

Purpose

Public Image Advocates are members of the District Public Image Committee, working collaboratively with Area Governors and club leaders to enhance Rotary's public image. Their role is to promote Rotary's mission, values, and activities across communities within the district. Public Image Advocates will foster positive perceptions of Rotary's work, align local efforts with district goals, and provide training and resources on effective public image strategies.

Responsibilities

1. Collaboration

- Build and maintain strong working relationships with Area Governors, club Public Image chairs, and other Public Image Advocates.
- Serve as an active member of the District Public Image Committee, supporting district-wide initiatives.

2. Training and Resources

- Train clubs on Rotary brand usage, public image best practices, and available tools (e.g., Rotary Brand Center).
- Provide clubs with an up-to-date list of local media contacts and assist with event promotion.

3. Content Development and Distribution

- Create and share engaging content for newsletters, press releases, social media, and websites.
- Collect and highlight inspiring Rotary stories through articles, photos, and videos.
- Align all materials with Rotary International's brand guidelines.
- Develop promotional materials to enhance community outreach efforts.

4. Community Engagement

- Develop and execute communication strategies to increase awareness of Rotary's work.
- Collaborate with local media for event coverage and promotion.
- Promote district and club events across various platforms.

5. Participation and Learning

- Attend required training sessions, district events, and monthly Public Image webinars (Zone 33-34).
- Complete relevant courses in the RI Learning Center focused on public image and brand compliance.
- Support the district at the District Conference and other key events.

Note:

- In addition to these general responsibilities, Public Image Advocates will have specific duties outlined in the committee's charter or role description provided by the District Public Image Committee Chair.