Rotary International Zone 8 Public Image

PUBLIC IMAGE NEWSLETTER

Connecting and Inspiring!

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Rotary Zone 8 | Public Image

Merry Christmas

With Christmas a matter of only a few weeks away, I am sure that like me, you are all eagerly looking forward to the opportunity to celebrate with family and friends and to forget about the *annus horribilis* that we have all endured, and wish for a return to some sort of 'normality' in 2021.

Despite the changes that have been forced upon us by COVID, unfortunately, some things never change. I'm referring, in particular, to the clubs that either through ignorance or a 'don't care—I will do what I like', or it's all too hard' attitude, refuse to comply with the correct Rotary branding (the photo example was seen on Facebook this morning!).

My role as Rotary Public Image Coordinator is not to police adoption of correct use of our Voice and Visual identity, or to 'name and shame' clubs that still insist on using the outdated logos or use the 'new' (now 7 years old!) logo incorrectly, but to assist clubs in their efforts to comply. Indeed, my article in an earlier edition of Public Image News suggesting that Rotary should consider actively following up (policing!) clubs that continue to not conform to expected standards created some very strongly worded responses! At least I got you thinking about it!

My comment is that you may not agree with the decision made by the Rotary International Board back in 2013 and you may not like the branding, but as Rotarians it is your responsibility to accept that decision and 'get on with it!'

As my husband (my wise mentor and most avid supporter!) often states, if your children attended a school where the School Council, for whatever reason, decide to change the school uniform, it is up to you—regardless or whether or not you agree with the decision or like the new uniform —to buy (at your own expense) the new attire.

The only way we are going to be successful in raising our public image is by being consistent in how we promote ourselves. The more clubs that adopt the identity guides, the stronger we will be as an organisation—and that benefits all of us. Our messages, both what we say and how we look, need to be **clear and consistent**. The most common argument I hear from dissenting clubs is that "What does it matter, the general public don't know whether it's the right logo nor not". This also begs the question of is it better to have the



wrong signage than no signage at all? My answer to that is—its so easy to get it right, so there's really no excuse to be using the wrong branding! If you don't know how, ASK!

Think about McDonald's for a moment. Regardless of whether or not you like their food or their philosophy, I'm sure few or you would argue that they are one of the most successful organisations in the world. They protect their brand religiously. You never see the golden arches with vines curled up them or with a seascape background. Their success lies in the consistency of their message and their image.

My Christmas wish is that you all enjoy the holiday season with family and friends and resolve to make 2021 the year **we all** become diligent about Rotary branding!

PDG Gina Growden
RPIC 2018-21 Zone 8

Membership and marketing: Two sides of the same coin

RI Director-Elect, Jessie Harman

Many of you will associate me with the membership roles I've held in Rotary. Yet in my professional life, outside Rotary, much of my career has focused on marketing and communications. For almost a decade, I taught Marketing Principles to undergraduate and postgraduate students at University. Later, when I moved into University management, I put those principles into practice - marketing the University's programs to business, government and international students.

My marketing experience has centred almost exclusively on services (as distinct from goods) and I've experienced first-hand many of the challenges related to their unique characteristics. The fact that services are intangible experiences makes them challenging to communicate to would-be buyers; the fact that customers are integrally involved in producing the experience means they are difficult to standardise and quality is difficult to control. For all these reasons – and more - it can be difficult to demonstrate value.

Rotary 'membership' is a classic example and, like other services, promoting Rotary comes with inherent challenges. Fortunately, there are some tried and true tips which can help us promote our organisation more effectively. Here are five tips for services marketing that have always resonated with me and are directly relevant to Rotary:

Connect with your customers on a personal level - to ensure you understand their needs and wants. In the end, members perceive quality and value when their volunteering needs and wants are met through Rotary. We need to really understand our members' needs.

Ensure the brand projects confidence and credibility - because a strong brand helps reduce the risk associated with buying an experience. Make sure your internal and external communications reinforce the message that Rotarians are People of Action creating positive change in their communities and themselves.



Use people to promote the brand. When it comes to purchasing services, would-be customers definitely prefer recommendations, testimonials and referrals from trusted sources. Educate and support your members to be great ambassadors for Rotary.

Post regular, high quality content to build awareness and understanding. Make sure the content captures Rotary's brand essence, is credible and upbeat. Above all, be consistent.

Find ways to continuously improve the customer experience - to enhance perceived value and satisfaction. Like other customers, our members' expectations continue to rise; so too do their options for volunteering. We need to find new ways to increase member engagement, improve retention and build loyalty.

This last tip reminds me that membership and marketing/public image are two sides of the same coin when it comes to promoting Rotary. It may also go some way to explaining why I've held membership, rather than public image roles within the organisation. Despite that, as I prepare for the role of RI Director, I am looking forward to working with our Public Image leaders throughout our zone. You have an incredibly important role to play in strengthening the present and the future of Rotary – you can count on my support.

IS YOUR ONLINE PRESENCE UP TO SCRATCH?



Angela Stavrogiannopoulos

An online presence is now more important than ever. Not only has Covid-19 changed the way we communicate, it has opened a new door to increase visibility for your Club and how you are connecting with your communities.

Rotary's social media team outlines an active social media presence helps with the following:

- Generate awareness to the local public
- The ability to share stories and events for both club and community members to share
- Connect with donors, local businesses and organisations
- Connect with current, past and prospective members
- Show how your club is #peopleofaction

Whether you are using Facebook, Twitter or Instagram, remember to stay consistent, be personable, tailor language to fit your audience and engage as much as possible.

Don't forget to check out Rotary's Brand Center for guidelines, logos, images and handy tips to help you get started.

For further information contact angela.stavro@rotary.org

Angela Stavrogiannopoulos is Sr. Coordinator Communications and Public Relations at the Rotary International Office at Parramatta

WORLD POLIO DAY

A great success!



From train rides, flag raising, polio dinners and picnics in the park to movie nights, Clubs and Districts organised a huge variety of functions to raise awareness of polio and Rotary's involvement in the campaign to rid the world of this disease.

"Special thanks to everyone for a magnificent effort with World Polio Day – both in fund raising and promotion. I believe it was one of – if not the best – World Polio Day on record!" ***PDG Bob Aitken, Zone 8 Polio Awareness Chair 2018-21***

Message from RI President Holger Knaack

"As we enter Foundation Month, we would like to personally thank each and every one of you who did so much to make World Polio Day such an enormous success.

We broadcast our Global Update on 24 October in multiple time zones around the world, reaching more people, and raising more awareness than ever before. Rotary members in 146 countries registered more than **6,500 World Polio Day events** and activities, from Brazil to Japan, Nigeria to India. **More than $900,000** was contributed online to the PolioPlus Fund which moves us closer to this year's $50 million fundraising goal to take full advantage of the Bill & Melinda Gates match.

Inspired by this show of support across the globe, our work to eradicate polio continues. On 25 August, Nigeria marked four years without a case of wild poliovirus, and the World Health Organization African region is now officially certified wild poliovirus-free. **Rotary has contributed nearly US$890 million—and countless volunteer hours**—to eliminate polio in the African region. In the face of an ongoing global pandemic, this is one of the few good news stories for public health, and we should recognize this great achievement. "

Read President Knaack's full message.



Be Aware Of What You Share



Evan Burrell
Assistant Rotary Public Image Coordinator 2018-21

Social media has had a significant impact on the way we all interact with one another, it has given us the power to connect with people from around the world and do a lot of good. But we can sometimes often forget that what we post on social media could been seen by a fair few people who could be up to no good.

Here is a list of things you should never, ever share on social media

1. The Details of Your Upcoming Holiday

Nothing says, "Hey, come and rob my house" like a proud post about an upcoming holiday, it's basically telling the whole world that no one will be at your house for a week straight. Oh, sure you can post about your holiday just don't go into specifics.

2. Pictures of Your Credit Cards, Drivers Licence, Medicare card etc

Okay, yes, this seems obvious, but it does happen! If you're tempted to post something like that just stop and think because you're just asking for identity theft.

3. Things Your Friends Should Really Be Sharing Themselves

It's exciting when your friend has some big news to share. Maybe they're getting married or expecting a baby. But don't let that excitement make you do something thoughtless, though. Your friend's big news is just that: your friend's. It's not your place to share that news with your entire social media network until they have had the opportunity to post something themselves if they choose too.

4. Inappropriate Personal Images

Social media is no place for your saucy selfies. Only post things you wouldn't mind your Mum seeing, it will save you a lot of grief. So, use your best judgement!

5. Complaints about Work or even your Rotary Club

It can be really tempting to vent about your horrible boss or the world's worst Club President on social media. There's just one problem with that. Things can take a life of their own when it ends up on the internet. Even if you're not "friends" on social media with your boss etc, someone could always screenshot your complaints and share them. That can get awkward fast. So it is best to stick to positive posts.

In the age of sharing, it can be hard to tell where to draw the line but hopefully these tips will steer you clear of any trouble.

Bunnings BBQs are Back!





Public Image in the age of COVID-19

By Laura Spear, Assistant Rotary Public Image Coordinator for Zone 32

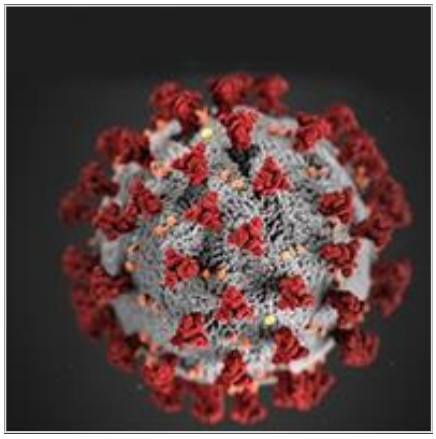
How can your club promote your activities and service projects if almost all of it is virtual today? Your club's website and social media channels are now more important than ever.

Many clubs are meeting virtually, using tools like Zoom, WebEx, and GoToMeeting. Capture a screen image of your members and post it on your digital channels to show that your club remains active. Post club bulletins and newsletters to update your members and community on your club's activities, even if you aren't meeting in person. Consistent communication with both members and the public is essential for keeping your club visible in your community.

Perhaps most important, keep promoting your service projects! Many clubs are providing behind-the-scenes support, such as making masks for front-line responders, writing cards and letters for nursing homes, funding gift cards for local grocery stores and restaurants, donating "thinking of you" presents and treats for house-bound local residents, and providing school supplies and materials for students who have to attend school remotely. Some clubs have even become a centralized community resource, documenting where residents can go if they have questions or issues related to social services during this challenging time.

Here are some other things clubs have been doing:

- Have members who are at lower risk provide in-person support. They can package donations for food pantries, shop for elders, and run errands for those who cannot leave their homes.
- Sponsor or support international projects, including virtual meetings for best practices on staying safe during the pandemic. Train people globally on resources for remote learning.
- Make sure your club website is up-to-date, using the Rotary branding guides described in the *Voice and Visual Identity Guidelines* (available in the Brand Center by signing in to My Rotary).
- Select one primary social media platform—such as Facebook, Twitter, Instagram, or LinkedIn—and update it regularly, at least once a week.
- Let the public know through virtual technology all of the good work that your club is doing. Pictures are worth a thousand words, especially on digital channels. Try to get photos of your members actively performing service, either in their homes without masks or out in the community with masks. You can even live stream your service activities using tools like Facebook Live, YouTube Live, or Periscope. Record your live-streamed events and post them on your club's social media channels and website. Videos can go viral, increasing our public image impact.
- Consider how you can help members of community use technology to connect with loved ones or seek needed support services. Promote



these opportunities on your club's website and social media and share them with your community's digital channels. Most local towns and cities have a Facebook page or Twitter account. Join and post, and share posts from others in your club to promote the club's activities.
Need a starting point? The Brand Center has a quick start guide for Rotary websites. Set up a social media channel for you club and share postings from Rotary International. Additionally, you can share your ideas and learn more on the Rotarians Respond to COVID-19 Facebook group.

Source: Rotary Voices, Posted October 15, 2020



Introducing incoming RPIC:

PDG Sarita McLean



A proud 4th generation Indo Fijian, Sarita migrated to New Zealand 32 years ago to take advantage of its excellent education system. After completing high school and university in the North Island, she moved to the South Island with Christchurch, Canterbury now home since 1999.

With the idea of service resonating deeply, service not only to her local community but also nationally and internationally, Sarita joined the Rotary Club of Christchurch South in 2008. Since then she has held several positions within the club and in 2012 – 2013 served as President. Some highlights at club level includes being part of the organizing committee for Rotary Youth Leadership Awards in 2015 – 2017, organizing the club's inaugural Community Awards Evening in 2019, and being part of the team hosting Christmas parties for low decile schools in Christchurch.

Sarita was fortunate to be appointed the 5th female district governor (and only the second of Indian heritage) for Rotary District 9970, the Upper South Island of New Zealand for the 2017 – 2018 year. A few notable highlights include organizing women's brunches with community organizations associated with Rotary such as Inner Wheel; changes to the district's newsletter and communications processes not to mention convening the district conference at a marae as a means of celebrating the diversity in our organization and acknowledging the rich cultural heritage of Aotearoa, New Zealand. At the conclusion of her governor year, Sarita was appointed as the district's Interplast Coordinator and in 2019 took on the role of the district's Communications and Public Image Chair.

In 2018 Sarita was asked to be part of the Rotary Zone 8 Conference Committee for the 2019 Christchurch Conference and since then for the 2020 Alice Springs Conference and 2021 Conference taking responsibility for editing the conference newsletters and managing social media. She was a member of the 2019 Governor Nominee Training Team and is the Lead Facilitator for the 2020 Governor Nominee Training.

Sarita is a Health and Safety Professional and together with her husband Stuart run a consultancy specializing not only in workplace health and safety but also process improvements. She has also served for her professional organization, the New Zealand Institute of Safety Management (NZISM) as the Canterbury Branch Manager, member of the National Operations Committee and is currently on NZISM's Grading Panel for the national body Health and Safety Association of New Zealand. Sarita has also served both locally and nationally for the New Zealand Association for Training and Development.

In May 2016, Sarita finally completed her 12-year service as a School Board of Trustee for her daughter's primary and secondary schools (St Peter's School Beckenham and Villa Maria College).

Sarita will serve as the Zone 8 Rotary Public Image Coordinator for 2021-2024

Contact Details for Zone 8 Rotary Public Image Coordinator Team members:

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Liz Courtney (NZ & Pacific Islands)+64 2 1407 870, Email: lizcourtney.lc@gmail.com

Promote your Club as PEOPLE OF ACTION

The People of Action campaign brings the Rotary brand to life by highlighting what happens when community leaders within Rotary join together, share their vision, exchange ideas about solutions, and then take action to make it a reality.

Who are we trying to reach?

This campaign is for people who do not know about Rotary or why it's relevant to them. We hope the campaign will appeal to potential members who want to make a difference in their communities, those interested in Rotary's causes, and people looking to establish relationships with others in their communities.

Why is the campaign's theme "People of Action"?

Rotarians share a unique passion for taking action to improve their communities and the world. Where others see problems, we see solutions. This is our chance to show others how Rotarians see what's possible in their communities and to highlight what we can achieve when more community leaders join Rotary.

What materials are available?

At Rotary.org/brandcentre, you'll find videos, social media graphics, and advertisements for print and digital. Campaign guidelines are also provided to help districts and clubs localize the assets.

Can clubs or districts modify campaign materials with pictures of their own projects?

Yes. Guidelines are provided at Rotary.org/brandcentre to help districts and clubs localize the campaign with photos of their own communities.

Is there guidance for taking photos for the ads?

Yes. Rotary.org/brandcentre has a checklist and information on how to capture photos that focus on connections and community.

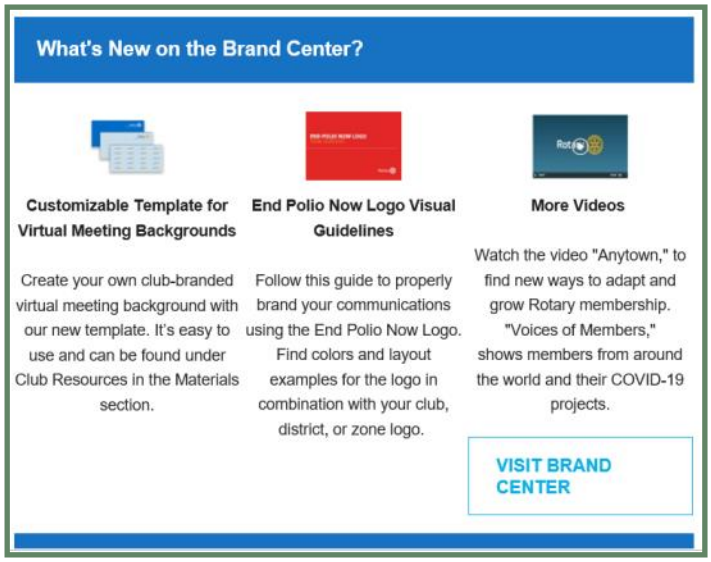
What are some ways we can place the campaign locally?

Campaign placement tips are on Rotary.org/brandcenter. There are also other ways to use the materials – consider adding campaign graphics to club and district websites, posting them on social media, and displaying the ads at events.

What kind of support is provided to members who don't know how to buy ads or secure donated space?

RI provides guidelines on how to develop media plans, buy ads, and secure donated ad space at Rotary.org/brandcenter. In addition, the RI marketing communications team will host a series of webinars to help club and district leaders with media planning.

For more details on how to promote your club as People of Action visit the Learning Centre at rotary.org Promoting Your Club as People of Action



Visit the Brand Centre by clicking here.



Zone 8 Video Clip Competition 2020-21

The 2020-21 Video Clip Competition for Zone 8 is now open

Aim of competition

The aim of the competition is to encourage clubs to consider using video as a means of telling their Rotary stories, and to become familiar with the ROTARY: 'People of Action' Campaign

To develop a tool which could be used to promote the club through local media, social media and at club events

Who can enter?

All Rotary, Rotaract and Interact clubs in Zone 8 (Australia and New Zealand + Pacific Islands) can enter.

District Entries are welcome!

Conditions:

Videos must be no more than 2 minutes in length

Must depict club members as "People of Action"

Must illustrate how Rotary opens opportunities in 2020-21

Must display correct Rotary branding

Must be produced 'in-house' using a i-pad, i-phone (or similar) or video camera

Must not be professionally produced

Closing date

Videos are to be submitted to Rotary Public Image Coordinator, Gina Growden by 31st May 2021. (Email link to gina.growden@bigpond.com)

More information:

Mobile: 0412 128 106

