ROTARY 4-WAY FEST SOCIAL MEDIA
Courtesy of Rotary District 5160 Public Image Committee

Resources on the Rotary Brand Center

Our Values: Our beliefs, what we do, and how we act
- Fellowship and Global Understanding
- Ethics and Integrity
- Diversity
- Vocational Expertise, Service and Leadership

Our Voice: Unique tone and style
- Smart
- Compassionate
- Persevering
- Inspiring

Our Organizing Principles: Core ideas for clarity and focus
- Join leaders
- Exchange ideas
- Take action

Brand Guidelines
- **Voice and Visual Identity Guidelines**
- People of Action Campaign Overview, Guidelines, and Style Guide
- Writing and Photo Tips
- Media Crisis Guide
- Public Relations Guide
- Quick Start Guide for Club Social Media Pages
- Quick Start Guide for Club Websites
- Idea Book: Our Identity in Action
- Messaging Guide

Logos
- Rotary brand, mark of excellence logos
- Create your own club, district or program logo
- Programs (Rotaract, Interact, etc)
- Foundation
- Annual theme logos

Materials
- Promotional: Posters, brochures, flags and banners, videos, event planning guide, public relations resources
- Club Resources: Stationery, presentations, newsletter templates, brochures, flags and banners
- Create Your Own: Print ads, logo template, Facebook post, banner template, brochure, promotional cards
- Toolkits: People of Action, World Polio Day, Rotary Global Rewards

Advertising
- Online
- Print
- Outdoor
- Radio

Stories for Social Media

Public Image Tips and Tricks for the Club, Home and Work

Social media use isn't about you and your organization. It's about **your audience and their hopes, fears, dreams and desires**.

- Your text should bring people along on your journey. When crafting content, answer the question: *What will their life be like when you join Rotary/buy my products or services? How will they feel? What can we say that will help them see what we see?*

- Don't be afraid to be **brief**. Use a good image–it will speak 1,000 words.

- Ask a **question** and say "**you.**" To encourage engagement, ask opinions and start your posts with strong words like "should," "would," "which," "why," "what," "who," and "how."

- Create **clear, compelling titles** for posts, videos, etc.

  o If people don't understand what they are going to see/hear/read they will scroll on by. Avoid abstract titles and let people know what to expect.

- To get people to share and click, use these "**power words**" in your copy.

Secret	Help	Discover	Share	Check out
Tell us	Promote	Find out	Improved	
Inspire	Increase	Winner	Developed	
Take	Create	Event	See	

- Show your **personality**

  o Be human in your posts. This provides insight into your club and its personality. Have fun.

Promote events, increase membership and raise funds

- Utilize a Facebook **event page** to promote your event.

  o Use a compelling photo

  o Paint a picture of your event using action and emotional words

  o Invite everyone in your network to the event via the event page. Ask all club members to do the same. Explain why you'll be there.

  o Boost your event (Facebook ad)

- For **membership**
  - A human being's most inherent desire is a sense of belonging. Showcase your club as a **fun, warm and welcoming** place to be.
    - Utilize posts **welcoming new members**
    - Write a post then tag friends with a **personal invitation** to buy them lunch
    - Write a compelling description of your club with clear **contact information** so interested parties can do further research and/or reach out if they want more information.
    - Put your meeting location and other contact information in the "About" section.

Social media tips

- Post frequently

- Tag people in the pictures

- Share your Club's and District's posts—make them go viral!

- Comment on the picture as yourself (versus as club page administrator)

- Blatantly ask people to share and comment

- Use hashtags, like #Rotary5130, #Rotary5150, #Rotary5160, #Rotary5190

Hashtags and Tagging

- **Hashtags (#)** Keyword or phrase. No spaces. Written in a post or comment to highlight and facilitate searches. Indexed by social network so all interested in that topic can search for it, even if they don't know you. About a specific topic: #dadjokes. Commenting on something trending: #metoo. Used to brand your event: #RotaryBrewBash. Don't be too generic: #diet, #love. Don't be too long: #IHateMyLifeCanIHaveYoursForReal. Use sparingly. No one wants to read eight hashtags in a row. Use one or two. Use at the end of the post/comment.

- **@ Symbol:** It's a way to tag or bring to the attention of a specific person or company your comment or post. Mostly used on Twitter. No spaces: @RotaryDistrict5160. For an individual person or a company. You can use in a sentence, not just the end of a post. It's like using a person's proper name.

Photography for Social Media

Framing and composition

- **Rule of Thirds**: Imagine tic-tac-toe grid on viewfinder. Place subjects along grid lines.

- Consider photo dimension requirements: Facebook profile picture (square), Facebook cover photo (820 pixels wide x 312 pixels tall on desktop. 640 pixels wide by 360 pixels tall on smartphones). FB photos minimum: 399 x 150.

- Consider leaving a **border of space** all around, and to the left or right.
    - All around to get rid of distortion/skewing from smartphone cameras.
    - Space can be used for ad copy or to turn pic into a meme.

- Consider what is in your **background**—people working, lots of "Rotarian at Work" shirts, program activities, art, greenery.

- Use interesting **camera angles**: From above, below, at table level, from the side. From above can be more flattering to people—no more double chin!

Subject Matter

- Shoot **action** and **movement**, not static shots. Take pictures of people at work.

- Avoid big **group shots**, **check presentations** and **handshakes**.

- People respond to **faces.** Don't take pictures of the backs of people's heads!

- Take **close-ups** of hands working, people touching, table decor, signs, etc.

- Include beneficiaries, if present.

- Have at least two people in each picture.

- Natural and engaging mood/feel. Natural poses.

- Show diversity of Rotarians and beneficiaries: Gender, age, race, and so on.

Lighting

- Try to use natural light but avoid face-full-in-the-sun pictures, if you can.

- If subjects have sun at their backs (backlit), use your flash as a fill to get rid silhouette effect. Otherwise, use flash sparingly because you'll blast out the color.

- Don't have half your people in the shade and the other half in the sun.

- Light can be very emotional and set the mood/tone of the picture.

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General tips for social media pictures

- **Learn your camera!** Play around with your camera phone. Learn how to take panoramic shots, low-light shots, burst shots; how to use different shooting modes, flash settings, and filters. Learn what all those icons mean, how to crop and color correct.

- **Practice, practice, practice.** Digital pictures are FREE! No film or developing/printing costs. Just delete so you don't have huge files cluttering your phone.

- **Take lots of pictures.** Some will have closed eyes, blurred movement, and so on, in many pictures. Pick the best pictures to upload to social media. Don't upload everything!

- Tap on the area of the screen where you want to **focus**—the camera will automatically meter/focus on that spot.

- Learn to take a **selfie** of yourself and of a group. Buy a selfie-stick for big group shots.

- Have the people with **photography skills**/interests, good equipment, take your pictures.

- If you use a photo off the internet, make sure you have **permission**! Check Google Images ➔ Tools ➔ Usage Rights for permission settings/searches. You DON'T want to get sued! You can also purchase the rights to **stock images** on sites like Shutterstock.

- Respect people's **privacy**. Tell people that how you will use their picture before you take it, then give them a minute to step out, if they choose. Let them opt out of tagging, too.

- Tell people to **lower their wine glasses** out of the picture for decorum/reputation's sake, or crop glasses out of shot, if it matters to your attendees.

- Keep your lens **clean** and don't post **blurred** shots!

- **Crop** everything to focus on what's important.

- Take pictures in Instagram, Snapchat, Facebook Messenger, to use all the cool **filters**.

- Use apps for making collages. **Collage maker apps**: PicCollage, PicStitch, Photo Collage, and Collage Maker. Use your camera's photo editor to write on your pictures.

- Bring a **battery and charging cord** with you—taking pictures takes a lot of power!

- Keep your **resolution/photo quality** in mind. Bad resolution makes for less pleasing photos. Big pixels, less sharpness.

Profile Photos for Clubs

- Use RI theme logo or RI logo
- Use other Rotary image that is easily seen/read in such a small dimension
- Crop faces close
- Take a fun, small group selfie

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