



PUBLIC IMAGE – A CALL TO ACTION

- _ Help Rotarians tell Rotary’s story in a compelling way and guide them in their marketing, media outreach, and social media**

- _ Use Rotary’s online public image resources to increase brand awareness**

- _ Implement and regionalize Rotary’s public image campaigns**

- _ Publicize the role of Rotary and Rotarians in polio eradication**

- _ Create and share powerful images of Rotarians, People in Action**

- _ Know your local media; develop a media list and keep it current**

- _ Write press releases that journalists want to read**

- _ Advertise on cable and public access TV**

- _ Write op-eds and letters to the editor**

- _ Distribute club brochures, media kits, and fact sheets**

- _ Use social media; (blogs, Facebook, Twitter, YouTube, and club website**

- _ Use consistent branding marks**

- _ Wear your Rotary pin, your Rotary shirt, be visible**

- _ Use your voice, tell your Rotary story, share on social media**

- _ Help community members understand who we are, how we’re different, and why it matters**

- _ Counter misconceptions in the community or with friends**

- _ Recruit members and explain how and why they should engage**
- _ Inspire and invite prospective members to learn more, contribute, or participate and, ultimately join**
- _ Give people reasons to believe your message about Rotary and be inspired by it**
- _ Serve as Public Image Coordinator/Team/Point-of-Contact**
- _ Ensure Brand consistency; checklist/audit**
- _ Social media usage**
- _ Communication plan/check-list**
- _ Communication with members**
- _ Communication with media**
- _ Partnerships with non-profits, businesses, education, retail**
- _ Storytelling, creating powerful images**
- _ Robust Media & Social Media Strategy**
- _ My Rotary Account & Brand Center**
- _ Rotary5680.org (website) Rotary District 5680 (Facebook) & District 5680 News (Newsletter)**
- _ Public Image Commitment**
- _ Other**

