



District Team Training Seminar

Public Relations

&

Social Media

Goal-Setting

- Promote visibility of district initiatives
 - Enhance visibility of local clubs
- Create and maintain positive public perception of R.I.

Promote visibility of district initiatives

- Demonstrate value of Rotary projects on both club and district level
- Provide exposure to community impact made through district grants

Enhance visibility of local clubs

- Promote use of free media
- Encourage participation in community-centered events or projects

Create and maintain positive public perception of R.I.

- Develop Rotary “elevator speech”
- Provide material support to district clubs for image enhancement

Inter-Committee Cooperation

- Collaborate with other district committees to promote goals
- Provide financial assistance for marketing of major projects

Areas of Focus

1. Eradication of polio

2. Membership

Social Media

- Represents tool for promoting above goals
- Create consistent utilization among district clubs
- Provide support to clubs lacking expertise on subject matter

We are this close...



Professional Networking





How can I help *you*?

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