Storytelling Rotary: Using Media for Impact

Maureen “Mo” De Nieva-Marsh
Public Image Chair 2017-2019
maureen.denieva@gmail.com
(408) 239-3663
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So was formed the Justice League of America, seven of Earth's greatest heroes joined in a common cause, lo, these many years gone...
Roadmap

Taking public image to the next level!

➔ **People of Action**
35 percent of the public is unfamiliar with any Rotary program, including their local club.

➔ **Rotary + Social Media**
What can social media do for you?

➔ **Video! Video! Video!**

➔ **Simple Storytelling**
Grab attention, hook them in.
The People of Action campaign communicates the essence of Rotary and reflects our values.

Fact
60 percent of those surveyed said they were unaware that a Rotary club exists in their own community.
Rotary People of Action
Top Values. People of Action.

We build lifelong relationships.
We honor our commitments.
We connect diverse perspectives.
We apply our leadership and expertise to solve social issues.

Tip
Highlight what is unexpected about your topic.
Tell the story.
“We don’t have a choice on whether we **DO** social media, the question is how well we **DO** it.”

- Erik Qualman
Social Media Explained

1. I like Rotary projects.
2. I'm doing a #Rotary project.
3. Here's a photo of the project.
4. Watch a video of our project.
5. My skills include Rotary projects.
6. Here's the recipe for our project.
7. Call me about the project.
8. Search for our Rotary project.
9. I'm blogging about the project.
Rotary 5150 Website
Rotary 5150 Facebook Page
Rotary 5150 Instagram

rotary5150

40 posts  246 followers  117 following

Rotary District 5150 Rotary District 5150 consists of Marin, San Francisco, & San Mateo counties. We are people of action. We help change lives in our communities. rotary5150.org
Rotary International Website

Rotary is where neighbors, friends, and problem-solvers share ideas, join leaders, and take action to create lasting change.
Welcome to the Brand Center

Strengthen Rotary’s image by delivering a clear and compelling message that conveys what we do and how people can engage with us.
What can social media do for you?
Public Image + Social Media = Brand

What makes your club different?

Members are ALL Rotary brand ambassadors
Share Your #RotaryStory

“I joined for fellowship and stayed for the service opportunities and fun!”

— Sharon Vogelpohl
#WomenInRotary

**Women in Rotary: 1987-2017**
#EndPolioNow
FACEBOOK

KEEP THINGS POSITIVE
Positivity breeds engagement and sharing. It will help inspire and excite your users.

PROVIDE INFORMATION
The most appealing updates are ones that offer something, but don’t disclose everything, make fans want to click...

STATUS UPDATE
HTTP://BIT.ly/12AB045

PROVIDE A LINK
If you’re going to provide a link, make sure you Bitly it, so you can track how many people are clicking through from Facebook.

INCLUDE IMAGES
Posts with images get the highest amount of engagement on Facebook, so make sure to include one when you can... perfect size 800x600.

MOBILE FRIENDLY
Use simple imagery that will be easily seen on mobile devices as 60-85% of your fans will see posts on their phone.

ENGAGE WITH USERS
Posts don’t just grab attention, comments and responses do. Engage with people and build relationships through conversational dialogue.

LIKE - COMMENT - SHARE

COMMENTS

BE AVAILABLE
Post when the audience is listening not just when your business is open. This will ensure more engagement from users.
Activity Time!

Option 1: Facebook Post

Option 2: #RotaryStory

Option 3: #EndPolioNow

Option 4: #RotaryProud
Key Video Statistics

Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.

The average user spends 88% more time on a website with video.

Videos up to 2 minutes long get the most engagement.
45% of people watch more than an hour of Facebook or YouTube videos a week.

Tip
Use the slideshow function on Facebook to turn pictures into a short animated video slideshow.
Storytelling

People need to understand Rotary through stories.

While many people have heard of Rotary, few people actually understand what Rotary clubs do.

➔ **Relate**
  Deliver stories via social media.

➔ Where others see problems, we see solutions.

➔ **Video...Video...Video**
  Rotary has templates! Do live video!
Storytelling:

Tell the story of Rotary and how we are people of action in your community and around the world.

Tip

Tell the audience about Rotary through a story, ideally a person.

Rotary People of Action
One of Bob Robot's motivations for joining the Rotary Club of Mill Valley was the opportunity to return to Peace Corps roots. He was in the first group of volunteers to Peru. Working first through the Peace Corps Partnership Program, the club has been able to support 9 small community development projects in the Andes.

As a mentor for the 10,000 Club's Global Scholarship program for high school students, Bob advocates for the club's expansion of its support for the program. He's currently working with the Mill Valley Chamber of Commerce to increase the club's commitment from 4 to 5 four-year scholarships, inspiring the next generation— that's what people do. Learn more at Rotary6180.org.

Rotary PEOPLE OF ACTION
Remember!

Build confidence around your social media sharing Rotary story efforts by practicing.

➔ **Share Milestones**
   What has been accomplished? Tell the story through interviews, photo, video.

➔ **Testimonials – You have many!**
   Who supports your idea in the community?

➔ **What’s next?**
   How can your community get involved or find out more?
Q+A and Break
Register Today!

People of Action Campaign:
Rotary Brand Center

October 20, 2018 - 8:30a -12:00p

Location: Bay Model, Sausalito

Learn how to maximize the tools on rotary.org that are FREE!

Register at: Rotary5150.org
Leveraging Video to Share Your Rotary Story

Mo De Nieva-Marsh
Rotary District 5150
Public Image Chair
2017-2019
Tip #1: Smartphones Work!

• Be organic
• Keep it simple
• Top three tricks: be close to your subject, vary the angles, shoot in order into video editor app
Tip #2: Be Creative

- Tapping collective brain pool
- Capitalize on trends
- Humor – parody example
The Office HHS Edition - A New Homepage
Tip #2: Good Content Sells

• Fills a need
• Video trumps same old flyer
• Plan ahead
Tip #3: Sharing is Caring

• People remember lists
• Alternative to traditional PSA style
• Adaptable content for multiple outlets
• Magical formula: awareness + tips + takeaway
Tip #4: Be Your Own News

• Create news when media fails to cover events
• Quick format with minimal prep time
• Footage at public event easier for release forms
Tip #7: It Takes a Village to Amplify a Message

• Partners: Think outside of the box!
• Distribute in different ways – plan!
• Closed Captioning isn’t enough
WHAT IS ROTARY?
QUESTIONS?

Rotary
District 5150
Activity Time!

Option 1: Facebook Live Video

Option 2: Smart Phone Video

Option 3: Facebook Photo Collage Video