

DISTRICT PUBLIC IMAGE SEMINAR GUIDE



Introduction

Rotary's public image is shaped by the actions of each of its members, as well as by its involvement in the community, its presence on the web and social media, and the publications it produces. The district public image committee, led by its chair, works actively to shape that image, and the district public image seminar is an opportunity to work with clubs to teach them how to do this in a way that promotes community awareness of Rotary's work around the world.

This guide will help you plan the curriculum and activities for your next public image seminar.

Purpose

Your public image seminar supports Rotary's strategic goal of enhancing the public's image of Rotary and its awareness of our service and activities. It will help club public relations chairs and other interested Rotary members to increase membership, expand community partnerships, improve fundraising opportunities, and promote involvement in club projects. Attendees can get answers to their public image questions and updates on materials and messaging.

The goals of the seminar include:

- Giving members the tools and training they need to effectively promote Rotary and their club to enhance Rotary's public image
- Preparing clubs and districts to create a public image plan
- Helping clubs and districts plan public image outreach and campaigns
- Encouraging clubs to designate professionals to run their websites and social media sites and manage other communications
- Exchanging ideas about public image activities

Planning the seminar

Your district public image seminar can be held as a standalone event or in conjunction with other district events, preferably for half a day. Select a venue that accommodates the media needs of your seminar. It should have wireless internet access if you plan to use online activities during the event.

Find tips on organizing and delivering your training content in [Lead Your District: Training](#). To arrange all aspects of your event, download the planning calendar found in the Trainer's Toolkit course in the [Learning Center](#).

Participants

While all Rotarians should be encouraged to attend the seminar, club and district public relations chairs and those responsible for club and district websites are especially likely to benefit from it.

Make sure participants are familiar with Rotary's online public image resources. Ask them to review the following before the event:

- [Lead Your Club: Public Relations Committee](#) manual and job description
- [Public Relations](#) page of My Rotary
- [Rotary's Brand Center](#)

Ask participants to bring laptops, tablets, or other mobile devices to the seminar if you plan to have them create public image materials for their clubs during the seminar.

Seminar topics

Include topics that focus on demonstrating Rotary's community impact, sharing Rotary's story visually, and telling inspiring stories that demonstrate Rotary values. Below are some possible topics to include in your seminar. Choose the ones that are most relevant to your participants.

- Media relations
 - How to develop relationships with the media
 - How to tell your Rotary story
 - Interview techniques
- Social and digital media outreach, websites, club bulletins
- Rotary's Brand Center resources
- Visual storytelling
- Partnerships with community organizations
- Crisis communications
- Measuring public image campaign success

Ask local public relations and media experts to help develop your curriculum. Rotary public image coordinators can also direct you to materials to use in seminar sessions.

Determine the best session formats (e.g., panel, workshop, idea exchange) to meet participants' objectives and maximize learning for each topic. Use a variety of session formats to energize the learning experience and to increase information retention.

You can supplement your program with the following training sessions in the Trainers Library section of the Trainer's Toolkit course on the [Learning Center](#):

- Service and Your Community
- Telling Your Rotary Story
- Using Social Media
- Your Public Image Campaign

If time is limited, consider offering training in some topics by webinar throughout the year.

Resources

[Lead Your Club: Public Relations Committee](#) — Reference guide for club public relations chairs and committee members

[Lead Your District: Training](#) — Manual of seminar planning and training information for the event organizer

[Public Relations](#) page — Resources and tools for implementing your public relations plan

[Rotary Brand Center](#) — Visual and marketing materials for your club and district, including:

- Press release template
- Logos
- Event resources like the [Event Planning Guide](#)
- Flags and banners

[Rotary's YouTube channel](#) — Inspiring and informational Rotary videos you can show at events

[Rotary's Flipboard](#) — A collection of Rotary news coverage in a magazine format

[Rotary public image coordinators](#) — Connect with your regional coordinator for assistance with your public image efforts

[Rotary's Public Relations Staff](#) — Write to pr@rotary.org with questions

[Rotary's Social Media staff](#) — Contact social@rotary.org with questions

Getting started

After reviewing this guide, choose facilitators for your event. Find experts to lead the panels or technical sessions and provide them with the seminar objectives in advance to allow sufficient time for planning. They'll find other training resources at www.rotary.org/trainers. You can meet with them to finalize the logistics and details of the event.

Be sure to encourage your participants to evaluate the sessions they attended. Finally, have fun!

Questions?

If you have questions or feedback about this guide, contact Rotary's Learning and Development staff at learn@rotary.org or +1-847-866-3000.