

# Public Image Committee

## **Purpose:**

The Public Image Committee promotes awareness of Rotary. For external audiences the goal is to foster an understanding, appreciation and support for the work and programs of Rotary, as well as to attract new members. For the internal audience of Rotarians, the goal is to promote awareness that affects external publicity, favorable public relations and builds a positive image of support for the Rotary organization, inspire potential donors, and attract people to membership.

## **Composition:**

The Public Image Committee Team Leader is appointed by the person who will be the District Governor (DG) when the term begins. The appointment shall be for an annual term. The Committee Team Leader shall appoint one or more members to this committee, seeking when available, Rotarians or Rotaractors who have media, public relations or marketing experience as a component of their vocation or profession or who have experience as a Club Public Image Chair. The Chair shall attend Zone meetings when public image training is offered.

## **Responsibilities:**

- Maintains contact with DG and key committee Team Leader to stay informed about District projects and activities that can be promoted, particularly those of interest to the general public;
- Utilizes current Rotary International (RI) public image material and resources;
- Serves as a resource to club and District committees providing overall direction regarding public image initiatives, fostering consistency and clarity of messaging to internal and external audiences;
- Ensures that the District uses up-to-date RI logo and other branding and messaging materials;
- Encourages clubs to prioritize promotion of Rotary's public image and use of up-to-date RI logo and other branding materials;
- Seeks opportunities to speak to individual clubs or at District events about public image including developing and updating content on websites and social media to appeal to the general public;
- Promotes Rotary initiatives such as Polio Plus, grant successes, alumni activity and awards to the District and the Rotary community at events such as trainings, PETS, District Conferences, etc.;
- Ensures District Public Image tab content on the District website is maintained and updated;
- Promotes Rotary to external audiences in conjunction with the clubs such as media, community leaders, potential partner organizations, program beneficiaries and the general public;
- Contacts media with newsworthy stories of District projects and events, and shares club and District stories on social media with assistance as requested by the DES;

- Ensures key club and District stories are highlighted in District level social media.