Rotary District 5370

UNITE FOR GOOD

Social Media Best Practices

Ready to turn your club's service into compelling social media content?

Public Image Webinar | Nov 12, 2025

Housekeeping Items

- All participants are on mute.
- Use the chat to send us any questions. We'll have plenty of time for questions and discussion at the end of the webinar.
- Lastly, the presentation slides, recording, and other follow-up resources will be shared with you a few days after the event.

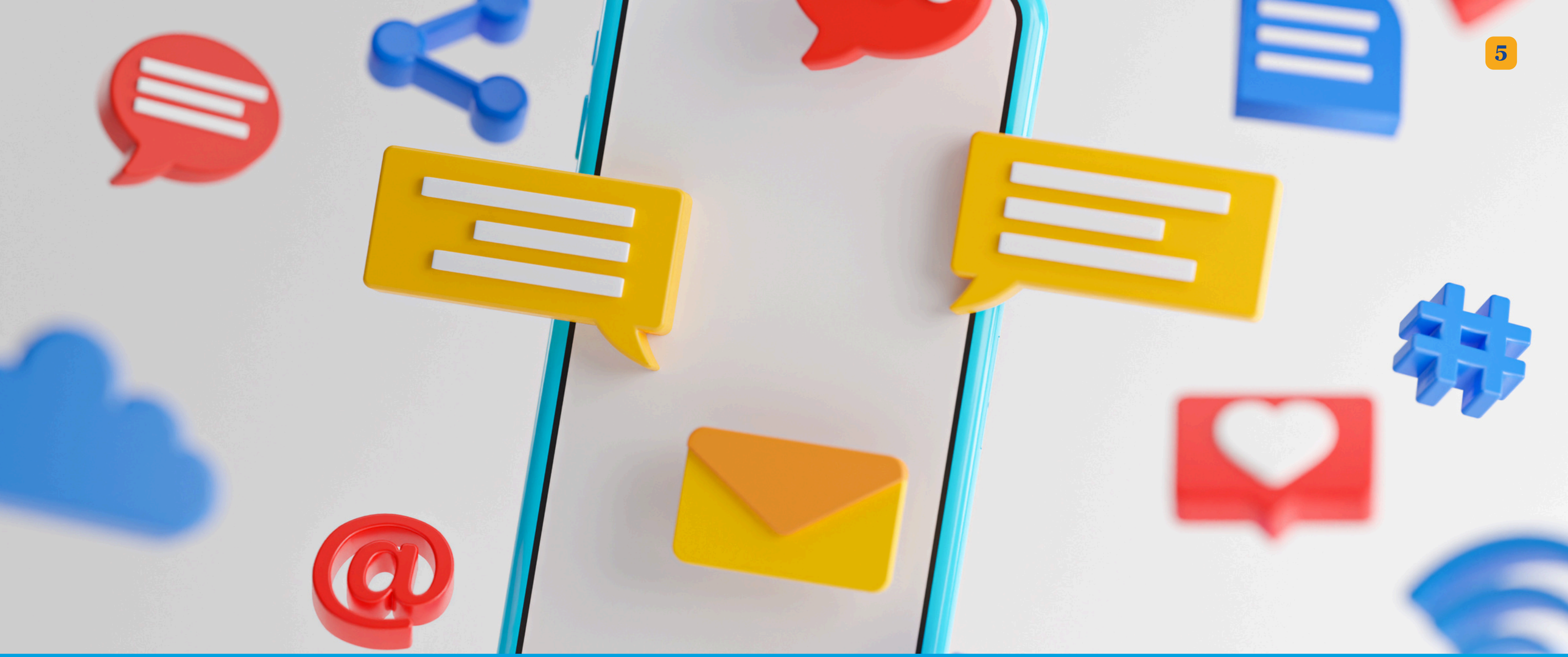
AGENDA

Ready to turn your club's service into compelling social media content?

- Why Social Media Matters
- Branding, Policy & Risk Management
- Choosing Your Platform(s)
- Best Practices for Content Creation
- Engagement & Consistency
- Tools & Resources

ROTARACT & INTERACT TOO!

Every Rotary Member and Club has a story to tell!



Why Social Media Matters

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Public Image isn't about vanity; it's about relevance, impact, and membership engagement.







Why Tell Our Story?

Who cares?

- **ATTRACT NEW MEMBERS AND VOLUNTEERS**
- **INFORM THE COMMUNITY ABOUT YOUR SERVICE PROJECTS AND IMPACT**
- **ENGAGE CURRENT MEMBERS AND PARTNERS**



Branding, Policy & Risk Management

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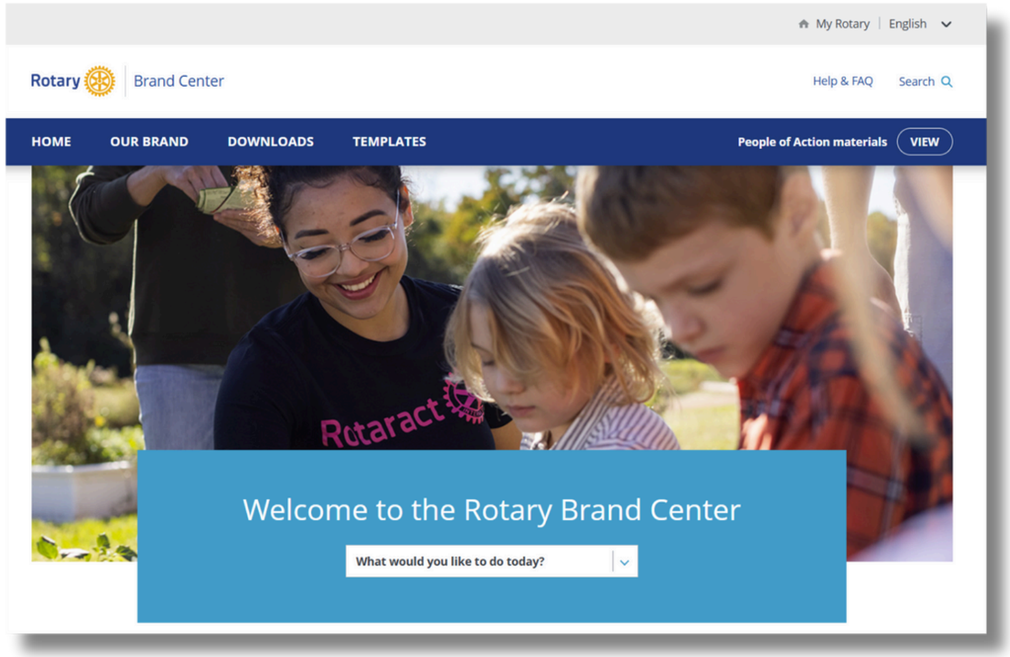
Branding

The Rotary Brand



Rotary Brand Center

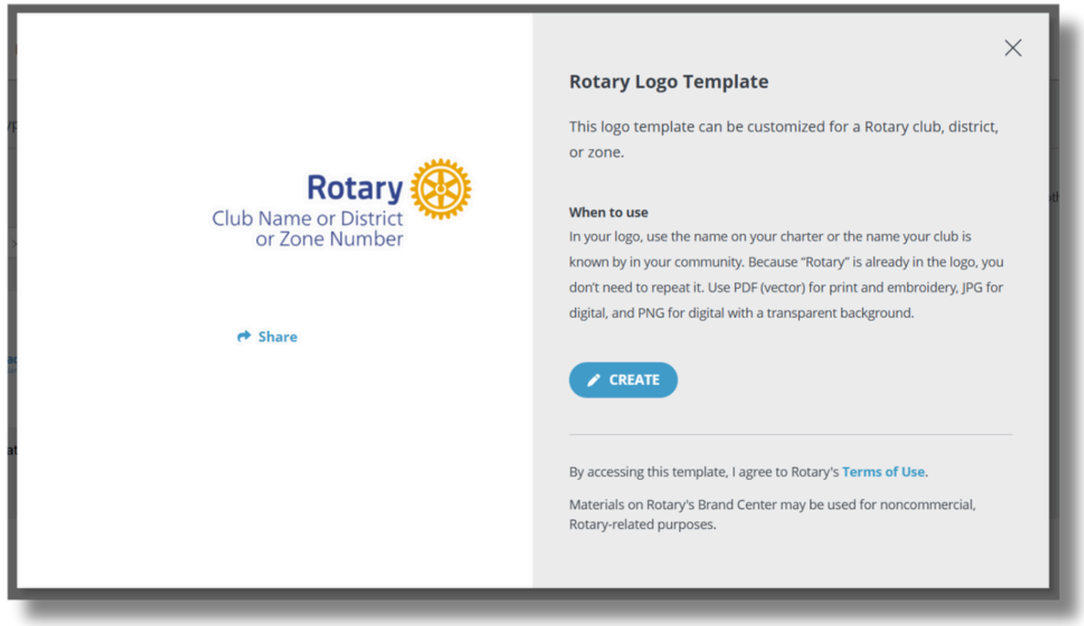
- Understand the Rotary Brand
  - Learn how to apply approved brand messaging to promote Rotary
- Downloads & Templates
  - Access images, videos, and promotional materials
  - Find easy-to-use and customizable templates

Branding

The Rotary Brand

Approved Club Logo

- **DO:** use your club, district, or zone logo (following the approved template from Brand Center)
  - *This includes proper fonts, colors, and formatted elements.*
- **DON'T:** use Rotary, Rotaract, or Interact Masterbrand Signature alone.



Policy

What to check

- **Consent & Privacy**
  - Get permission (verbal or written) before posting photos or videos of identifiable people.
    - Explicit, written consent from a parent or legal guardian is mandatory to show minors' faces.
  - Respect privacy and be mindful of hiding sensitive information visible in the background of photos.
  - Inform subjects how and where their image will be used.

- **Copyright**
  - Treat all content you didn't create as copyrighted.
  - When use is permitted, always credit the original creator (or source).
  - Rely on approved royalty-free stock sites or purchase a license to avoid infringement.
  - Understand "fair use": commercial use doesn't always qualify. ***When in doubt, don't use it.***

Risk Management

The Four-Way Test for Social Media Posts

- Is it the **TRUTH**?
  - Accuracy, citing sources
- Is it **FAIR** to all concerned?
  - Respectful tone, no politics/religion
- Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
  - Focus on positive impact, not internal drama
- Will it be **BENEFICIAL** to all concerned?
  - Is the post helping Public Image, or just vanity?



Choosing Your Platform(s)

Know Your Audience

Who are you trying to reach?

The Golden Rule: Go where your audience already is. Different platforms reach different demographics, interests, and user intents.

- **Who** are you trying to reach?
  - *Age, profession, location, interests, education level*
- What is your primary **goal**?
  - *Club awareness, prospective member lead generation, community building*

Quality Over Quantity: Be strategic and master 1-2 platforms before expanding.

Audience & Uses

Each platform has a different purpose.

- **Facebook**: The Broad Community Hub
  - Audience: 30-65+ age range
  - Use For: local advertising, organizing/promoting events.

- **Instagram**: The Visual Showcase
  - Audience: 18-35 age group.
  - Use For: A highly visual platform focused on aesthetics, lifestyle, creativity, and strong visual brand identity.

- **LinkedIn**: The Professional Network
  - Audience: Professionals and educated individuals.
  - Use For: thought leadership, club news and advocacy, and recruiting talent (members/volunteers).

Audience & Uses

Each platform has a different purpose.

- **TikTok**: Short-Form Viral Entertainment
  - Audience: Predominantly under 25.
  - Use For: capturing new, younger audiences, and driving viral brand awareness through trends.

- **YouTube**: The Long-Form Authority
  - Audience: second-largest search engine in the world.
  - Use For: educational content, long-form storytelling, and building sustainable video libraries (evergreen content).

Facebook

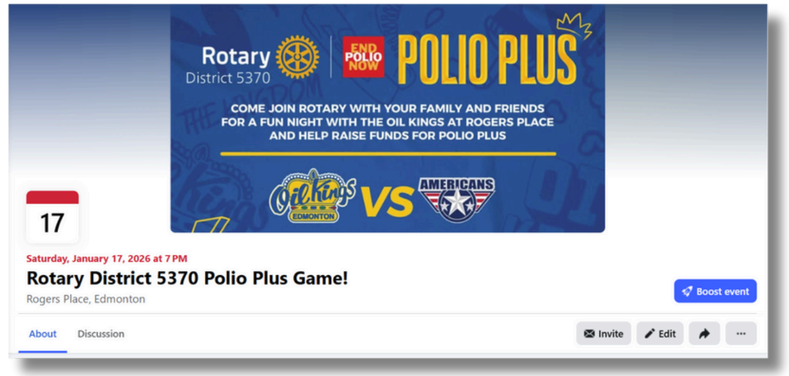
The Broad Community Hub

- **Page**:
  - Your official brand presence and *"digital storefront."*



Profile Picture: 196x196
Cover Photo: 1500x500

- **Events**:
  - Promote both online and physical gatherings.



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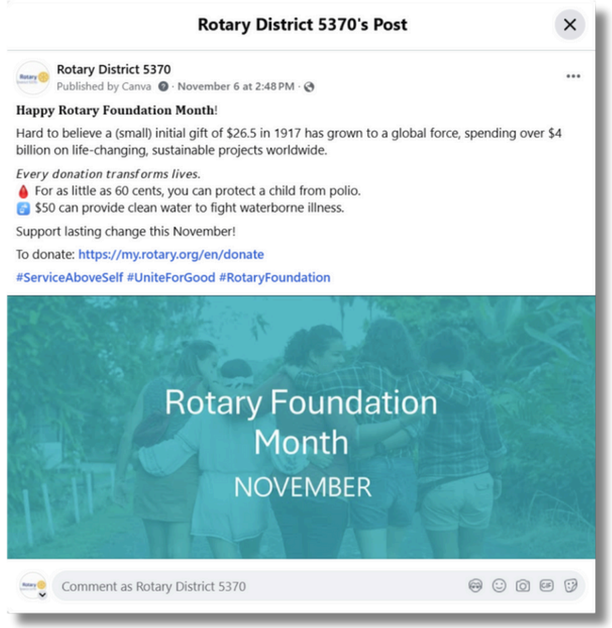
Facebook

The Broad Community Hub

- **Posts**:
  - Standard static images, text, and links.
  - Good for announcements and sharing external content.
  - Square (1080x1080) or 4:5 ratio (1080x1350)





- **Reels**:
  - Short-form, dynamic, vertical video content.
  - Best for new audience reach and leveraging trends.
  - 1080x1920

- **Photo Albums**:
  - Great to share images of special events.

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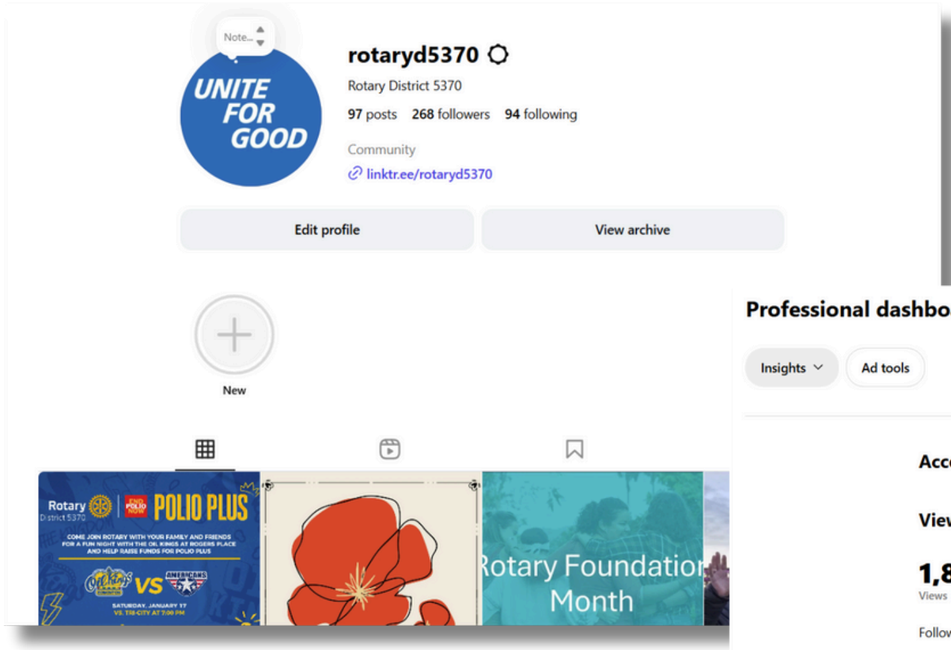
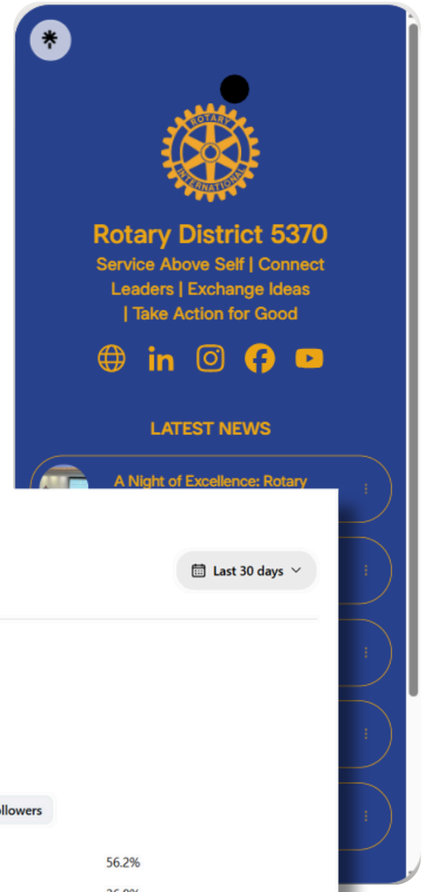
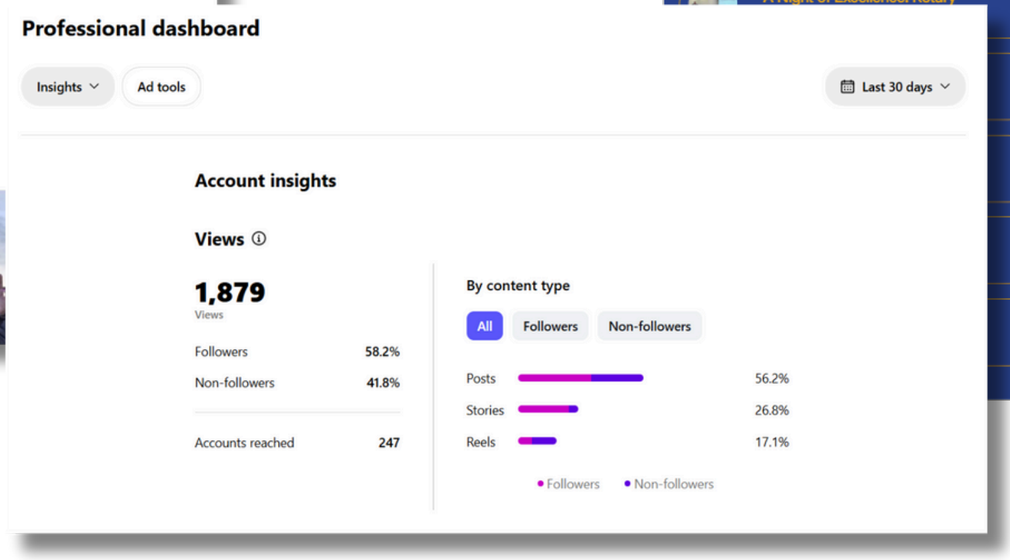
Instagram

The Visual Showcase

- **Business Account**:
  - Essential for accessing detailed analytics and professional contact buttons.
  - Profile picture: 320x320
  - Use *LinkTree* to have several links - it's free!







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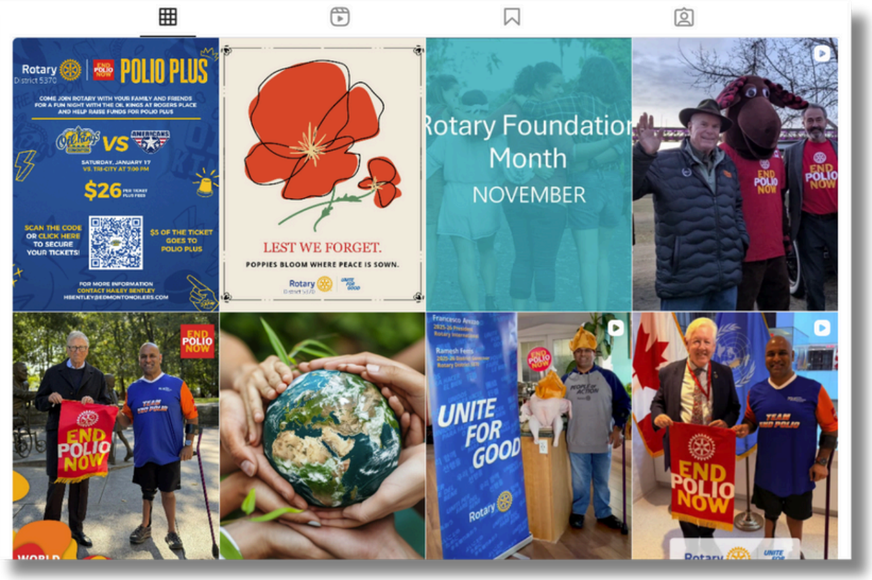
Instagram

The Visual Showcase

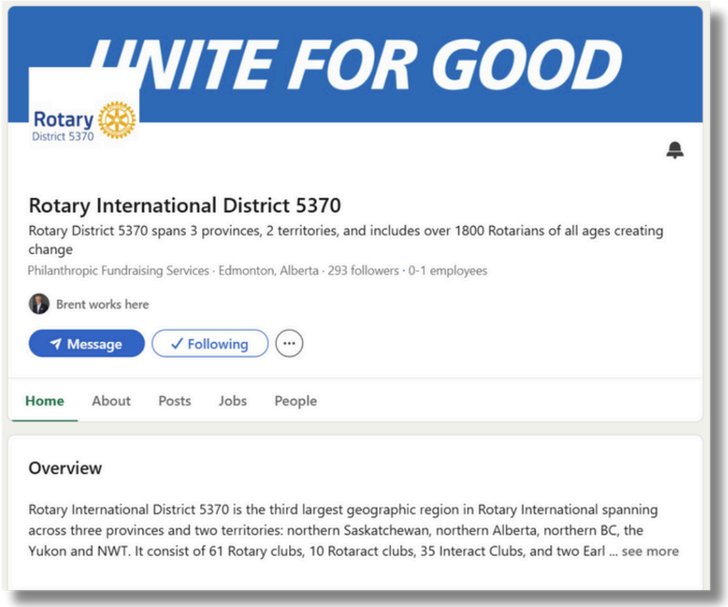
- **Post (Grid)**:
  - High-quality, polished images or carousels that build your core brand aesthetic.
  - 4:5 ratio (1080x1350)
- **Reel (Video)**:
  - Short-form, dynamic, vertical video content.
  - 1080x1920
- **Story**:
  - Available for 24hrs only
  - Quick, immediate engagement: polls, Q&As, and behind-the-scenes glimpses.
  - 1080x1920



LinkedIn

The Professional Network

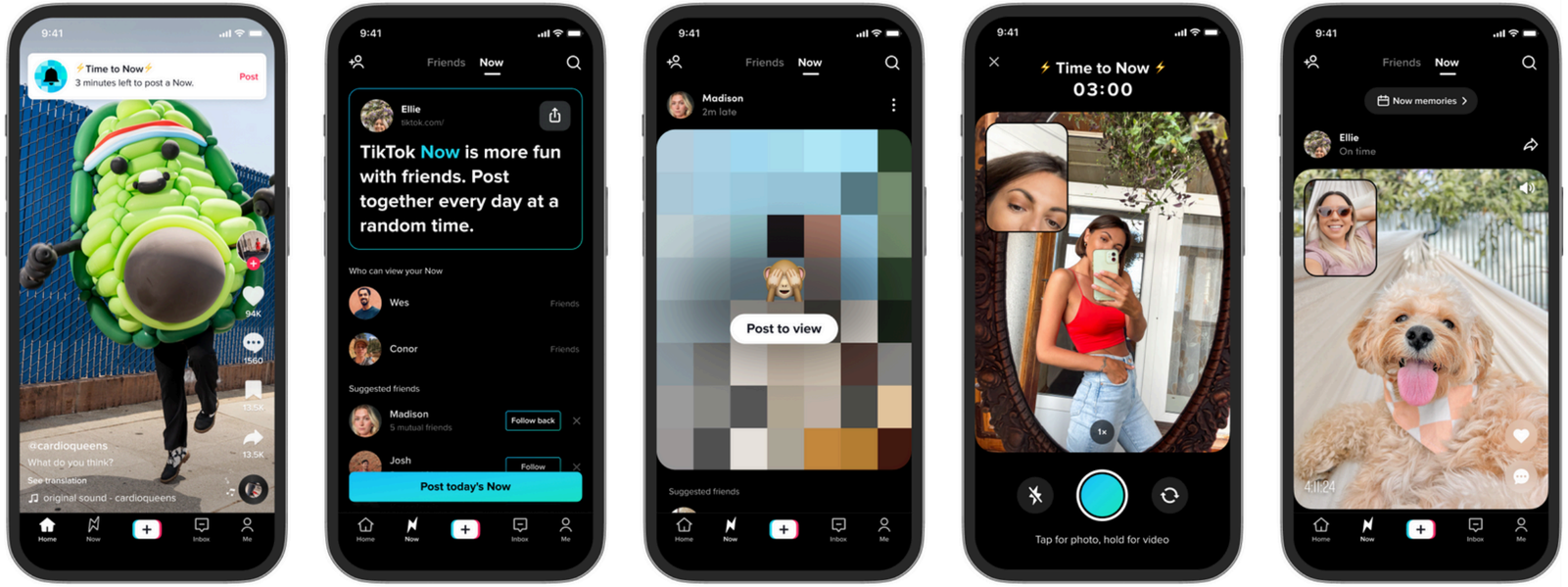
- **Page (Company):**
  - Represents your club.
  - Used to share Rotary insights, club updates, and promote your club as a service organization leader.
  - Profile Picture: 400x400
  - Cover Photo: 1584x396
- **Post:**
  - Image or carousel
  - 1200x627
- **Personal Profile:**
  - The most powerful tool.
  - Members sharing content from their profiles often drives significantly more engagement than the club page alone.



TikTok

Short-Form Viral Entertainment

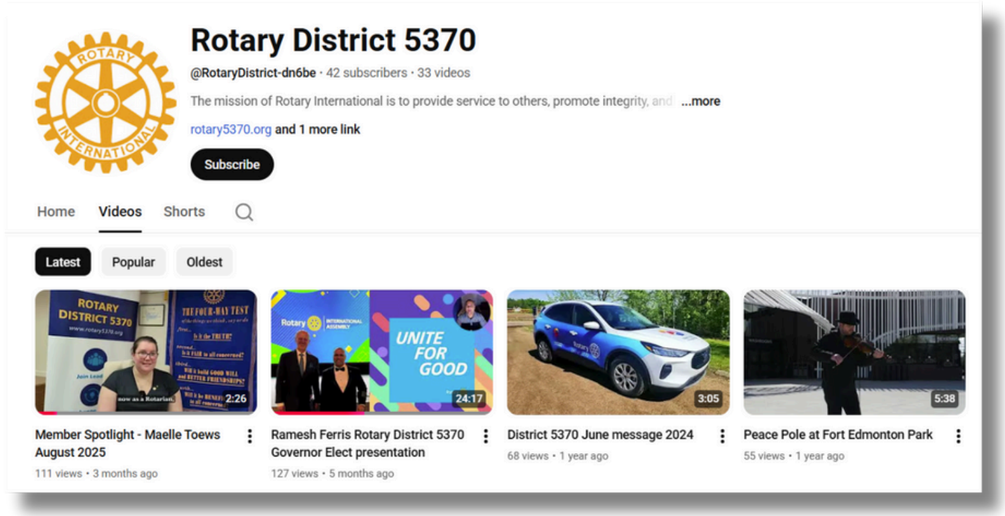
- **Strategy:**
  - Success relies on cultural relevance and authenticity rather than high production value.
  - Focus on trends, trending sounds, and short, fast-paced videos that fit the platform's unique content style.



YouTube

The Long-Form Authority

- **Account:**
  - Profile Picture: 800x800
  - Banner Image: 2560x1440
- **Channels:**
  - Used to organize your content into specific themes, series, or topics.
  - Consistency in channel branding and upload schedule is key for subscriber growth.
- **YouTube Shorts:**
  - Short-form, vertical videos to attract new viewers to your main, longer-form channel content.





Best Practices for Content Creation

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The 80/20 Rule

Value vs. Promotion

- **80% Value:**
  - *What your club offers to the local and global community.*
  - Share stories of impact, club activities, member spotlights, and community service.
- **20% Promotion:**
  - *What your club is asking from the public.*
  - Use sparingly for fundraising asks or membership drives.



Share your Impact

Tell Your Story



Impact-focused stories are more effective than facts for inspiring people to join a club or get involved in a project.

Great storytelling moves from what you DID to what you CHANGED.

Share your Impact

Tell Your Story

We / Action

"We/our club donated $500!"

Impact / Change

"Five students now have new backpacks and supplies for the school year, thanks to our club!"

Visual First

Social media is visual










Visual First

Actionable Video Tip

If a picture is worth a thousand words, then a video is worth a million.

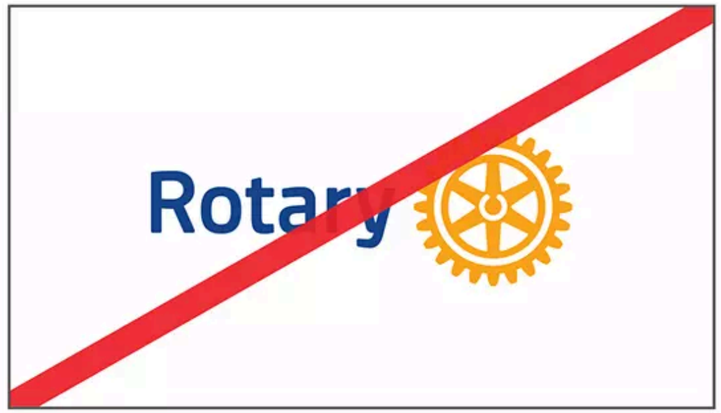
- **"Show, Don't Tell"**
  - You can create very short (15-60 second) videos using just a phone.
  - A 30-second clip of members assembling school backpacks is better than a photo.
- **Focus on the "Before → After"**
  - A short clip of a happy recipient or the finished project.
- **Subtitles/Captions**:
  - Make sure your content is accessible.
  - Stress the importance of adding subtitles, as most people watch social videos with the sound off.

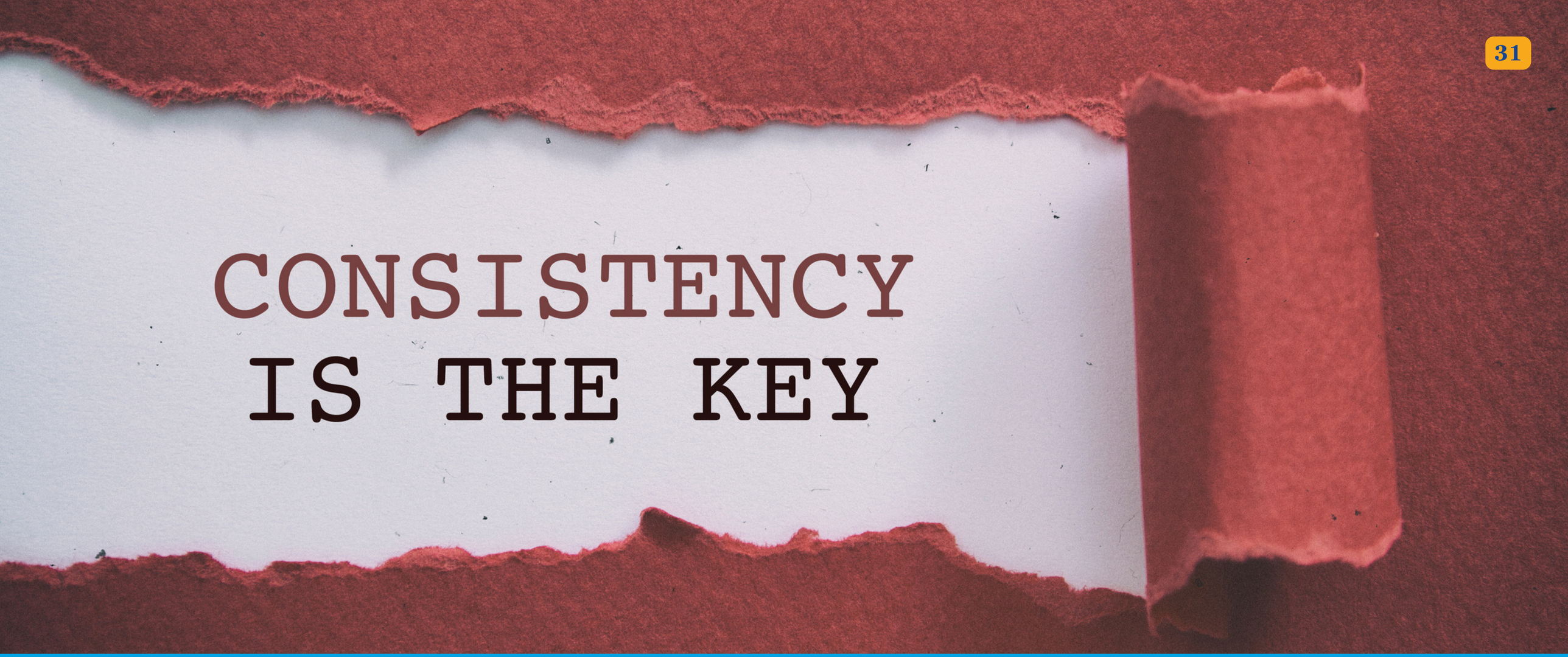
Rotary Branding

Don’t forget compliance!

- Always use the official Rotary logo correctly
  - Refer to the Dos and Don’ts in the Brand Center.
- Use relevant Rotary hashtags
  - #PeopleofAction
  - #ServiceAboveSelf
  - #UniteForGood
  - #EndPolioNow







Engagement & Consistency

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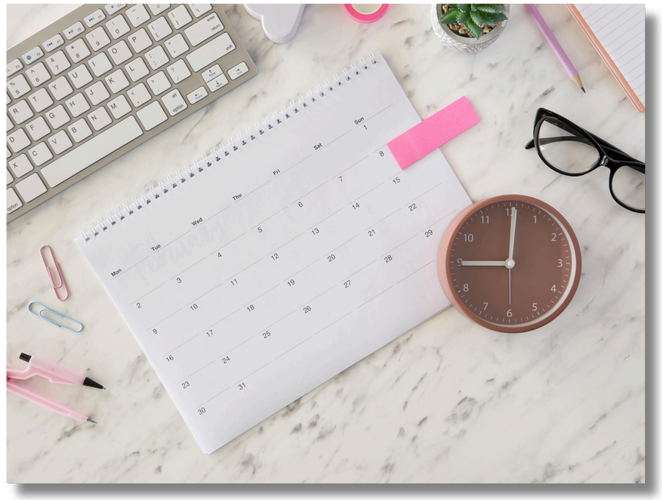
Consistency Is Key

Slow & steady wins the race



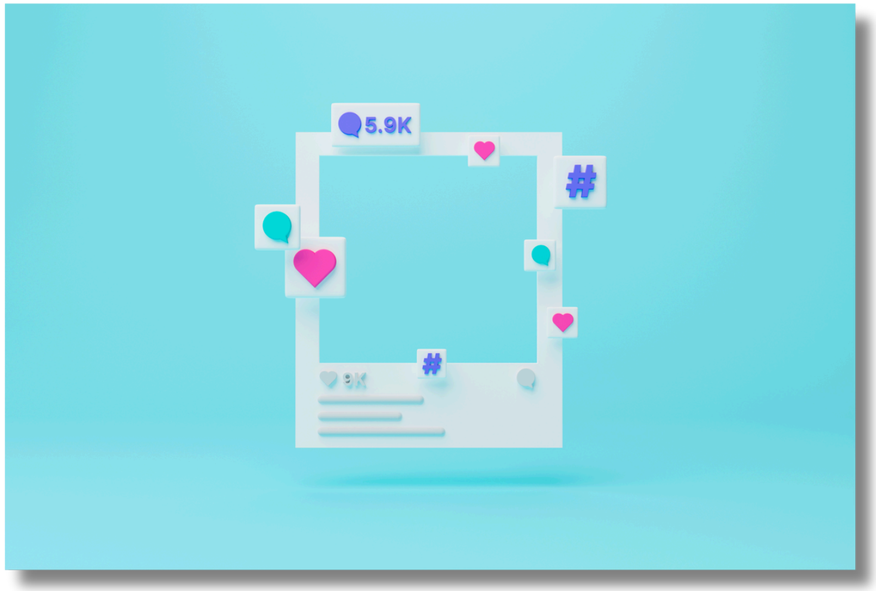
- Try to post at least 2-3 times per week.

- **Tips & Tricks**
  - Leverage Rotary themes and special days for inspiration.
  - Create a simple content calendar for easier planning.
  - Ask your members to create content.
  - Use a social media manager *(Canva; Facebook; etc.)* to schedule posts in advance.

Be a Good Neighbour

Interact with People

- Respond to all comments and messages promptly
  - Even a simple *'thank you'* matters.
- Whenever possible, expand your reach:
  - Tag our district account, partners, local businesses, and members (when appropriate).



Measure Success

Know what works and what doesn't

- **Awareness**:
  - *How many people are seeing your content.*
  - Reach: The number of unique users who saw your content.
  - Impressions: The total number of times your content was displayed, including multiple views by the same person.
- **Engagement**:
  - *How your audience is interacting with your content.*
  - Likes, comments, and shares
- **Conversion**:
  - *Actions taken by users after seeing your content.*
  - Clicks and Click-Through Rate (CTR): The percentage of people who click on a link in your post.
- **Audience and Growth**
  - *How your audience is growing over time.*
  - Follower Growth: The number of new followers gained over a specific period.



Tools & Resources

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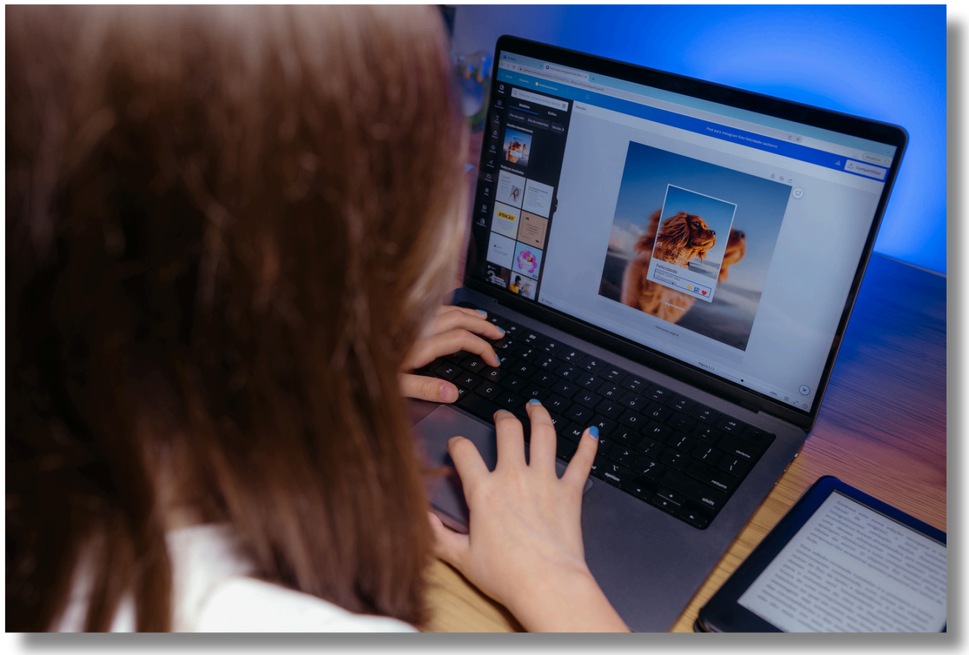
Canva

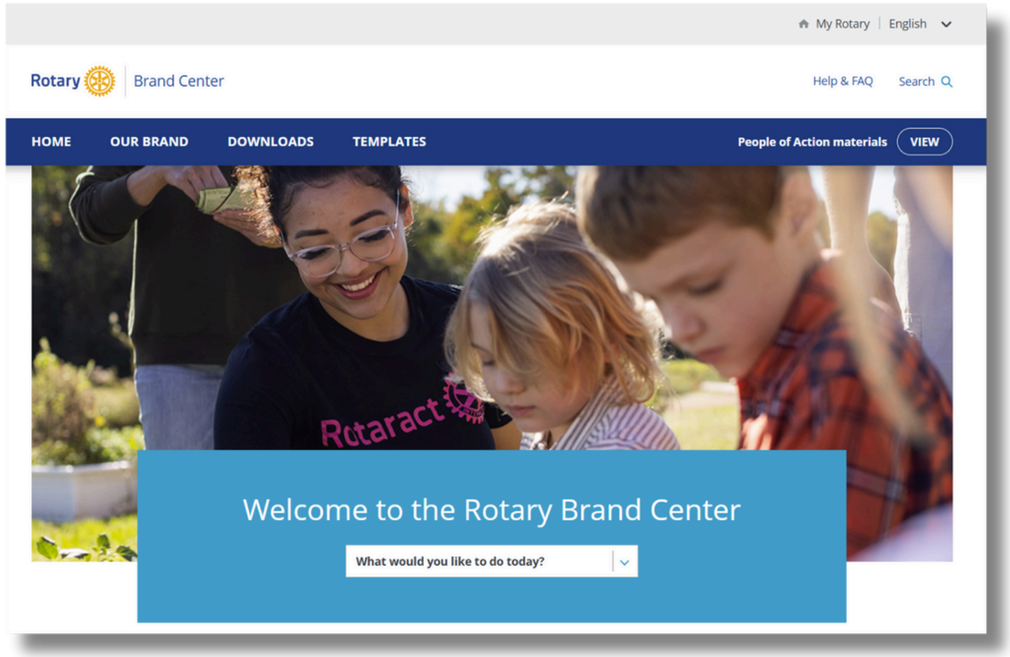
Graphic Design



- Canva is a free-to-use online graphic design tool.
- Use it to create social media posts, presentations, posters, videos, and more.

Rotary International

Rotary Brand Center



- Rotary Brand
  - Learn how to properly use visuals and logos to promote Rotary
- Downloads
  - Access images, videos, and promotional materials
- Templates
  - Find easy-to-use and customizable templates

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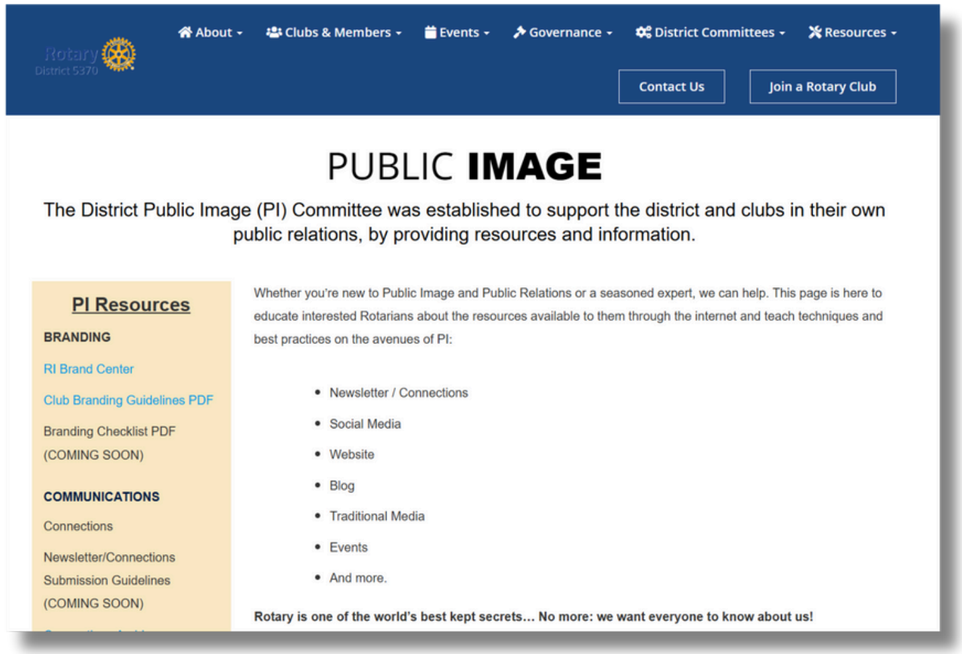
PI Committee



- *communications@rotary5370.org*
- Connections ***Revamped***
- Public Image Website Hub ***In Progress***
  - RI and Zone resources
  - Best Practices & Templates
- Public Image Newsletter ***Coming Soon***

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CONCLUSION

I challenge you to implement one new best practice before the end of the year.

Don't let your impact be a secret.



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QUESTIONS ?