

Each Area in Rotary District 7570 should have a Public Image (PI) Advocate identified by July 1 of the Rotary year. A PI Advocate's key responsibility is to assist the Area Governor (AG) in enhancing the public image of Rotary and the District by promoting its mission, values, and activities, increasing community awareness, and fostering a positive perception of Rotary's work. They should form a good working relationship with the Club Presidents in their area. If possible, the PI Advocate will attend the public image portion of President Elect Learning Session (PELS), District Team Training (DTTS) and Club Team Training (CTT) zoom sessions. They should also attend the AG meetings with the club presidents.

Advocates are identified by the AG as a Rotarian who use and are knowledgeable in social media. They are approved by the District Governor-Elect before the year begins. They work closely with the District Public Image Chair (DPIC). They are appointed each Rotary year but may serve multiple years in this role.

DUTIES, include but not limited to:

- Create a list of contact information for local media to share with the clubs
- Create a relationship with club public image chairs in your area
- Train clubs on brand usage and public image best practices
- Ensure all materials follow Rotary International's brand guidelines
- Collaborate with local media for event coverage
- Collect and share inspiring Rotary stories
- Create content for newsletters, press releases, social media, and the website
- Contribute material to the district social media accounts
- Promote district and club events through various channels
- Develop a content calendar and engage with followers
- Implement communication strategies to boost Rotary's public image
- Produce articles, photos, and videos highlighting Rotary projects
- Create promotional material
- Attend the monthly Zone 33-34 Public Image webinars
- Align efforts with district goals and build relationships with community stakeholders
- Know what is contained in the Gold Club and Club Excellence Award (Rotary Citation) criteria pertaining to public image
- Attend regular Zoom meetings with District Public Image Chair (DPIC) and other Public Image (PI) Advocates
- Be an active member of the District's Public Image committee led by the DPIC
- Support the District by regularly attending the District Conference
- Complete the courses in the RI Learning Center that pertain to Public Image & brand compliance

PUBLIC IMAGE RESOURCES:

[ELEVATE ROTARY](#)
[PUBLIC IMAGE TOOLBOX](#)
[ROTARY BRAND CENTER](#)
[RI LEARNING CENTER](#)