

ROTARY DISTRICT 5130

DIGITAL PUBLIC IMAGE GUIDEBOOK & TOOLKIT

A practical resource for telling Rotary's story,
strengthening club communications, and expanding community reach.



PLAN

CREATE

CONNECT

DIGITAL EDITION | 2026–2027

THE ESSENTIALS

Plan It. Tell It. Share It.

Start with five essentials

- Assign one communications lead and give the role clear authority, time, and support.
- Build promotion into every project from the beginning - not after the work is complete.
- Lead with people, community need, visible action, partnership, and measurable impact.
- Use every communication to offer one clear next step: attend, volunteer, donate, or join.
- Keep members informed so they can confidently share the story and invite others.

Use a simple 30-day rhythm

4 WEEKS OUT

Announce the purpose, date, audience, and call to action.

2 WEEKS OUT

Feature a person, partner, beneficiary perspective, or milestone.

1 WEEK OUT

Publish practical details and a direct reminder.

EVENT DAY

Capture action, context, names, and short quotes - with permission.

WITHIN 48 HOURS

Thank participants, report results, tag partners, and invite the next step.

Tell a People-of-Action story

FIVE-PART STORY FRAME

NEED: What mattered? PEOPLE: Who was involved? ACTION: What did Rotary do? IMPACT: What changed? INVITATION: What should the reader do next?

HEADLINE FORMULA

Club or partners + action + community result. Example: Santa Rosa Rotarians Deliver 1,507 Pounds of Food to Local Families.

PRACTICAL PUBLISHING

Create, Promote, and Protect

Use this post formula

HOOK	Open with the human result, a compelling fact, or a direct question.
CONTEXT	Explain the project or event in one or two brief sentences.
PROOF	Add a result, quote, partner, photo, or short video.
INVITATION	Ask readers to register, attend, volunteer, learn, share, or visit.
ACCESS	Include the correct link, date, time, location, and contact information.

Before publishing

- ☐ Verify every name, title, date, figure, quotation, link, and contact detail.
- ☐ Use the current Rotary masterbrand signature; never stretch, redraw, recolor, or decorate it.
- ☐ Confirm partner roles and logo approvals before publishing co-branded materials.
- ☐ Use readable type, strong contrast, alt text for images, and captions for video.
- ☐ Check the design and every link on a phone as well as a computer.

Media and event essentials

- Choose a timely local angle and the right format: media alert, news release, personal pitch, or calendar listing.
- Prepare a spokesperson, high-resolution action photos, complete captions, and concise partner acknowledgments.
- Assign a photo/content lead and record attendance, outcomes, quotes, and coverage.
- Publish the result promptly, thank partners, and invite the audience to a specific next Rotary experience.

RESPONSIBLE AI RULE

AI may help brainstorm, draft, shorten, or organize. A Rotarian must verify accuracy, protect private information, review branding and imagery, and approve every public-facing item.

KEEP THIS PAGE HANDY

Final Check and Linked Resources

60-second final check

- | | |
|---|---|
| ☐ Purpose and audience are clear. | ☐ Photo permissions, caption, and credit are complete. |
| ☐ Headline leads with community value. | ☐ Call to action is visible and specific. |
| ☐ Facts, dates, names, links, and contacts are verified. | ☐ Content is readable and accessible on a phone. |
| ☐ Rotary and partner branding are correct. | ☐ A Rotarian has completed final review. |

Core resource library

[Public Relations Guide](#) - Planning and media relations.

[Press Release Quick Guide](#) - One-page formatting reference.

[Rotary AI Use Guidelines](#) - Responsible member use.

[Zones 26/27 Public Image](#) - Regional tools and support.

[Rotary Brand Center](#) - Current brand assets and guidance.

[Brand Elements](#) - Voice, visuals, color, and imagery.

[Rotary Logos](#) - Official logos and signatures.

[Club and Brochure Templates](#) - Customizable materials.

[End Polio Now Graphics](#) - Official campaign graphics.

[Rotary Media Center](#) - News and media information.

[Images and Videos](#) - Approved multimedia resources.

MEASURE ONE THING THAT MATTERS

Choose the measure that matches the goal: awareness (reach or visits), engagement (shares or replies), or action (registrations, volunteers, donations, or meeting visits). Use the result to improve the next campaign.