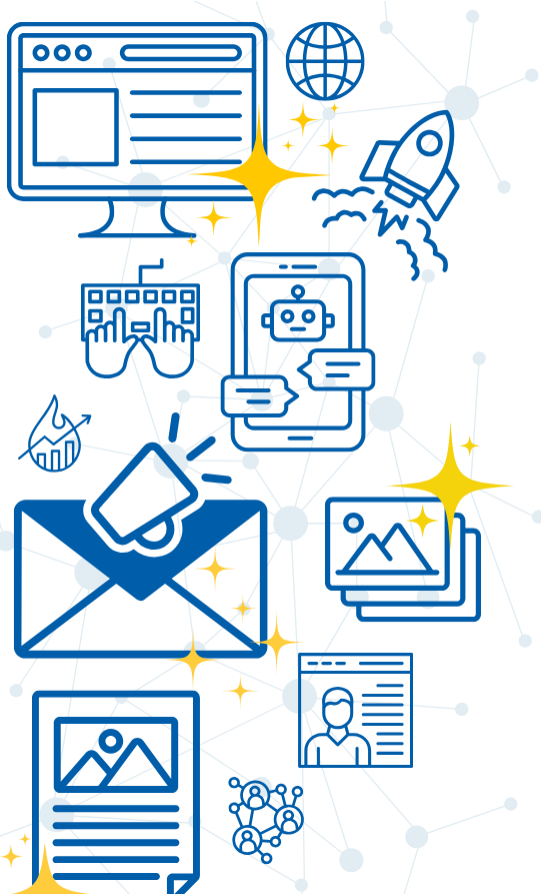




Public Image Made Practical

Broaden Your Impact

PUBLIC IMAGE

is shaped by the actions of our members, the activities we engage in, the impact we have, and more.

By increasing the public's understanding of Rotary, we're strengthening our ability to make an impact in our communities and around the world.

★ **Meet Public Image Team**

★ **Public Image Resources**

Rotary Brand Center
The Learning Center
Public Image Webpage

★ **Your Digital Presence**

Websites
Social Media
Newsletters

★ **Q&A + Your Priority Topics**

Quarterly Public Image
Resources & Impact Forums

GOT PUBLIC IMAGE QUESTIONS?

Meet the District 7430 Public Image Team

Chair: Website & Facebook Workgroup (private)

Newsletter Editor:

Newsletter Assistant Editor:

Facebook, LinkedIn, Instagram, PI Workgroup:

Vibrant Club Facebook:



Gail Landis (West Reading-Wyomissing)

Karin Suttman (Warminster)

Jen Fielding (Warminster)

Tracy Bozik (Whitehall Area)

Rosaria Stoops (Allentown)

Gwenn Carr (Allentown West)

Shawn Bariana (Bethlehem Morning Star)

Diane Donaher (Bethlehem)

Janet Kolepp (Bethlehem Morning Star)

Shushma Patel (Harleysville)

Tyler Stalletti (Allentown)

Ravi Kurumetry (Collegeville)

All Club Public Image Champions

Our Rotary Brand Center

No Login Required

Create your club & lock up logos

Promotional Materials

Photos and videos for

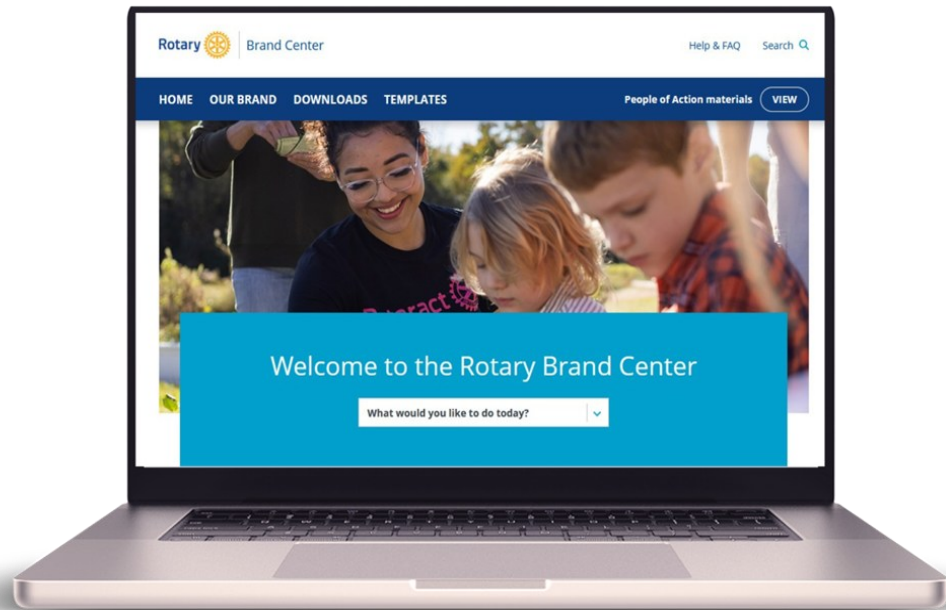
Storytelling

Social media graphics

PowerPoint presentations

People of Action campaigns

And so much more...



<https://brandcenter.rotary.org/en-us>



Sign in with your RI username and password

Courses for every need and level

Club Committee Essentials

Promoting People of Action

Telling Your Story

Our Logos - Brand

<https://my.rotary.org/en/user>



*For a fun club activity, log in to the “Our Logos” course
Try the “One Club One Voice” game show to help members learn
about the correct use of Rotary logos*



Public Image Resources



- Public Image Quick Links
- Information Download Documents
- Public Image Presentations
- Much more . . .

www.rotarydistrict7430.org/page/public-image



Why Your Digital Presence Matters

*Your club's online presence is a powerful tool that strengthens Rotary's impact
— telling the story of how your work changes lives.*



Keep Members Engaged

Celebrate contributions and keep members connected to club activities.



Promote Membership

Show prospective Rotarians what your club stands for and why it's worth joining.



Engage the Community

Highlight service projects, partnerships, and opportunities to get involved.



Share Rotary's Impact

Tell the story of how your work changes lives and strengthens the region.



Build Your Digital Footprint

A strong online presence amplifies every initiative your club takes.

ClubRunner™

 **DACdb**
A MEMBER MINDER PRO COMPANY

CR ClubRunner App

Stay Connected with Your Club and District using the ClubRunner Mobile App!



On Your Android



Get it on
Google play



On Your iPhone



Download on the
App Store



Event Registrations

View and register for events in your club, district or area. Stay informed and never miss out on any activities or opportunities.



Chat and Discussions

Stay connected with your members using built-in chat and discussions. Start conversations and collaborate in real time.



Donation Campaigns

Explore and contribute to donation campaigns that interest you, supporting your club's initiatives and fundraisers.



Member Search

Use the member search, allowing you to easily find and connect with other members in your club and district.



Smart Login Options

Enjoy secure and password-free access with biometric login options and magic link email sign in.



Member Directories

Access a comprehensive directory of all club members and officers, where you can conveniently view their profiles.



Attendance Reports

Track meeting attendance and makeups, exemptions, and leaves of absence with your personal attendance report.



Update Your Profile

Easily update and manage profile information, ensuring your details are always current and accurate.



Foundation Recognition

View your latest Rotary Foundation contribution report, including Paul Harris Fellow recognition points, levels, and more.



Customizable Dashboard

Personalize your dashboard with quicklinks. Choose which menu items to keep front and center for easy access.

**Take advantage of online
CR Training & Support**

www.clubrunnersupport.com

CR ClubRunner App

Stay Connected with Your Club and District using the ClubRunner Mobile App!



On Your Android



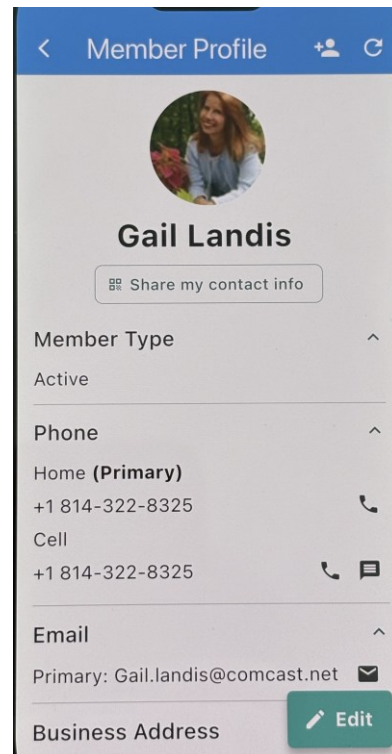
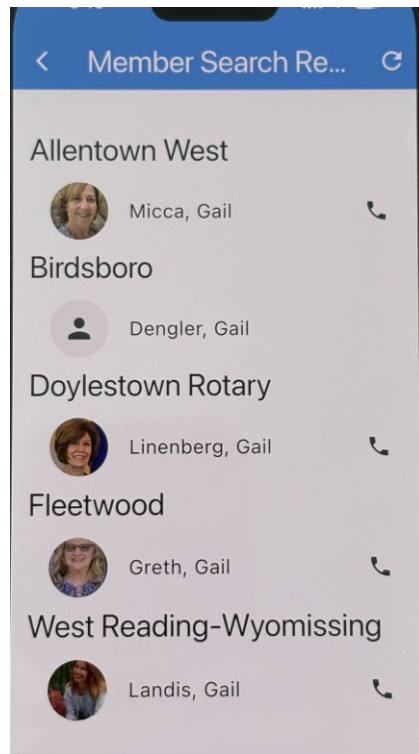
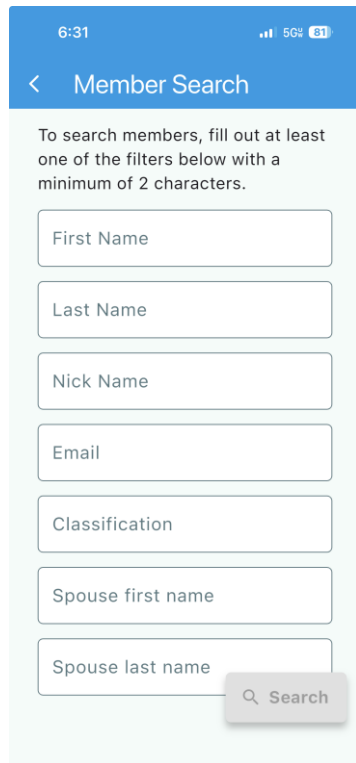
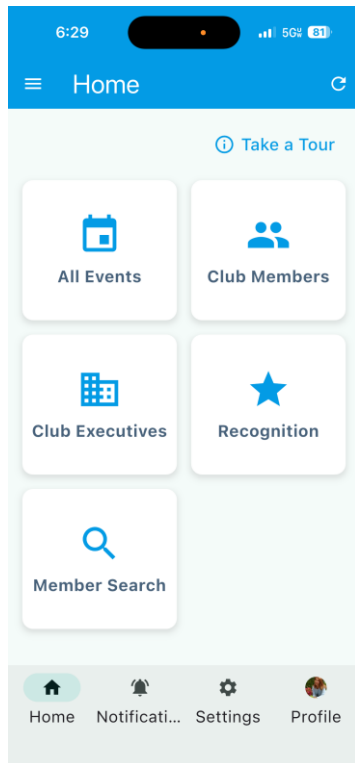
Get it on
Google play



On Your iPhone



Download on the
App Store



ROTARY DISTRICT 7430

WEBSITE & CLUB CALENDARS

Things to remember:

- select "Event Type" drop down to color code event
- confirm where event will link
- create Volunteer sign-up

Create New Event

Create Event

Event Name: *

Event Code:

Status: ☒ Active ☐ Draft

Event Type:

Start Date & Time: *   Tip: Type 'A' or 'P' to switch AM/PM.

End Date & Time: *   Tip: Type 'A' or 'P' to switch AM/PM.
Leave blank if not applicable

Description: 

 - Board Meeting Event

 - Committee Meeting

 - District Learning Assembly

 - Official DG Visit

 - Club Event

 - Deadline

 - Fundraiser

 - Rotary International

 - Club Meeting

 - District Event

 - General

[Subscribe to Calendar](#)

Note:

Club Fundraiser or Districtwide Events should be included on District Calendar all others should appear on Club Calendars

Show Event in home page? ☒ Yes ☐ No

Show Event in Calendar? ☒ Yes ☐ No

Show In Events List? ☒ Yes ☐ No

Show Event in Bulletin? ☒ Yes ☐ No

Display Social Media Share Bar? ☒ Yes ☐ No

Show Event in District Calendar? ☐ Yes ☒ No

Show Map? ☒ Yes ☐ No

ROTARY DISTRICT 7430

SOCIAL MEDIA PRESENCE

D7430 Facebook, LinkedIn & Instagram – Tracy

D7430 Facebook PI Workgroup (private) - Tracy

Vibrant Clubs Facebook (private) - Rosaria

Various Club's Facebook & LinkedIn



Share & Like

Specific Social Media Facebook & Instagram

RYE District & RYE_District_7430 7430 (Rotary Youth Exchange)

Camp Neidig & CampNeidig (Rotary Youth Leadership Award: RYLA)

STEM YEA

Create Effective and Engaging Social Media Content

Develop posts that align with goals and connect with your audience

Know Your Networks

What is your audience profile?

- Facebook
- Instagram
- LinkedIn



Understand Your Audience

Do some research – use analytics and post when your audience is most active.



What to Post?

What is the purpose of your post?

- Educate
- Entertain
- Inspire
- Promote



Relevant Content

Keep language simple and easy to understand clearly for everyone.

Use concise wording.



Visuals and Headlines

Write titles that attract attention quickly and effectively.

Use high quality imagery that tells a story.



Broaden Your Scope

Mentions bring added visibility and reach.

Relevant hashtags increase discoverability.



Call to Action

Ask a question or share a link to learn more.

Encourage engagement through likes, shares, or comments.



Proof and Edit

Check for accuracy and clarity, and ensure all links and references work correctly before posting.

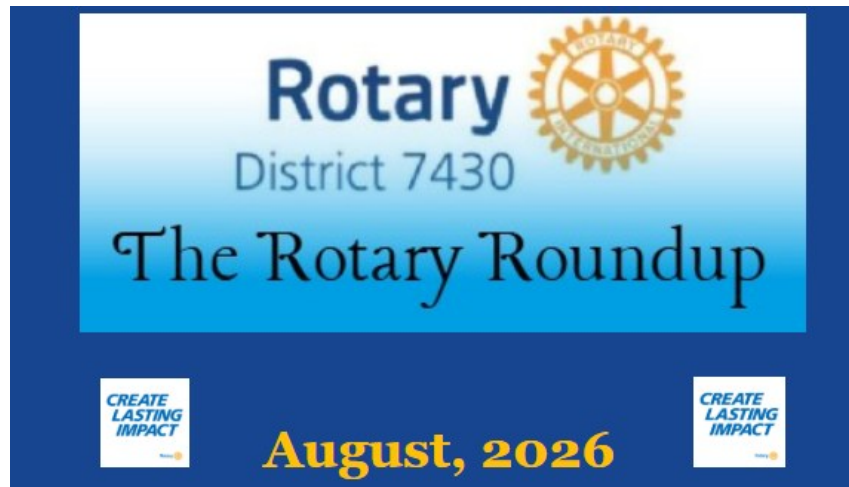


ROTARY DISTRICT 7430 NEWSLETTER

Newsletter Contents & Focus

- District Governor's Message
- Rotary Monthly Theme
- Monthly Club Photo Album
- District Learning ~or~ Special Event
- District News
- Club News

Distributed Monthly



Tips for Submitting Club & District News



Email all information

- Ksuttmann@JLmedia.com
- Gail.landis@comcast.net
- If you can't remember these emails, go to the district web page where you'll find them



What format should the information be in?

- Text – just write your news in the email. Length guideline is 100 words.
- Photos – jpgs work best
- Videos – send the link to the video



What type of Club News should be submitted?

- All!
- Fundraisers, anniversaries, annual events, activities that support monthly themes/areas of focus
- Include links, QR codes, jpg photos



Timing

- The newsletter comes out the second week of a month
- Suggested deadline is the 28th of the month prior.

PUBLIC IMAGE OPPORTUNITIES

- Utilize the Public Image Resources & Team found on: RotaryDistrict7430.org
- Identify your Club PI Champion – welcome to join D7430 PI team
- Participate in Public Image Meetings & Quarterly Resources Forums
(exchange ideas, share best practices, and get answers)
- Submit Club Highlights for District Newsletter by the 28th of the month prior
- Join Vibrant Club or PI Workgroup Facebook ‘private’ groups
- Follow Rotary District 7430 Social Media
- Take advantage of Rotary Brand Center, Learning Center & Club Runner Support

All are WELCOME to join the Public Image Team Meetings
2nd Tuesday of the month at 5:30 pm

Quarterly PI Resources & Impact Forum
Nov. 10, Feb. 9, May 11

Questions & Forum Topics?

**Stay Connected with the Public Image Team and access Valuable
Resources at: RotaryDistrict7430.org – Public Image Page**

Power Point will be posted on Rotary District 7430 Public Image Page