

# **Public Image Committee**

## **Responsibilities**

**April 2025**

The Chair of this committee will report to the club monthly and will be given time on the agenda.

The Public Image committee is responsible for:

- 1) The branding used on our materials and for ensuring that our name is visible at all of our events and in our community.
- 2) Maintaining our Facebook/Instagram and/or other social media pages with current information and/or pictures.
- 3) Maintaining our website with up-to-date information.
- 4) Posting pertinent information about the club in the Members Corner of the website for the benefit of the membership.
- 5) Ensuring that the community at large knows what Rotary is all about, what we are working on at home and abroad, when we provide financial assistance to groups and info regarding Youth Exchange. (Rotary needs to be proud of what we do, because many in the community do not know.) Look at all options to get our news out to the public.
- 6) Keeping our Club Banners (both flags and roll ups) current and ensuring that they are on display as much as possible at all club events and fundraisers.
- 7) Maintaining the appearance of our Club Meeting space to celebrate and educate guests about our club. This includes ensuring the large blue banners on which club exchange banners are placed are current & in good condition. NOTE: Club Admin is responsible for receiving and collecting information on other clubs' exchange banners and archiving older banners or those not displayed.
- 8) Working with the other committees to publicize information about upcoming fundraisers and events on our website and/or social media. Said committees will provide PI with "print ready" documentation for posting. PI reserves the right to edit for length and grammar or spelling corrections.
- 9) Working closely with our Membership committee to source new members through social media and the club's website. Joint meetings of these committees would be welcome.
- 10) Working with other committees to ensure that the approved logos are used on all printed materials
- 11) In association with event co-ordinators, arranging for media coverage at events or fundraisers.(If an event requests PI involvement, the event co-ordinator(s) will provide direction to the PI committee.)
- 12) Set up and provide personnel for public image displays at events.