, member news, etc.

Email/Texting –Great way to keep members informed of meeting dates, speakers, special projects, etc. Some clubs have replaced the weekly bulletin with weekly e-blasts.

Social Media – FB, Link-in, Snapchat, Twitter, Instagram, YouTube

District Newsletter – Keep fellow Rotarians informed

Advertising: Billboards, **Newspaper, Magazines, Radio/TV Banners/Flags**

Press Releases – Local newspapers will appreciate and publish **Public Service Announcements** (special events)

Tee-shirts —"Rotarians making a difference", "Join Rotary, Do Good, Have Fun", "Rotarian at Work"

Car window sticker, "Ask how I do good and have fun—Rotary" **Premium items,** cups, pencils, tee shirts, briefcases, bags

Wear your Rotary Pin

Rotary

Social Media

Make sure you have a g-mail account that can be shared between president, members and PI coordinator. Also gives you access to YouTube to post your club videos.

Facebook:
- A good FB page can take the place of a website
- Use the g-mail account to set up your FB page.
- Administrator – assign someone to manage all media sites.
- Update the sites at least once a week. Ask club members to like the page and ask their friends to also like the club FB page.
- Have more than one Administrator.
- Respond quickly to any comments left on your Club page.
- Keep the good, bad and ugly!
- Post fun, active photos and remember to Tag people so the photo shows up in their page.
- Post regularly.
- Create Event pages within your FB page
- Encourage members to share posts onto their personal FB page so their connections can see it, like it and increase your club's exposure.
  (This is key to keeping your club's posts in the newsfeed.)
- Tag other businesses and organizations you work with. Place the @ sign in front of the business name and their FB page should appear. Select it and it will be tagged in the post. That sends a notice to that business and gives them the opportunity to share your post onto their page.

- Schedule post – best time to post is between 1pm – 3pm Monday – Friday
- Remember to hashtag posts on FB and Twitter

Facebook Don'ts –
- Don't post personal info (email/phone numbers without permission)
- Don't post photos of members children without permission

Twitter
- Twitter is limited to short 280 character messages (tweets) Be sure to connect your club twitter account to your club FB account
- Twitter & FB hash-tags help people who are interested in your topic find your posts and tweets.
- Remember to hashtag posts on FB and Twitter

Instagram
- Instagram – social networking for sharing photos and videos from smartphones. Fun software. Has a young following. If you want to look cool with the younger members, use Instagram.

Snapchat
- Snapchat – mobile app that allow user to send and receive "self- destructing" photos and videos.

LinkedIn
- LinkedIn – Good for business contacts

Press Release

- Develop a media list and keep it current.
- Send out event-related press releases.
- Make sure the first sentences of a press release have the most important information: Who, What, When, Where and Why.
- It helps if you send a photo with your release. Make sure you identify who is in the photo.
- Most newspapers accept online or email submissions. Google search the publication and look for a tab or links for submitting your press release. Email each press contact individually.
- Add quotes for color and additional information about your project or news.
- Include a description or "boilerplate" at the end of your press release to describe your club and RI.
- Add your full contact information.

Rotary

NEWS RELEASE

Headline

(*optional subhead*)

(City/Town) (Date) —

Contacts: zxzxz zxzxzxzx (phone/email)

How to get an article published in the District Newsletter

Tell your story about what you are doing to create awareness in the general public about what your club is doing to make a difference.

District Newsletter – rotary7770news@gmail.com
OR
District 7770 Website: rotary7770.org

Click on Latest News. This will send you to an email address

The District sends out a weekly newsletter of activities around the district. Clubs are encouraged to submit articles, photos and upcoming events to the newsletter. Information submitted should be newsworthy and of interest to other Rotarians.

Encourage members to sign up to receive the email.

Contact for assistance: patrick@quilmont.com

District Awards Guidelines

Awards will be given to small, medium and large clubs in each category. Material must be submitted by February 15.

Newsletter/Bulletin – hard copy of weekly bulletin/newsletter
  Should have newsworthy information about club meeting, speaker, projects, membership
  Include current RI theme and correct logo

Website –
  Should have current RI theme and logo, information about meeting time/place, information about membership, info on how to join, listing of club projects, info on club leadership, links to FB, LinkedIn, etc.

Facebook –
  Should have current RI theme and logo, information about meeting time/place, Interactive, photos of club projects, photos of speakers, informative

Media – Newspaper articles, TV/Radio Ads, Magazine stories

Rotary

2017–18 District Awards

Entries must be submitted by February 15, 2018

Club Name _____

President/Public Image Chair _____

Newsletter/Bulletin – Submit for 3 different meetings

Website URL _____

FB Page URL _____

Media – Submit copies of newspaper articles, magazine articles.
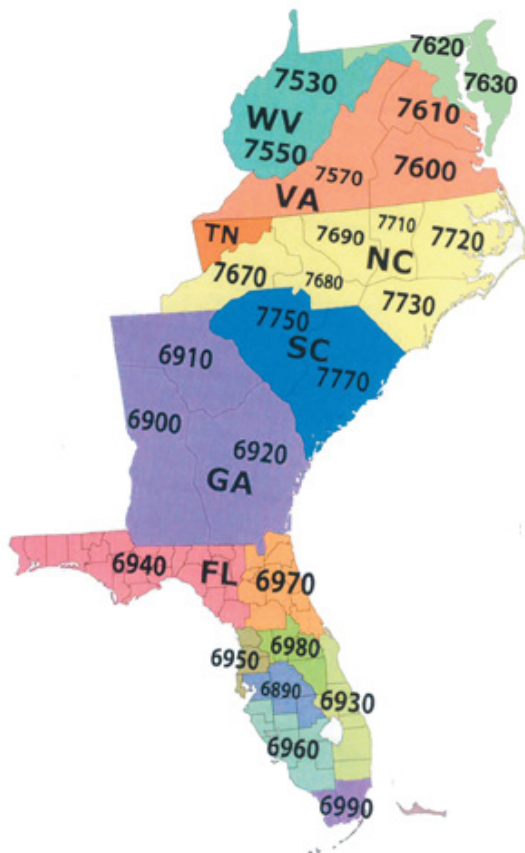Must include the date of publication
Submitted by: Name _____

Phone _____

Mail or email information to: Mary G. Gasque
  mary@gasque.com

Gasque Marketing & Advertising
3195 Leaphart Road
West Columbia, SC 29169
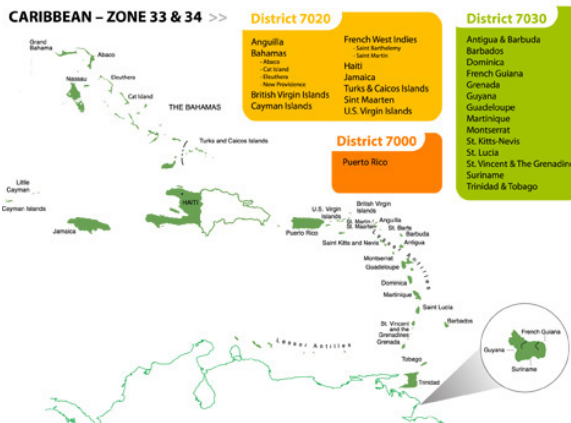
Zone 33 Public Image Citation and Video Contest

Citation

Zone 33 Rotary Clubs are invited to enhance Rotary's public image and awareness and earn a Public Image Citation. Learn more at http://rizones33-34.org/PublicImage.html

Video Contest

Use video to tell how your club made a difference.

1. It's fun!
2. It's easy
3. Download more information at
   https:/www.facebook.com/33and34video

CARIBBEAN – ZONE 33 & 34 >>

District 7020

Anguilla
Bahamas
  - Abaco
  - Cat Island
  - Eleuthera
  - New Providence
British Virgin Islands
Cayman Islands

French West Indies
  - Saint Barthélemy
  - Saint Martin
Haiti
Jamaica
Turks & Caicos Islands
Sint Maarten
U.S. Virgin Islands

District 7000

Puerto Rico

District 7030

Antigua & Barbuda
Barbados
Dominica
French Guiana
Grenada
Guyana
Guadeloupe
Martinique
Montserrat
St. Kitts-Nevis
St. Lucia
St. Vincent & The Grenadines
Suriname
Trinidad & Tobago

Rotary

How to use District 7770 Data Base (Called DAC db)

What can you do on DAC db?

Find members
Find Clubs in the District
Review and update your personal data
Send emails
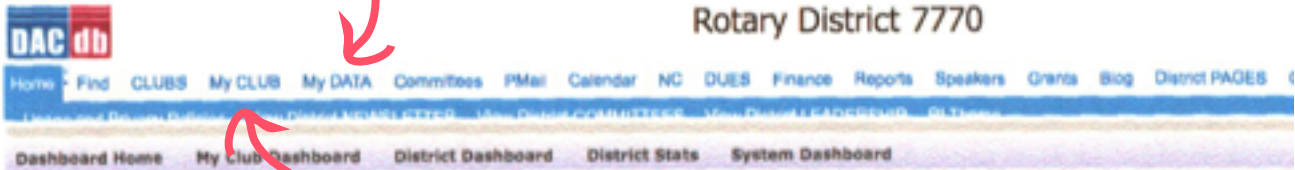Access the District Calendar
Run Club Reports

To access DAC db you must go to **www.rotary7770.org**
Click on Members Only to access DACdb
First time users will need to establish an account by using your email address and your RI Member
ID as your password (password can be found on The Rotarian or ask your club secretary).

Contact for assistance: Terry Moore - tr_moore@bellsouth.net

My Data

My Club--Membership directory

Rotary District 7770

Home | Find | CLUBS | My CLUB | My DATA | Committees | PMail | Calendar | NC | DUES | Finance | Reports | Speakers | Grants | Blog | District PAGES

Dashboard Home | My Club Dashboard | District Dashboard | District Stats | System Dashboard

Rotary

If you are Public Image Chair the most important page on www.rotary.org for you is My Rotary

Go to www.rotary.org

Click on **My Rotary**

Sub-catagories:

> Exchange Ideas
> Take Action
> Learning & Reference
> Manage
> The Rotary Foundation
> News & Media
> **Member Center**
>> Rotary Club Central – online tool to help club/district leaders set & track goals. Helps Rotary measure the impact Rotarians are making worldwide. You can pull up a Dashboard for your club that will give you a history and current info on member ship, performance on projects, and Rotary Foundation giving.
>>
>> **Brand Center** – Everything you want to know about logos
>>
>> **Rotary Showcas**e – Allows Rotarians to tell their club or district service project on line. View at www.rotary.org/showcase or contact the Rotary Service Department at rotary.service@rotary.org to share information about your project. Your story will be considered for publication on the RI website or in other Rotary publications.
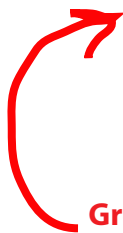
Great for ideas too!

How to team up with other clubs in your area to create greater IMPACT!

Area Governors

Area 1 – Columbia – AG Bill Oliver
Blythewood, Camden, Eau Claire/North Carolina, Forest Acres, Spring Valley, West Wateree-Lugoff

Area 2 – Columbia Central – AG Ione Cockrell
Columbia, Columbia Capital, Columbia East, Five Points, Main Street, Vista Night

Area 3 – Columbia West – Lisa Smith
Cayce-West Columbia, Chapin Sunrise, Lake Murray-Irmo, Lexington, St. Andrews (Columbia), West Metro West Columbia

Area 4 – Hilton Head/Bluffton – Nancy Riedel
Bluffton, Hilton Head, Hilton Head Sunset, Hilton Head Van Landingham, Okatie-Bluffton

Area 5 – Low Country – Charlotte Gonzales
Beaufrot, Jasper County, Lowcountry-Beaufort, Sea Island (Beaufort)

Area 6 – Gateway to Low country – Alexander Arntz Goose Creek, Moncks Corner, Summerville, Summerville Evening, Summerville, Oakbrook Breakfast

Area 7 – Coastal Charleston – Andrew Brack
Charleston Breakfast, Charleston, St. Andrews (Charleston), St. John's Parish-John's Island

Area 8 – Three Rivers – Clinton Dunn
Daniel Island, East Cooper Breakfast (Mt. Pleasant), Mt. Pleasant, North Charleston, North Charleston-Breakfast

Area 9 – Tidelands of Georgetown – George Chastain
Andrews, Georgetown, Georgetown Breakfast, Murrells Inlet, Pawley's Island

Area 10 – Center of Grand Strand – Diana Green
Myrtle Beach, Myrtle Beach Sunrise, Myrtle Beach-Chicora, Surfside Area

Area 11 – Rivertown – James Hanson
Carolina Forest Sunrise, Conway, Little River, North Myrtle Beach

Area 12 – Swamp Fox Trail – Carol McIntosh
Kingstree, Manning, Summerton, Sumter, Sumter Sunrise

Area 13 – Orangeburg District – Paul Miller
Lake Marion @ Santee, Orangeburg, Orangeburg-Morning, St. Matthews

Area 14 – Southern Highlands – Joseph Byron
Barnwell County, Hampton County, St. George, Walterboro

Area 15 – Pinnacle of the Peedee – Cynthia Hulon
Bennettsville, Cheraw, Dillon, Latta, Marion Mullins

Area 16 – Heart of the Peedee – Jammie McDonald
Darlington, Florence, Florence-Breakfast, Florence West, Hartsville, Lake City

Rotary

ROTARY:
MAKING A
DIFFERENCE

Produced by
Mary Gasque, District Public Image Chair
District 7770

mary@gasque.com

#dogoodhavefuntellsomeone