

**Rotary**  
District 1130



Rotary  
in London  
UK



# **2024-25 DISTRICT 1130 PUBLIC IMAGE ASSEMBLY**

**Presented by Candy Liu (PI Chair)**



# PUBLIC IMAGE ASSEMBLY AGENDA

- Introduction
- Understand overall experience
- 2024-25 theme logo and Logo use guidelines
- Update Assets in Brand Centre
- Share District Support and resource
- Leverage technology to help branding

# INTRODUCTION

Put your name, your role & club name



**Rotary**  
District 1130



Rotary  
in London  
UK

# MEET 24-25 PI CHAIR



**Candy Liu**

President Elect, Rotary Club of London  
PI Chair, RCL & District 1130  
Charter President, Rotary Club of Smart HK

## Professional Background

- Strategic Global Account Director, Microsoft
- Working over 20 years in ICT industry and graduated from City university of Hong Kong Electronic Engineering



<https://www.candyliu.hk>



<https://www.facebook.com/ckslu/>



<https://www.linkedin.com/in/candy-liu-5a47214>



[ckslu](#)



# UNDERSTAND OVERALL PI EXPERIENCE

➤ Do you have social media?

- 0
- 1
- 2
- 3

➤ How many times you post social media?

- Never
- 1 time per month
- 1-2 time per week
- 1 time per day

- *Average connect 8.4 people in 1 post*
- *Best practice update 2-3 times per week*

# MEET 24-25 PI COMMITTEE TEAM



**Sylvene Pruess**  
Rotary Club of Pall Mall  
Public Image Analytics



**Sharmila Nagarajan**  
Rotary Club of Tower Hamlets.  
Social Media Updates



**Anahita Harris**  
Rotary Club of London  
Public Relations

**Adrian Faiers**  
Dulwich, Peckham & Crystal Palace  
District Web Template Administrator

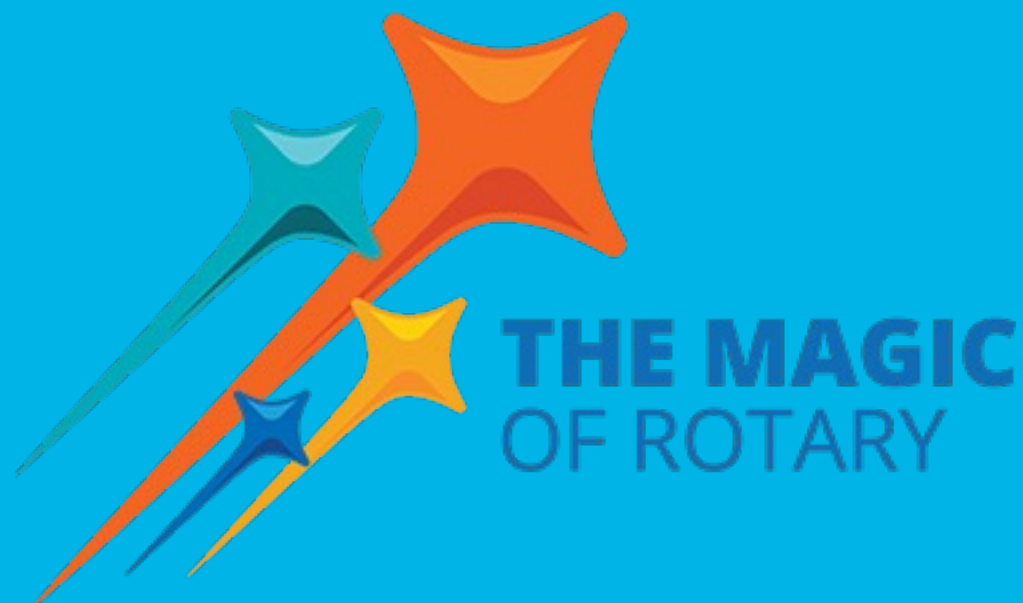
# Take Away 1

Starting from YOU  
Become a role model using social media  
and post updates/share

# THE MAGIC OF ROTARY

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*members create that magic with every project completed, every dollar donated, and every new member of Rotary*



<https://my.rotary.org/en/document/ri-theme-2024-25>



# 2024-25 Rotary Theme



# CORRECT USED

**Rotary**  
District 3310



Sunrise Kampala  
**Rotary**  
Club



**Rotaract**  
Club of Taipei



# INCORRECT USED



Don't add outlines, special effects, or other graphic elements.



Don't alter or add copy to the logo. Don't change the fonts.



Don't put the logo in a holding shape.



Don't distort the logo.



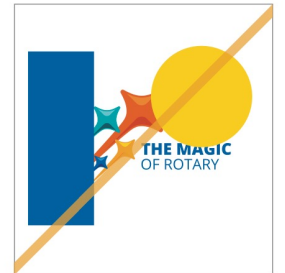
Don't change, remove, or isolate logo elements.



Don't change the colors of the logo.



Make sure the logo is completely legible and on a contrasting background.



Don't allow the logo to get cut off or be covered. The entire logo must be visible.

# LOGO USED GUIDELINES



## Theme logo

only when communicating with other Rotary members



## District logo

Using for District communications and promotions.



## Club logo

Using for club communications and promotions.

# PLEASE DON'T USE OLD LOGOS

Studies show that consistent logo use builds organizational trust and awareness

Then



Now



# Take Away 2

## Using RIGHT Logos

helps us tell Rotary's story in a consistent and compelling way



# NEW ASSETS IN BRAND CENTER

- Go to <https://my.rotary.org>
- Under Manage -> Brand Center

**Brand Centre Video**



## PEOPLE OF ACTION

Get everything you need from Rotary's latest public image campaign.

[LEARN MORE](#)



## OUR BRAND

Learn how to apply our brand messaging to promote Rotary.

[LEARN MORE](#)



## LOGOS

Download high-resolution logos and Rotary graphics.

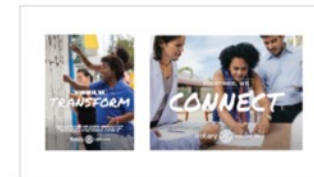
[LEARN MORE](#)



## MATERIALS

Use our customizable materials to promote your club, projects, and programs.

[LEARN MORE](#)



## ADS

Download online, print, outdoor, and radio ads to promote Rotary in your community.

[LEARN MORE](#)



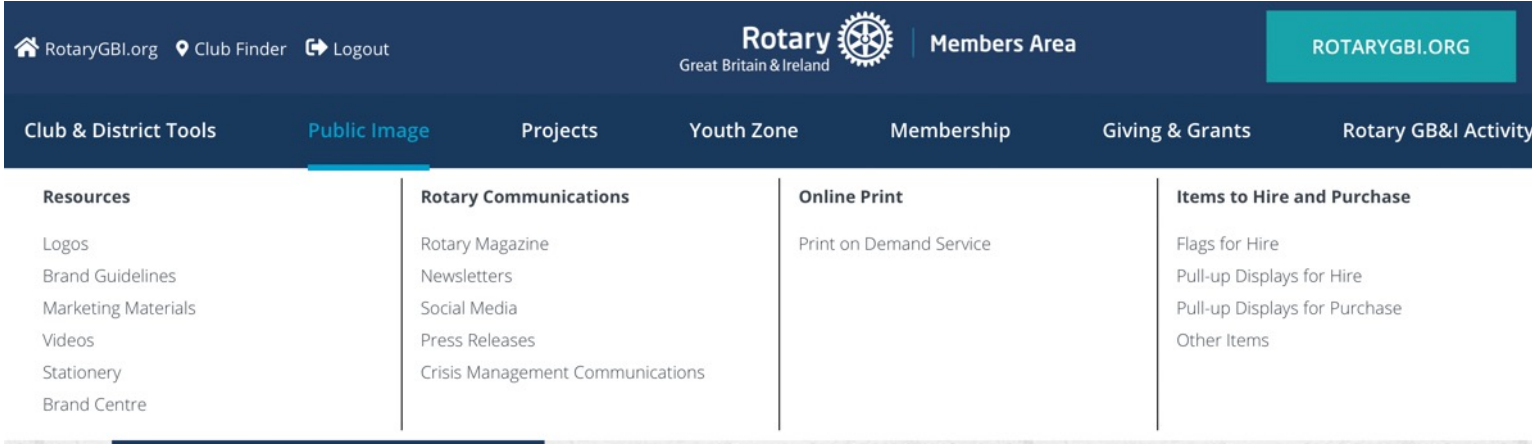
## IMAGES & VIDEO

Select images or videos that capture Rotary's essence and reflect our work and our members.

[LEARN MORE](#)

# RGBI RESOURCES

- Go to <https://rotarygbi.org/>
- Login members
- Under Public Image
- Press template




**VERY IMPORTANT – INSTRUCTIONS:** Please read this press release template. Ensure you edit or remove all red text INCLUDING THE CLUB/DISTRICT NAME UNDER THE ROTARY WHEEL AT THE TOP OF THE PAGE. Change the remaining text to normal black text. Please delete this paragraph before sending the press release out. If you wish to expand on the information already supplied please do so.

To: [Your location name] media  
 From: Rotary in [your location name], [your name], [your phone number], [your email]  
 Date: [date that you send this press release to your media contacts]  
 Subject: [subject line]

**Headline**  
 Body copy  
 To get involved in Rotary and make a difference in your community, visit [www.rotarygbi.org/join](http://www.rotarygbi.org/join)  
 - ENDS -

**Notes for Editors:**  
 For more information and to arrange an interview, please speak to the person named at the top of this press release.

**ABOUT ROTARY INTERNATIONAL IN GREAT BRITAIN & IRELAND:**  
 Rotary International in Great Britain & Ireland is a membership and humanitarian service organisation. Through membership of their local Rotary club, members use their time and talents to make a difference in their own communities and around the world.

There are around 1,650 clubs in Great Britain and Ireland with over 40,000 members. Rotary is open to anyone over the age of 18 who wants to give back to their community, meet new people and have fun.

Website: [www.rotarygbi.org](http://www.rotarygbi.org)  
 Facebook: [Rotary International in Great Britain and Ireland](#)  
 Twitter: [@RotaryGBI](#)

# PI TRAINING

- Go to <https://my.rotary.org>
- Go to LEARNING & REFERENCE -> Learning Center

The screenshot shows the 'Course Catalogs' page on the Rotary My Rotary website. At the top, there is a search bar and a navigation menu. Below the search bar, the 'Course Catalogs' section is highlighted. Underneath, there is a 'Courses by Topic' section with six cards: 'About Rotary', 'Club Leadership', 'District Leadership', 'General', 'Membership', and 'Professional Development'. Each card has a 'VIEW' button.

The screenshot shows the 'Learning Center' page on the Rotary My Rotary website. At the top, there is a navigation menu with 'LEARNING & REFERENCE' highlighted. Below the navigation menu, there is a 'Learning Center' section with a red box around it. Underneath, there is a 'Course Catalogs' section with a search bar and a list of courses. The first course is 'All About Rotary Peace Fellowships' with a 5.0 rating and 15m 00s duration. The second course is 'Areas of Focus' with a 5.0 rating and 30m 00s duration. The third course is 'Committing to Diversity, Equity, and Inclusion' with a 5.0 rating and 15m 00s duration. The fourth course is 'Getting Started with Learning Topics' with a 5.0 rating and 15m 00s duration. Each course has an 'E-Learning' icon.



# WEBSITE THEME

- Contact Adrian Faiers

Rotary  healthprofessionalsinrotary.org  
MEMBERS FROM THE FAMILY OF ROTARY

Contact Help Members

Search.....

Home Main Menu Photo Galleries Officers Links & News

WHO ARE WE AND WHAT IS OUR  
▼ HERITAGE?

ROTARY'S HEALTH PROJECTS  
▼  >

MENTAL ILLNESS - WHY THE STIGMA?  
▼ 

THE FELLOWSHIP IN SAO PAULO

f t G+ p in

# PI INFORMATION & RESOURCE FOR SOCIAL

- <https://www.rotary.org/en/news-features/press-releases>
- <https://www.facebook.com/rotary>
- <https://twitter.com/rotary>
- <https://www.linkedin.com/company/rotary-international/>
- <https://rotarygbi.org/members/>

# Take Away 3

***You are not alone!***

Many resources you can use from District 1130,  
RIGBI and Rotary International (RI)



# USING TECHNOLOGY HELP PROMOTE

## LEVERAGE OPEN AI

- Automatically generated content, customized news feeds, and predictive intelligence
  - Bing.com
- Automatically provide the social media analysis
- Help SOE



# SCHEDULE TOOLS

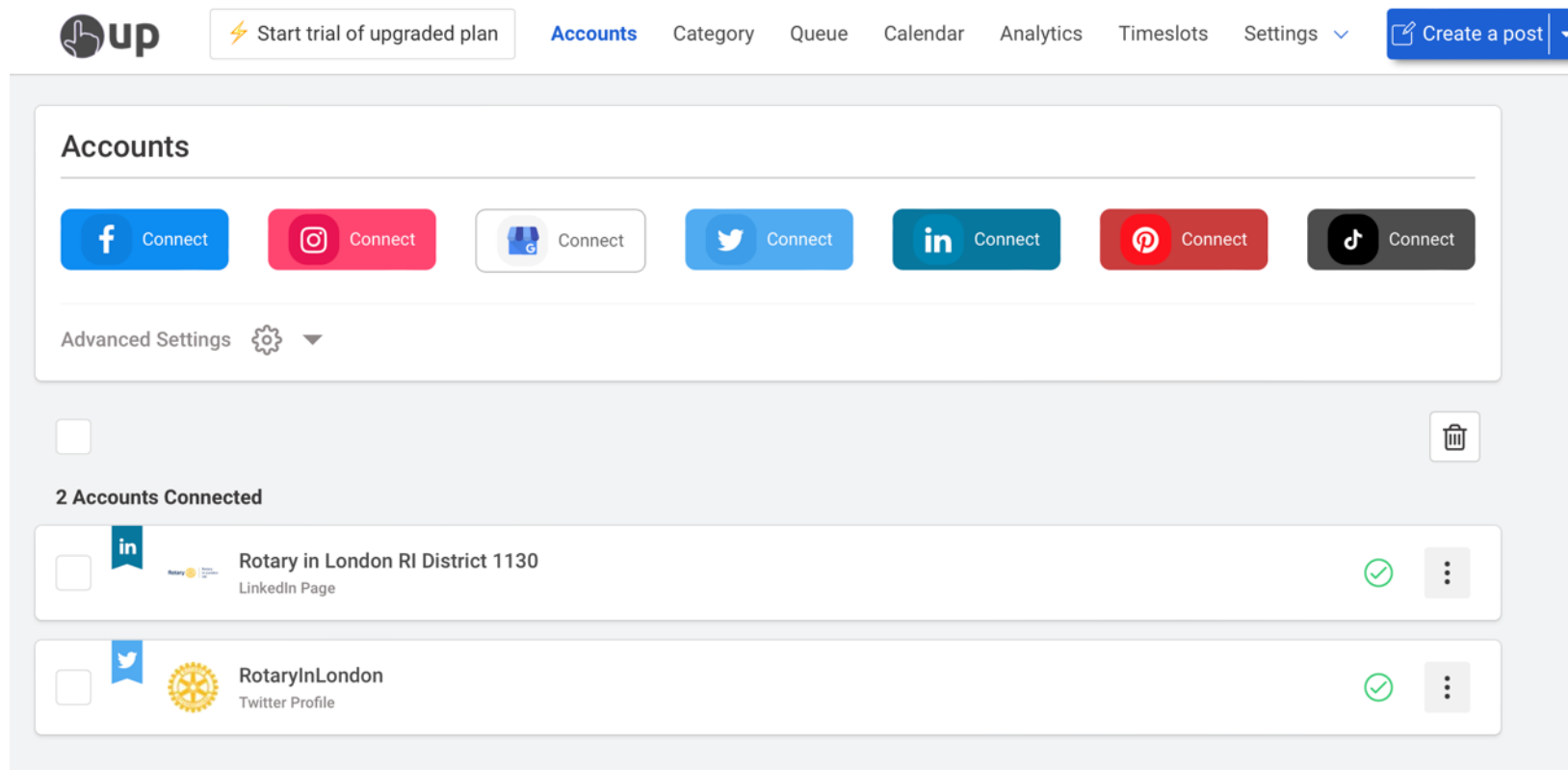
1. Integrated both facebook & Instagram
2. Using Publishing tools
3. And Schedule button
4. Facebook template
5. Try to schedule whole month post or bi-weekly



The screenshot displays the Facebook interface for the 'Rotary in London' page. On the left, the 'Manage Page' sidebar is visible, containing options such as 'Meta Business Suite', 'Inbox' (with 23 new comments), 'Planner', 'Publishing tools', 'Insights', and 'News Feed'. The main content area shows the page's cover photo with the text 'TOGETHER WE END POLIO' and a group of people. Below the cover photo is the page name 'Rotary in London' and the handle '@RotaryInLondon · Community'. The bottom navigation bar includes 'Home', 'News Feed' (with 8 new items), and a 'Promote' button. A 'Promote website' banner is visible at the bottom right, with the text 'Help more people discover your website by promoting it: your Page' and a 'Promote website' button.

# SCHEDULE TOOLS

1. Using One Up  
<https://www.oneupapp.io/>
2. Schedule both LinkedIn & Twitter



The screenshot shows the One Up app interface. At the top, there is a navigation bar with the One Up logo, a "Start trial of upgraded plan" button, and several menu items: "Accounts", "Category", "Queue", "Calendar", "Analytics", "Timeslots", "Settings", and a "Create a post" button. Below the navigation bar, the "Accounts" section is displayed. It features a row of social media "Connect" buttons for Facebook, Instagram, Google+, Twitter, LinkedIn, Pinterest, and TikTok. Below these buttons is an "Advanced Settings" option with a gear icon. Underneath, there is a section titled "2 Accounts Connected" which lists two accounts: "Rotary in London RI District 1130" (LinkedIn Page) and "RotaryInLondon" (Twitter Profile). Each account entry includes a checkbox, a profile picture, the account name, the account type, a green checkmark indicating connection status, and a three-dot menu icon.

# Take Away 3

## *Leverage Technology*

To help your branding faster and better!



# Summary

1. Starting from YOU! Become a role model using social media and post updates/share
2. Using the right logo to help us tell Rotary's story in a consistent and compelling way
3. You are not alone! Many resources you can use from District 1130, RGBI and Rotary International (RI)
4. Leverage Technology to help your branding faster and better!





**QUESTIONS**