

**District Website and Social Media Posts Request Guidelines**

There is a surprising amount of work that goes into an effective website or social media page post. The more you can do up front, the better your experience will be.

Please follow these guidelines and enter the content in appropriate locations below so communication leaders in the District to do the best job for your message or event. Then save the completed document and send to pr@rotary5040.org.

Below the guidelines is more background which may help in preparing your message.

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| --- |
| * event
* story (scroll down)
 |
| Subject or heading (focus on outcome or benefit of the story or event): |
| **EVENT** |
| Event registration set up:* on ClubRunner in Member Area, select Events navigation option then select “Event Planner”
* then “Create a New Event” and describe with Why, Who, What, Where, When and How
* copy link to the registration page for embedding in a story or advertisement
* select option to show in District calendar
* for an event requiring online payment to the District select “MyEventRunner” and then enter the same information as above
 |
| Or enter the event registration information here: describe the Why, Who, What, Where, When and How (see below for any images you can send to help promote the event) |
| **WEBSITE STORY** |
| 1. Story lead sentence and paragraph (don’t start with Rotary’s role; start with who will benefit or has benefitted in what way from the project being reported before mentioning Rotary’s role in that; for an event, start with the purpose or benefit of attending): |
| 2. Body of story (cover the Why, Who, What, Where, When and How in average 12-word sentences or shorter, in paragraphs of four sentences):  |
| 3. Images (in jpg, gif, or png format only -- not in pdf, psd, tff, and doc formats -- in size of 50 KB to a maximum size of 500 KB) |
| 4. Photos (avoid cheque presentations; show people in action at a venue, or, in a group, facing camera and reflecting smiles, fellowship, fun)  |
| 5. Photo captions (for each photo, provide a caption, like the story, focused on the outcome and Rotarians involved) |
| 6. Video (maximum 2 to 3 minutes; upload to YouTube, Vimeo or other service and provide url link and/or embed code) |

**Background which might help with preparing your District post request**

When you post to a website, consider the audience. Usually the people who will benefit most are from Rotary sites are prospective members, sponsors and community leaders. While your members may benefit too, think of posts to website and social media as marketing communications.

Web copy is totally different than print copy. Web visitors are scanning for information. They glance at, rather than read, web copy. They wonder whether they are in the right place. In a brief moment, how do you get your message across?

Your most newsworthy information comes first before details and background information. As in the lead of a news article in a newspaper, even if one only reads the first paragraph one still understands the big picture. Concentrate on the what rather than the who.

Write as if you’re writing for a 12-year old because that makes your copy easy-to-follow.

Marketing communications are about the stories you tell. Rather than trying to sell Rotary, focus on human interest: value to people or communities and some personal experience. Why should people care about what Rotary and your club has to say?

Here is a sample of how a story might begin about Rotary World Help:

"Doctors will now be able to detect early breast cancer more accurately among low income women in Manila, The Philippines, instead of through hand detection, with ultrasound machines now in a shipping container to the Rotary Club of Manila San Miguel thanks to Rotary World Help." Then follow with details about the project and Rotary's role in it.

Does your headline communicate what you’re about?

Do easy-to-scan bullet points reduce wordiness?

Make your copy easy to read:

 • Use short paragraphs; four sentences max avg. 12 words per sentence.

 • Use short sentences —

 • Skip unnecessary words

 • Avoid jargon and gobbledygook. If it’s not fit to print on the front page of the Globe and Mail it’s not fit to post on the web.

 • Avoid the passive tense

 • Avoid needless repetition

 • Address your web visitors directly—use the word you

 • Shorten your text

Image best practices

* Save images in jpg, gif, or png format only.
* These formats – for images -- are not web-compatible so please avoid them: pdf, psd, tff, and doc files.
* File size: provide image files of less than 500 KB for best results on website and social media
* Provide a caption for each photo; they help tell the story too, if the main text is not read; do not make the caption part of a photo
* Best not to use text on an image. Include the text separately and the District web team can add the text. That way we can format it to be most effective for web use.
* If your image contains text, it's best to save it as a .png file. Text in a .jpg file often becomes blurry when the image is compressed. A .png file typically retains its sharpness, especially if the image is displaying at its original size.

Public Image and Public Relations Committee

Rotary District 5040

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