

**PUBLIC IMAGE:**

**THE KEY TO THE SUCCESS OF  
OUR LOCAL ROTARY CLUB**

# WHAT IS THE BEST PR FOR ROTARY?



# HERE'S WHAT WE'LL COVER TODAY...

1. The role of the Public Image Committee & how it supports all the functions and activities of the club
2. How each member can help build the club's public image and awareness
3. How our club will use social media as an outreach and recruiting tool that capitalizes on the club's public image

# THE ROLE OF THE PUBLIC IMAGE COMMITTEE



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1. Increase awareness of our club's projects and activities among members, media and the community; *and*
2. Create awareness of the good our members are doing in the community; *so that we can*
3. Increase club membership (*our WHY*)



# THE ROLE OF THE PUBLIC IMAGE COMMITTEE

## POSITIVE ATTRACTION

The Public Image Committee's Job is To Make Rotary Look **“Attractive”**

By sharing all the good we're doing in the community, we **attract the right people** who share Rotary values of community development, networking, fellowship and service above self.

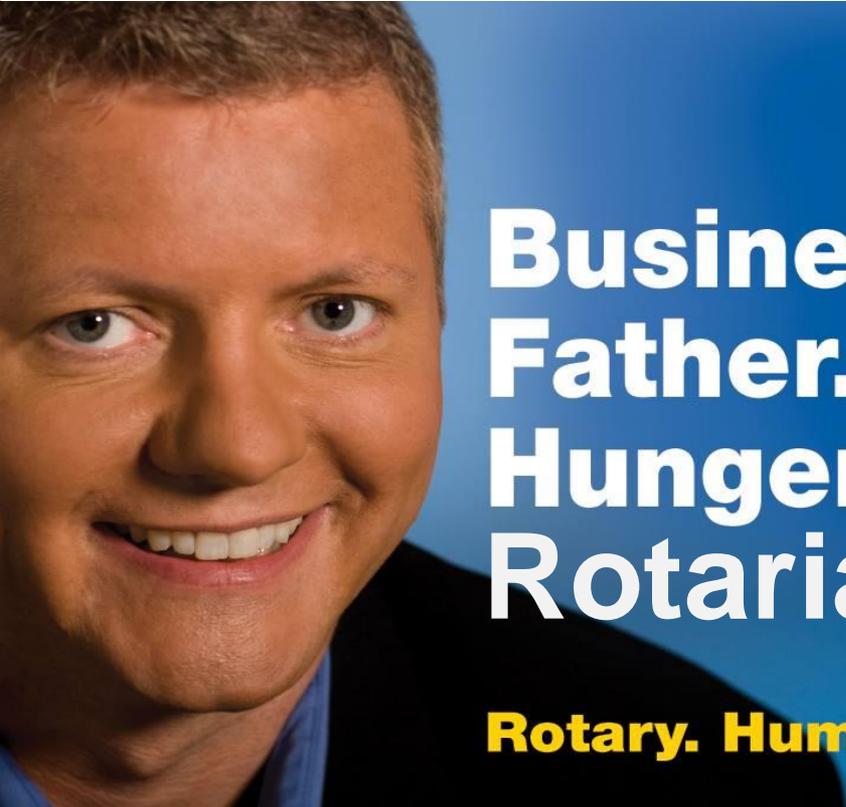


# EVERY MEMBER CAN HELP OUR CLUB'S PUBLIC IMAGE



# AS ROTARIANS, YOU ARE OUR CLUB'S IMAGE

Rotary is not just an organization you belong to, it's who you are in your community, your job and everyday life.



**Business Owner.  
Father.  
Hunger Fighter.  
Rotarian.**



**Rotary. Humanity in motion.**

**[rotary.org](http://rotary.org)**

AS ROTARIANS, YOU ARE OUR CLUB'S IMAGE

#WeAreRotary

WeAreRotary

Rotary



AS ROTARIANS, YOU ARE OUR CLUB'S IMAGE

#WeAreRotary



# EVERY MEMBER CAN HELP OUR CLUB'S PUBLIC IMAGE



Social Media = Public Image 



# AS ROTARIANS, YOU ARE OUR CLUB'S IMAGE

## Your Social Media = Your Public Image

1. We want to hear what you're doing so we can share your stories

2. Share your own stories on social media

- **Tag** our page on Facebook
- **Mention** us on Twitter

3. Get comfortable using the phrase,

***“I am a Rotarian.”***

# ROTARY: THE ORIGINAL SOCIAL NETWORK!



# USING FACEBOOK TO GROW OUR CLUB

1. Club Facebook Page: [fb.com/Rotary7690](https://www.facebook.com/Rotary7690)
2. What Our Page Does to Promote Our Club
  - Regular posts to page, including weekly newsletter
  - We “friend” & “like” your profiles/pages
  - Sharing District and Rotary International news
  - Sharing member stories to our page
3. How To Connect Your Stories to the Club’s page



# USING TWITTER TO GROW OUR CLUB

1. Club's Twitter Handle: @Rotary7690
2. What our club shares on Twitter
  - Club events, news, updates
  - Member news (we'll follow you & re-share)
  - District and Rotary International news/updates
  - Relevant community events, news
3. How to connect your Tweets
  - Mention the club (@Rotary7690)
  - Use the club's Hashtag



# HERE'S AN EXAMPLE OF SOCIAL MEDIA AT WORK:



# GREAT EXAMPLES OF FACEBOOK PAGES

*These Clubs in our District are doing a fantastic job with social media*

1. [Crescent Rotary Club](#)
2. [Summit Rotary Club](#)
3. [Rotary Club of Alamance](#)
4. [Greensboro Airport Club](#)
5. [Sanford Rotary Club](#)
6. [Rotary Club of Clemmons](#)

QUESTIONS?

