



# Storytelling Rotary: Using Media for Impact

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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.

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# 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



I like Rotary projects.



I'm doing a #Rotary project.



Here's a photo of the project.



Watch a video of our project.



My skills include Rotary projects.



Here's the recipe for our project.



Call me about the project.



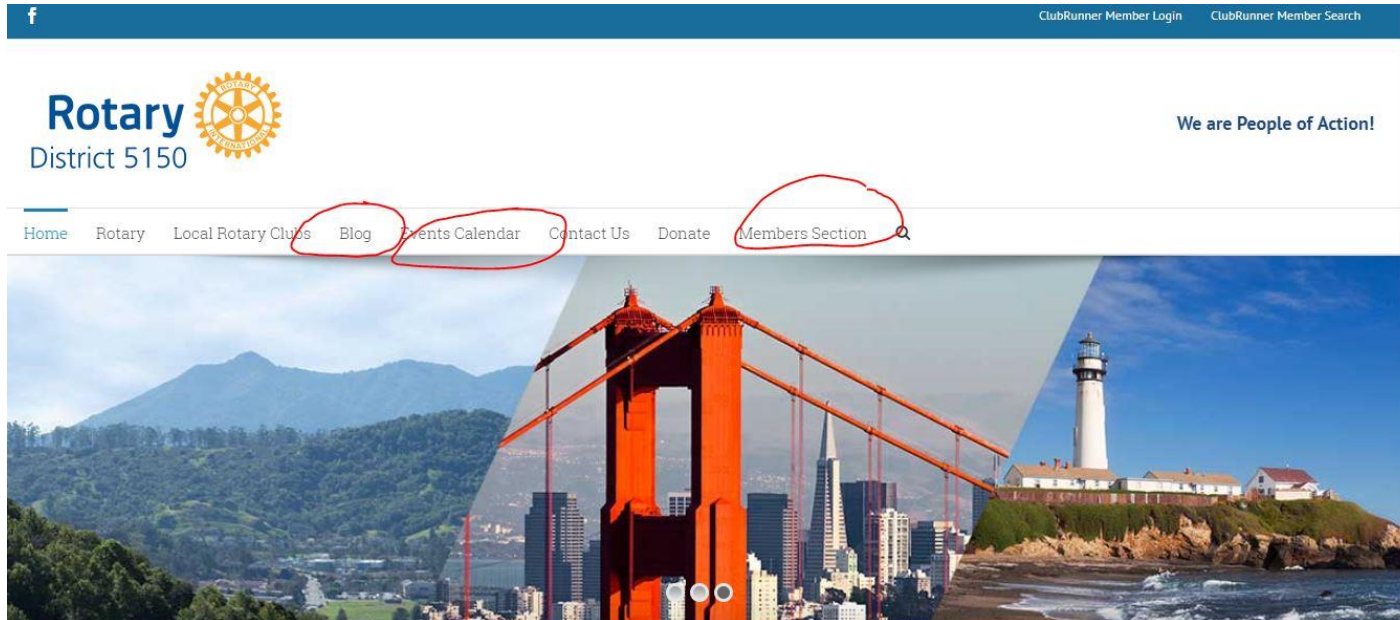
Search for our Rotary project



I'm blogging about the project.



# Rotary 5150 Website



# Rotary 5150 Facebook Page

**Rotary District 5150**  
@RotaryDistrict5150

**Home**

- About
- Posts
- Photos
- Videos
- Events
- Groups
- Community

**CELEBRATE SUMMER**  
A Rotary District 5150 Picnic in the Park  
BBQ LUNCH / GAMES / FUN & FELLOWSHIP  
Registration at [Rotary5150.org](http://Rotary5150.org)  
AUGUST 26, 2018 / 10AM-2PM

Liked Following Share ... Learn More

Write a post... Photo Album Live Video

Write a post...

Photo/Video Feeling/Activ... Write Note ...

Nonprofit Organization in San Carlos, California  
Always Open



# Rotary 5150 Instagram



rotary5150

Follow

40 posts

246 followers

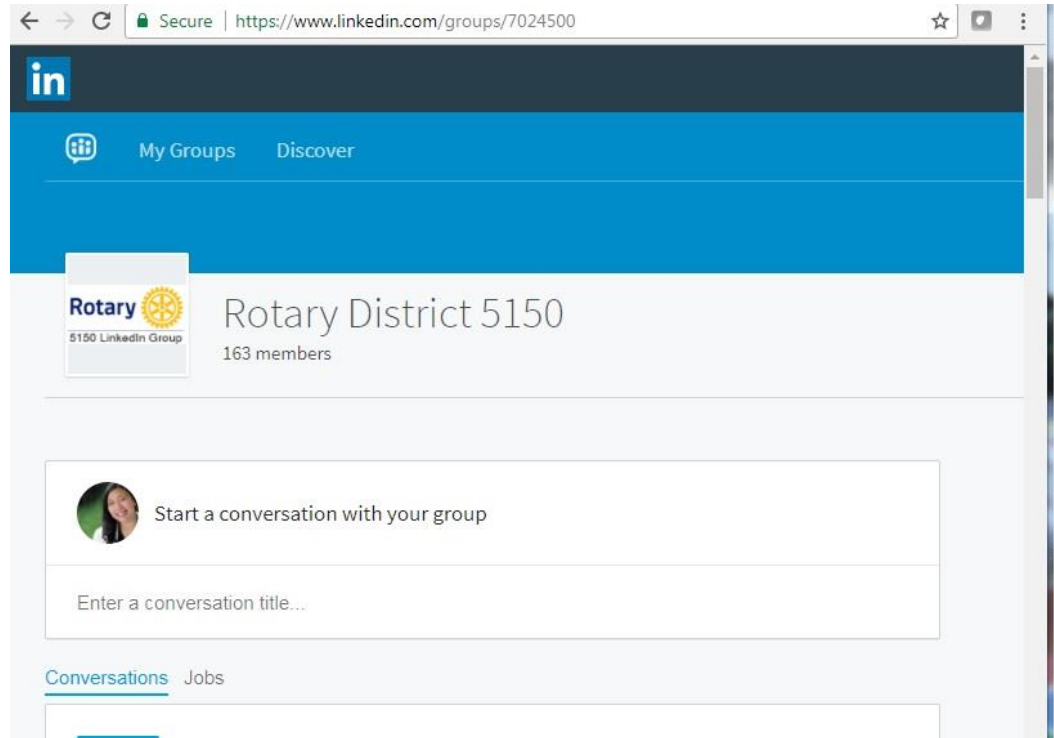
117 following

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](http://rotary5150.org)

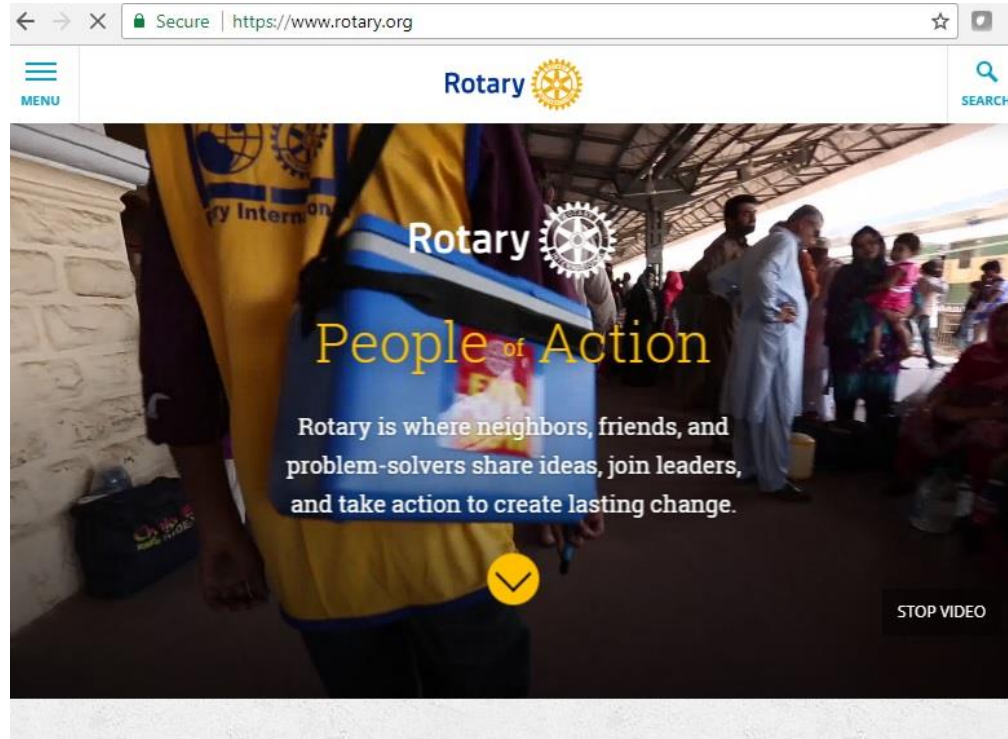




# Rotary 5150 LinkedIn Group



# Rotary International Website



# Rotary Brand Center

https://brandcenter.rotary.org/en-GB

ROTARY.ORG > MY ROTARY > BRAND CENTER

Baskets Tools Help

English

Search Brand Center



Our Story

Guidelines

Logos

Materials

Ads

Images & Video

## 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



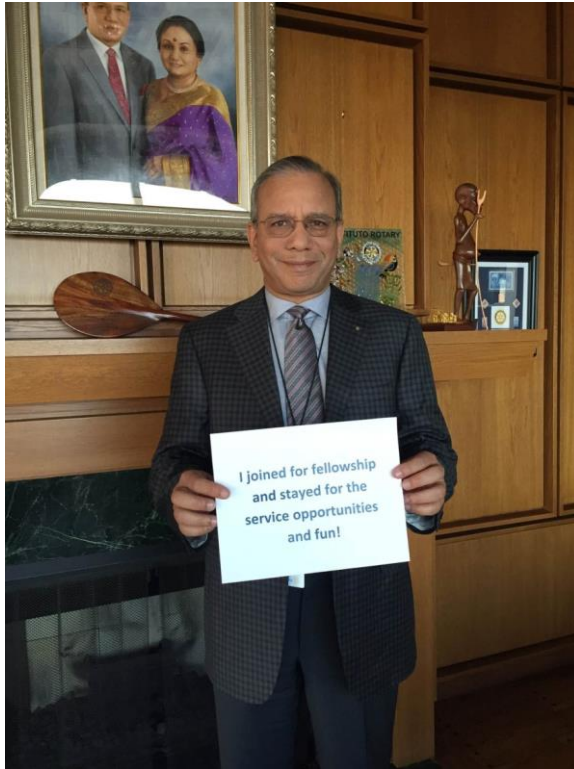
What makes your club different?

Members are ALL Rotary brand ambassadors



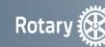


# Share Your #RotaryStory



“Being part of all the meaningful projects that Rotary does in the community is irreplaceable.”

—Sharon Vogelpohl

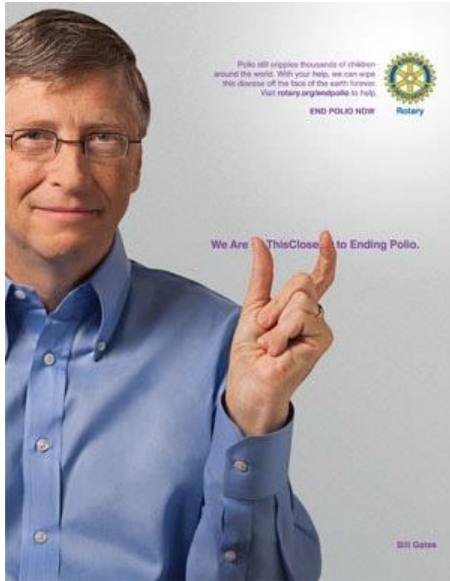


**Rotary**  
San Francisco

Women in Rotary  
30th Anniversary  
1987-2017



# #EndPolioNow

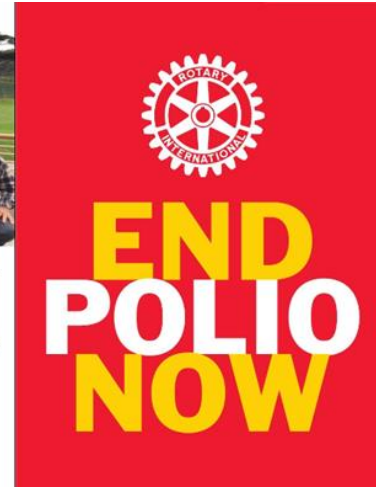




OCTOBER 24, 2016 IS WORLD POLIO  
DAY



"Serving Families and Children to Inspire Peace"







# 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/12ABC45](http://bit.ly/12ABC45)



## PROVIDE A LINK

If you're going to provide a link, make sure you Bit.ly 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 80-85% 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.

# Rotary





# 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!





### Tip

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

Rotary People of Action

## Storytelling:

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



TOGETHER, WE

# INSPIRE

One of Bob Roberts' motivations for joining the Rotary Club of Mill Valley was the opportunity to return to his 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 10,000 Degrees, a local scholarship program for low-income students, Bob advocates for the club's expansion of its support for the program. He is currently working with the Mill Valley Chamber of Commerce to increase the club's commitment from 3 to 6 four-year scholarships. Inspiring the next generation—that's what people of action do. Learn more at [Rotary5150.org](http://Rotary5150.org).





# 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



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# 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](http://Rotary5150.org)

# Leveraging Video to Share Your Rotary Story



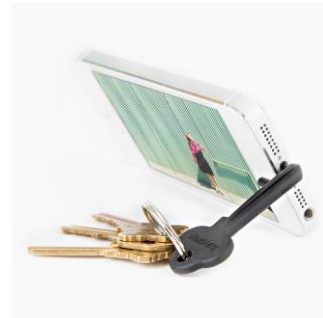
**Mo De Nieva-Marsh**

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





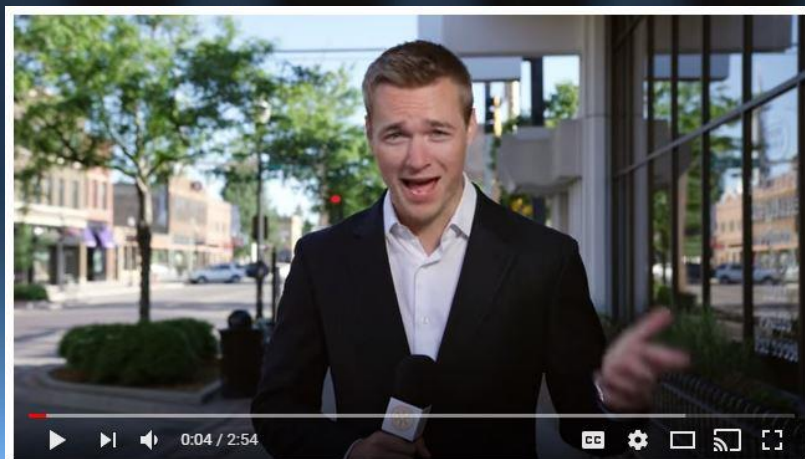


Tara Clark - Marin HHS Volunteer Coordinator

## Tip #2: Be Creative

- Tapping collective brain pool
- Capitalize on trends
- Humor – parody example





What is Rotary? - Funny Rotary Video - Fargo-Moorhead Rotary Clubs

A video player interface showing a video of a woman and a young boy laughing together outdoors. The video is titled "The Office HHS Edition - A New Homepage" and is from the channel "MarinHHS". The video has 268 views. The player includes a progress bar, volume control, and various settings icons. The background of the entire image features a dark blue stage with spotlights shining down on the video player.



0:14 / 2:19

Analytics Video Manager

The Office HHS Edition - A New Homepage

MarinHHS

Channel settings

268 views



## 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

YouTube

**DID YOU KNOW?**

0:08 / 0:40

Diabetes Prevention - E3 Wellness Tip of the Month - March

HEALTH MarinHHS

A YouTube video player interface is shown against a dark background with blue stage lights. The video features a woman with brown hair, wearing a white t-shirt and a black and white patterned scarf, speaking to the camera. A large, hand-drawn speech bubble with the text "DID YOU KNOW?" is positioned to her left. The video player includes a progress bar at 0:08 / 0:40 and standard playback controls. Below the video, the title "Diabetes Prevention - E3 Wellness Tip of the Month - March" is displayed, followed by the channel name "HEALTH MarinHHS".

## 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





Message from

**District Governor  
Jayne Hulbert**

September 2018

**Rotary**



District 5150

0:01 / 1:57



Governor Jayne's Monthly Message | Rotary District 5150 (September 2018)

# 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?



0:01 / 1:42



What is Rotary?





# QUESTIONS?





# Activity Time!

Option 1: Facebook Live Video

Option 2: Smart Phone Video

Option 3: Facebook Photo Collage Video

