

Public Image and Communication



District Chair Public Image and Communication

Allan Smith, District Governor Nominee
Rotary Club of St Johns
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“It’s all about the Clubs”

The Rotary District 9920 Public Image and Communications exists to support the Clubs within the District with Public Image and Communications matters.

In particular, we aim to:

- Assist our Club and District leaders to build and promote a strong and vibrant image of Rotary International D9800, enabling our members to belong to Clubs that are relevant and attractive to their community.
- Protect the integrity and value of the Rotary brand.
- Provide innovative Public Image and marketing initiatives and engagement opportunities to our membership via the District website, and all forms of social media.

District Website

The District 9920 website (<https://rotarydistrict9920.org/>) supports District communications, both internal and external. It provides access to many resources for Clubs. The website includes a calendar of events, copies of the District newsletter, current news, and important information from District leaders, including all Avenues of Service, the Rotary Foundation, and Governance.

A member access section includes important downloads and information about Policies, Guidelines and Insurance.

All enquiries, updates and additions to the website should be made to the District Webmaster and the District Website Content Manager.

Social Media

Rotary District 9920 recognises that people communicate in different ways. Our aim is to continue to increase our social media profile, in particular using Facebook and YouTube, Instagram as examples.

Social Media Contacts: Ruth Cross, neiruth.cross@gmail.com
Mellissa Natawake, melissa.natawake@gmail.com

Facebook

The District 9920 Facebook Page ([facebook.com/rotarydistrict9800](https://www.facebook.com/rotarydistrict9800)) promotes Rotary within District 9800. The page has information and stories about District and Club events, activities, general Rotary inspiration, and other items of interest. It is quirky, interesting and a fun way to know what is happening in and around the District. We encourage every Rotary Club to like and share the page.

<https://www.facebook.com/rotarydistrict9920/>

YouTube

Accompanying our increased social media presence, is to continue encouraging the use of more videos to communicate news. All Clubs in the District will be encouraged to use video in addition to the traditional methods in order to tell their stories. The video can then be shared on social media, at club meetings, and in other ways. We can assist clubs to produce their own (less than one minute) video stories, outlining a project, member, or item of interest from their club. This need not be a big budget production and can easily be created on a smartphone or tablet. These videos are modelled on Rotary International's "Doing Good" series. We encourage clubs to engage with their local schools who have their own production equipment and a ready-made audience to learn more about Rotary. our District, our Clubs, our projects, and our programs.

We want to use this method to show our "human" face of Rotary at all levels and why they should join Rotary as an organisation.

Support Clubs with Public Image and Communications

The primary function of the Public Image and Communications committee is to help clubs improve their own public image, communications, and marketing.

We are able to assist with the following:

- Sourcing Rotary branded products and services, including banners, signage, clothing and other items.
- Assisting with innovative public image and marketing strategies.
- Review your club's PR assets, including your bulletin, website, signage, social media and image.
- Help you improve your club's PR assets, including your bulletin, website, signage, social media and image.
- Help you achieve the Public Image elements of the Rotary International Presidential Citation

Rotary Down Under Products and Services

RDU products and services can be obtained by contacting RDU Supplies in Parramatta, NSW. Visit their website www.rdusupplies.com.au for more information and to purchase current products online.

What can you do?

1. Identify Ambassadors in your club.
2. Interview them and find what is important to them and to your club.
3. Take a photo.
4. Film them on your iPhone with a quick video and post it on YouTube or your Club Facebook Page.
5. Find another Ambassador in your Club.

How we can help you?

1. Help with your artwork to match the National Ambassador template.
2. Produce banners.
3. Provide language that is positive, evocative and effective.
4. Promote your Club's Ambassadors across other media.
5. Celebrate your success!

Special Projects?

Within our Team we have a number of experienced Rotary Members who have strong knowledge of supporting our clubs to make an impact. All you need to do is contact us and we will support you the best way working with you to get great outcomes.

District 9920 Public Image Committee 2020/21



Allan Smith DGN and PI Chair
St Johns Rotary Club

asmith@accessable.co.nz

As Chair of this committee and recognising that we are entering a new Rotary world Public Image and our people stories are so important. I have been able to get this great team together and jointly we are here to assist your club to tell your stories at many levels.



Annabel Lush
Ellerslie Sunrise Club

a.lush@xtra.co.nz

I joined Rotary to make a difference in local communities and I also realised I could make a difference and assist others to make a bigger impact in what they do. I have legal and marketing qualifications and currently work in the not for profit sector for a national cancer NGO so know only too well the importance of a strong, recognisable and relatable brand.



Colin Robinson
St Johns Rotary Club

cs.bg.robinson@xtra.co.nz

Wide knowledge about Rotary, Rotary websites and social media. Able to help guide processes for writing the stories, taking photos and creating the graphics so vitally important for growing your club and its projects. Happy to help anytime.



Madison Chang
Auckland South

p3pmadison@hotmail.com

*D9920 Foundation PI Lead and Club Service of Rotary Club of Auckland South
Proud of being the PI committee member and work together with everyone to escalate brand energy of Rotary to next level on awareness, engagement, and resonance.*

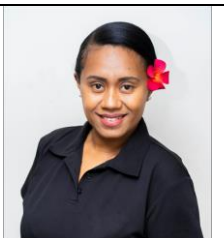


Farida Masters
Sommerville Rotary Club

faridamaster20@hotmail.com

Immediate Past President Somerville Rotary

A journalist for over 30 years and an author of two biographies, I do believe that we are all storytellers and it is important to share stories that inspire. I could help you with the narrative of your Rotary story/moment/event and give pointers on building your club's public image in the community.



Melissa Natawake
Rotary Club of Lautoka

Fiji melissa.natawake@gmail.com

I am looking forward to being a part of the Public Image committee. Like my culture, I believe in the art of storytelling and I look forward to hearing & sharing experiences from in and around District 9920.



Ruth Cross

Rotary Club of Tarawa, Kiribati

neiruth.cross@gmail.com

A passionate, articulate, and driven strategic communications manager with a focus on social media. Ruth is committed to empowering change by sharing stories that deepen human experiences, resonate strong values, and influence audience connections.