

# Rotary

## District 5060



Building a robust  
online presence with  
limited resources

PRESENTER:  
Nicole Donegan  
Account Manager



**FIELD GROUP**  
*marketing & advertising*

# Stick to the Basics - Tools

- Websites
- Blog Posts/Website Stories
- Editorial Calendar/Social Media
- E-Newsletters





## Tools – Website

Chances are, when potential new members are trying to find out about your club, they are looking for you online.

- When you advertise, your advertisements need to tell people where they can learn more or you are wasting your budget
- Facebook only allows you to tell pieces of your story at a time
- Generations X, Y, and Z do research before joining or investing
- Google looks at content and activity on webpages and social media sites when determining where to rank pages in web searches

### Quick Fact:

In 2019, 90% of the population in both BC Canada and the Pacific Northwest US were active on the internet.



## Tools – Website

- Choose a website with a user-friendly Content Management System (CMS)
- Include a blog to add new, relevant content
- Keep images well lit, in focus, engaging, and professional
  - Only use high-quality member images, otherwise use stock images
  - Bad images detract from the site even if people are members or community leaders
  - Use member images in blogs and social media
  - Be cautious of vendors that “rent” you a site for a monthly fee. You may not own the site at the end and may end up paying more in the long run.



CONNECTING  
PEOPLE WITH  
PURPOSE



## Tools – Website

### ClubRunner vs. Separate Content Management Sites (CMS)

ClubRunner is a database and it is ESSENTIAL for tracking club-related business and information. It does provide web design capabilities, but because this is not its primary function, it is difficult to use and sites are often not visually appealing or inviting to visitors.

We recommend building a separate public-facing website and maintaining ClubRunner strictly for club operations.

### Rotary 5060

☐ Keep me logged in[Forgot your password?](#)

Login



## Tools – Website

- Website Options
  - ClubRunner
  - Wix
  - WordPress
  - Craft – Rotary 5060

### How does a CMS work?

View the Rotary 5060 CMS Tutorial in the member resources directory.

### 1. Go to the Member Resources Page

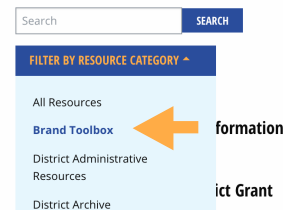


### 2. Filter by Brand Toolbox

#### WELCOME TO THE RESOURCE

Some of these materials are located in the ClubRunner men

Use the search bar and category filter button



### 3. Select the CMS Tutorial



#### Rotary 5060 Website CMS Tutorial

A brief overview of how to add content to the new Rotary 5060 Website





If the District had grants available for new Club websites, would clubs be interested in updating their websites?




# Tools – Blogs & Stories

A “blog” is typically a page of content on a website—usually posted chronologically with the most recent information at the top.

Some blogs allow comments or followers, but for our purposes, we’re referring to them as stories posted on a website without those functions.

**LATEST NEWS**




**Wenatchee Rotary Celebrates 100 Years**

Posted: Jul 22, 2021

Despite having to cancel their centennial party this year due to COVID-19 restriction, Wenatchee...

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**Rotary**  
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**Fire Relief for Lytton, BC**

Posted: Jul 12, 2021

"As you aware, the village of Lytton was devastated by wildfire earlier this..."

[READ MORE](#)



**Rotary**  
District 5060

**Zone 32 presents on membership success during COVID-19**

Posted: Jun 11, 2021

Rotary Zone 32 Coordinators and Innovative Club Advocates Herb Klotz, Marty Helman and Karin...

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# Tools – Blogs & Stories

## Benefits of a blog:

- Creates timely, searchable content on your site
- Keeps members and visitors up-to-date about club activities
- Typically, updates don't require accessing other areas of your site:
  - Maintains the integrity of the site
  - Requires little to no technical expertise
- Accommodates longer articles, which you can link to from social media and e-newsletters
  - Keeps e-newsletter and social media posts shorter which is better for mobile viewing.



## District Zoom Chats & Rotary Learning Online Courses Available Through the Summer

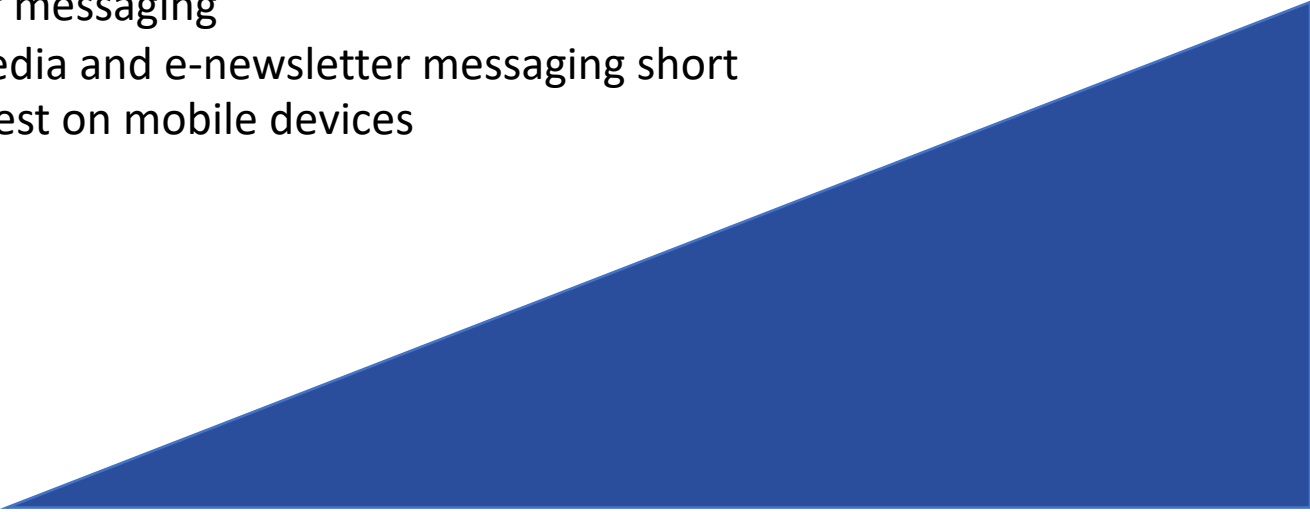
Posted: Jun 11, 2021

Marjolein Lloyd, R/C Kelowna Sunrise While the Training Team is not quite ready to offer the Rotary...

[READ MORE](#)

# TIP!

## Repurpose your content


1. Post content on your blog in its longest form
  2. Create snippets for social media with links to the full article on your website
  3. Each month, collect the snippets into an e-newsletter
    - While there may be some overlap in the audience, it's unlikely most have seen all of the content
    - Saves time
    - Reinforces your messaging
    - Keeps social media and e-newsletter messaging short and easy to digest on mobile devices
- 

# Tools - Editorial Calendar

An editorial calendar is a document that allows you to plan your posts in advance.

- Keeps you on schedule – helps build and retain followers
- Makes posting more manageable
- Takes less time overall
- Allows tasks to be shared among others
- Can help remind you of posts year over year to make posting more routine

\*Note - Only pursue social media accounts you have the capacity to keep up to date. Start with one and if you have time grow into others.



# Tools - Editorial Calendar

Start by selecting days to post and topics to share on those days. Decide how frequently to post (monthly, quarterly, or annually). Write posts and pre-schedule them in Facebook or through services like Hootsuite (which can pre-schedule to multiple platforms from one dashboard).

Example: Facebook

First Tuesday– Club member profile

Second Tuesday – Upcoming event

Third Tuesday – Question about Rotary to engage members

Fourth Tuesday – Interesting fact about our club




Date	Time	Copy	Content	Hashtag
6/2/2021	9:00 AM	Last year, when Spirit Square Community Garden in Merritt had a slow start thanks to COVID-19, members of Rotary Club of Merritt stepped in to clean and repot planters for a fresh start. Transforming communities starts with just a few people connecting with their purpose. Join Rotary to realize your purpose.	June 2 2021.jpg in Google Drive folder "images"	#peoplewithpurpose
		Reminder: Follow, like, shout out, etc.		


NETWORK	DATE	TIME	COPY	CONTENT	HASHTAGS	Scheduled
Facebook and Instagram	6/2/2021	9:00 AM	Rotary is about more than networking—it's about making meaningful connections and reaching your full potential. Each club is made up of members who share similar purpose and work toward solving problems and serving communities. Rotary will open a world of opportunities and introduce you to those who are also seeking greater purpose. Learn more about making connections by joining Rotary today!  Reminder: Follow, like, shoutout, etc.	June 2 2021.jpg in Google Drive folder "Images"	#peoplewithpurpose	<input type="checkbox"/>
	6/9/2021	9:00 AM	Last year, when the Spirit Square Community Garden in Merritt had a slow start thanks to COVID-19, members of the Rotary Club of Merritt stepped in to clean and repot planters for a fresh start. Transforming communities starts with just a few people connecting with their purpose. Join Rotary to realize your purpose!  Reminder: Follow, like, shoutout, etc.	June 9 2021.jpeg in Google Drive folder "Images"	#peoplewithpurpose #growatrotary	<input type="checkbox"/>
	6/16/2021	9:00 AM	Rotary connects people with passion, but it also connects people with...people. How has Rotary helped you connect with others in your community?  Reminder: Follow, like, shoutout, etc.	June 16 2021.jpg in Google Drive folder "Images"	#peoplewithpurpose #growatrotary	<input type="checkbox"/>
	6/23/2021	9:00 AM	There are so many inspiring stories of community support throughout Rotary District 5060. For example, last fall, members of the Rotary Club of Kelowna help place 240 crosses in memory of fallen heroes. By joining Rotary, you too can be part of community-minded projects like this. Learn more!  Reminder: Follow, like, shoutout, etc.	June 23 2021.jpeg in Google Drive folder "Images"	#peoplewithpurpose #transformingcommunities	<input type="checkbox"/>
	6/30/2021	9:00 AM	Meet Art Clark, CPA, a charter member of Kalamalka Rotary in Vernon, BC. "I was invited to join Rotary in 1981 as a charter member of a new club, Kalamalka Rotary. I had no idea at the time that this would provide me with such terrific fellowship and close friendships with a diverse group of ambitious, community-oriented, and wonderful individuals that would continue for decades." Rotary connects people with purpose. See what kind of interesting people you can meet through Rotary! Join today!  Reminder: Follow, like, shoutout, etc.	June 30 2021.jpeg in Google Drive folder "Images"		<input type="checkbox"/>

# Tools - Editorial Calendar

Social media is a conversation. Just because you post does not mean people are seeing your content.

- Use language/posts that people outside your club can understand – don't just talk to members
  - Interact with people who engage with your posts
  - Engage with other people, businesses, and organizations from the club page
  - Once a week actively follow and engage with outside community members
  - Link to your website to help people learn more about your club
  - Supplement planned posts with timely posts
  - Ask members to post, follow, and engage with your page
  - Invest in boosting popular posts or social media ads to reach outside your network
- 

# Again - Stick to the Basics

1. Create engaging content
  2. Repurpose content across platforms
  3. Schedule content for a consistent presence
  4. Engage with others
- 



# TIP! Keep it Simple!

Our eye can only take in so much information at once. If there is too much information, we'd rather click away than digest what is in front of us—even if it's valuable content.

- Remember - Less is more
- Use simple images with one or two subjects
- Give images and text white space around them
- Keep content brief
- Direct people to websites or blogs for longer articles.

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# Questions?

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**FIELD GROUP**  
*marketing & advertising*