



ROTARY “NEW YEAR” CHECKLIST

Website Audit

- ✓ Update your Club’s Logo and RI Theme is up-to-date and follows RI Brand Guidelines
- ✓ Add/Update your weekly speakers
- ✓ Add/Update your Club’s events
- ✓ Add fresh content to the Home Page weekly
- ✓ Make sure information is up-to-date: meeting time, location, Club officers, etc.

Social Media

- ✓ Update your profile picture and cover photo with new RI Theme
- ✓ Make sure all marks follow RI Brand Guidelines
- ✓ Check your About Us page for accuracy
- ✓ Make sure your social media links to your website, if applicable
- ✓ Know your ADMINS and have multiple members assigned
- ✓ Make sure you are a public page not a closed group
- ✓ Add a new post about an upcoming meeting/speaker/event
- ✓ Take five minutes in your next meeting and ask your members to go to the page and “like it
- ✓ Help your members understand the importance of interacting with your Club’s content
- ✓ Commit to posting weekly (at least) content about your club
- ✓ Tag @ Members/Pages/Partners & Hashtags #
- ✓ Use Hashtags: #Rotary5680, #PeopleOfAction, #Rotary
- ✓ Be sure and “Like, Share, Comment, Check-In”
- ✓ Share RI posts as appropriate

Printed & Other

- ✓ Brochure
 - Tips for Great Design: Headline or **Title**-Attention grabbing active voice, power works, concise, short, **Who**-Identify your audience, **What**-Your message, what do you want them to know/do, **Where**—Location & where to find more information, **When**-Date & time to take action, **Why**-The hook, why are you doing this? Who is benefitting? Why would others want to join?
- ✓ Leave behind flyer/rack cards
- ✓ Business cards
- ✓ Email signature
- ✓ Ensure ALL members have a MyRotary account, update as appropriate

