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Rotary International webinar
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Increase Your Reach: Easy Changes to Maximize the Impact of Your Club or District Website

Tips for clubs and districts

- 1. View websites and social media as part of your public relations and marketing budget.** Your online presence should not be an isolated expense or something for the “techie” person of the club to work on alone. It should have the club’s support, with several Rotarians involved.
- 2. Develop a communications plan.** This includes identifying an intended audience (e.g., prospective Rotarians, community leaders), goals (e.g., to let the community know what your club does, to find new members), and a message (e.g., “We’re a club that has a signature project,” “We’re a club that offers fun fellowship and service opportunities”).
- 3. Update your club website regularly with news stories about your club.** Updating your website shows people that your club is active. Ask several club members (perhaps your committee chairs) to share the responsibility of updating your page.
- 4. Designate a webmaster.** Ensure that you have one or two members in your club who have the skills to effectively manage your website.
- 5. Look professional.** Your club website is a reflection of your club, and represents Rotary International. Check your spelling, and use the Rotary emblem correctly. See www.rotary.org/graphics
- 6. Reach out to other community organizations,** especially potential project partners. Also connect with the news media and with local business and government leaders on Twitter and Facebook.

7. **Promote your social media pages.** Include links to them on your club's website, in e-mails, and in print publications.
8. **Review Rotary's 'Best Web Design Practices' to get the most out of your club and/or district website.** See <http://www.rotary.org/en/mediaandnews/multimedia/graphics/Pages/webdesign.aspx>
9. **Download Rotary images for free for your website.** See <http://images.rotary.org/netpub/server.np?quickfind=&catalog=catalog&site=Rotary&template=search.np>
10. **Use Rotary ads to promote programs and attract new members.** See <http://www.rotary.org/EN/MEDIAANDNEWS/MULTIMEDIA/GRAPHICS/Pages/Webads.aspx>
11. **Panelist Rich Lalley has shared an informative presentation about 'How to more effectively use Clubrunner.'** See <http://www.rotary.org/EN/MEDIAANDNEWS/MULTIMEDIA/GRAPHICS/Pages/Webads.aspx>