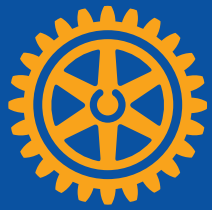


New Year Checklist

Rotary
District 5960



Website Audit

- Update your Club's Logo & RI Theme
- Add/Update your Weekly Speakers
- Add/Update your Clubs Events
- Add fresh content to the Home Page Weekly



SERVE TO CHANGE LIVES
2021-2022



IMAGINE
ROTARY
2022-2023

Social Media

- Update your Profile Picture & Cover Photo
 - New Club (Master Branded) Logo & New RI Theme
- Check your ABOUT US page for accuracy
- Know your ADMINS and have multiple members assigned
- MAKE SURE you are a public page and not a closed group
- Add a new post about an upcoming meeting/speaker/event
- Take 5 minutes in your next meeting and ask members to go and "Like" it.
- Help your members understand the importance of **INTERACTING** with your Club's Content
- Commit to posting weekly content about your club
- Use TAGS (@people/pages/partners)
- Use #HASHTAGS #PeopleOfAction #ServiceAboveSelf #CenterOfService



**LIKE
SHARE
COMMENT
CHECK-IN**

Brand Center - brandcenter.rotary.org

Printed & Other Considerations

- Brochures
- Leave Behind Flyer / Rack Card
- Business Cards
- Email Signatures
- Ensure all members have an updated email in MyRotary & ClubRunner

Your District Public Image Team

Ann Fitch • Co-Lead • ann@wasecachamber.com
Public Relations - Social Media

Shawn Berry • Co-Lead • shawn@poaphotos.com
Web Design/Development - Social Media

Rachel Marzahn
Photography - Videography - Content Writing

**Watch for Public Image
Training Opportunities!!**

Want to JOIN our TEAM?