

DISTRICT 5130 CLUB RESOURCE

Social Media Playbook

Ready-to-customize posts and a simple publishing schedule for participating clubs

CAMPAIGN APPROACH

District 5130 creates the umbrella campaign. Each club promotes its local Torch stop, then the District shares and amplifies club stories.

Posting schedule

TIMING	POST
4 weeks	Announce your local stop and publish the Facebook Event.
3 weeks	Share an End Polio Now fact or volunteer spotlight.
2 weeks	Highlight a partner, sponsor, youth group or official.
1 week	Begin the countdown and explain how the public can join.
Event day	Post the Torch arrival, action and handoff.
Within 48 hours	Thank participants and share impact, photos and the next stop.

Official content resources

[World Polio Day Resources](#)

[End Polio Resource Center](#)

Ready-to-customize posts

Announcement - Facebook or LinkedIn

The World Polio Torch is coming to [COMMUNITY]! Join the Rotary Club of [CLUB] on [DATE] at [TIME] at [LOCATION] as we welcome the Torch and support Rotary's mission to end polio. [ADD PARTICIPATION DETAILS OR LINK]

Countdown - Instagram or Facebook

[NUMBER] days until the World Polio Torch arrives in [COMMUNITY]. We're bringing neighbors, youth and community partners together for a polio-free world. Join us: [DATE/TIME/LOCATION].

Event day

The Torch has arrived in [COMMUNITY]! Today, Rotary members and local partners are taking action to help end polio. Follow the journey and watch for the next District 5130 stop.

Thank you

Thank you to everyone who joined the Rotary Club of [CLUB] for our World Polio Torch Relay event. Together, [NUMBER] participants [ADD RESULT OR IMPACT]. The Torch now continues to [NEXT COMMUNITY].

Content ideas

- Where is the Torch? - location and handoff updates
- People of Action - volunteer, youth and partner spotlights
- End Polio Now - short, sourced facts and donor messages
- Behind the scenes - preparation, signage and volunteers
- Community pride - local landmark and partner recognition
- Impact - attendance, donations, media coverage and next steps

Hashtags

#WorldPolioTorch #EndPolioNow #Rotary5130 #PeopleOfAction

Posting quality checklist

- ☐ Include date, time, location and public participation details.
- ☐ Use approved graphics and visible Rotary branding.
- ☐ Tag District 5130 and partners when appropriate.
- ☐ Use a strong photo with identifiable action and people.
- ☐ Obtain permission before identifying or featuring youth.
- ☐ Avoid unsourced statistics; use official Rotary or End Polio resources.