

# CLUB PUBLIC IMAGE COMMITTEE JOB DESCRIPTION



Your role as a member of the club public image committee is to create and implement a plan to tell Rotary's story to the public, and to promote the club's projects and activities.

| RESPONSIBILITIES   |
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| Attend your district public image seminar.   |
| Develop a public image plan to set and achieve public image goals.   |
| Promote club activities and projects among club members, local media outlets, and members of your community.       |
| Use the resources in the Brand Center to enhance Rotary's public image.  |
| Make sure club communications follow Rotary's guidelines for voice and visual identity, found in the Brand Center. |
| Use the People of Action materials to increase public understanding of Rotary and engagement with your community.  |
| Use social media to raise awareness of Rotary and your club in the community.                                      |
| Enhance projects and activities to make them more appealing to the media.  |