

Public Image

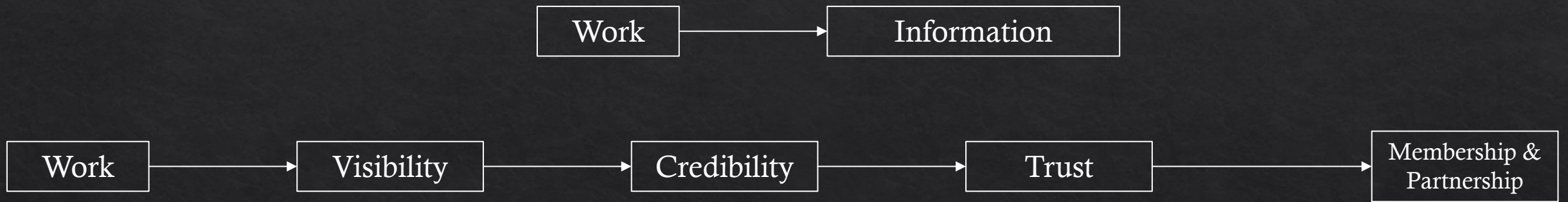
Projects to Powerful Stories

PP RSAMDIO PDRR Harikrishnan Pillai

7/03/2026

“If your district disappeared tomorrow, who outside your members would notice?”

Why does that question matter?



And if branding impacts
membership and partnerships
which in turn creates impact

Public Image is a Leadership Responsibility
Not a PR teams job



People prefer association with people & groups
they know

Today reach & distribution is **democratised**

However that reduced focus on **'Narrative'**

In the world of accessible information distribution,
your differentiation is **narrative**

Narrative is consistent behaviour building a perception



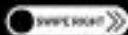
COFFEE AMID CRISIS

DUBAI CROWN PRINCE & UAE PREZ IN DUBAI MALL



@dubaisecret

**TRUE EMIRATI HOSPITALITY:
THE UAE GOVERNMENT IS PAYING
FOR HOTELS & FOOD FOR OVER
20,000 STRANDED TOURISTS**



BREAKING

**ABU DHABI AND DUBAI ORDER ALL
HOTELS TO EXTEND STAYS FOR
THOSE UNABLE TO TRAVEL DUE TO
THE CIRCUMSTANCES, AND THE
GOVERNMENT WILL COVER THE COST**

[FACEBOOK.COM/THINGSYOUdontKNOWOFFICIAL](https://www.facebook.com/thingsyoudontknowofficial)

How can Rotaract Districts be better?

Stop making your social media look like a notice board

Define a purpose:

RID XXXX's Instagram page's objective is to

Define a personality & voice:

RID XXXX's page is a creator who creates content by

Find the audience's need:

**The followers of RID Dist XXXX's page follows us
because _____**

Try new formats

Microdramas

Content IPs: Podcast/Skits

Live Streams

Grow through trends/collabs

Explore hacks

3 second rules

Infinite loops

Problem, Solve, CTA

Represent Rotaract outside Rotaract

Grow corporate connect through LinkedIn

Create public service ads and enter awards

Build a micro-influencer network

Monetise Youtube

Regional Content is a huge opportunity

Brands are beyond social, it's in action



IMAGE GUIDE

Show people in action





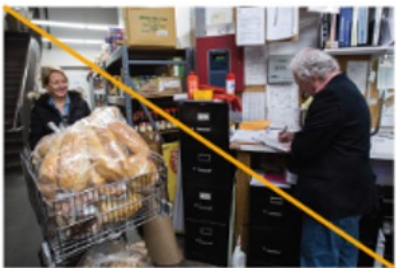
Posed or looking directly at the camera



Poor lighting



Large group pictures



Lack of a focal point



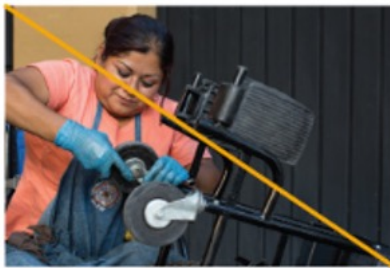
Back of heads in photos



Handshaking photos



Single person



Single person



Flat perspective



Handshaking photos



Large group pictures

IMAGE GUIDE

Do not show these...

BRANDCENTER.ROTARY.ORG



OUR EVENTS

Date — event description, location, time.
Date — event description, location, time.
Date — event description, location, time.
Date — event description, location, time.

Join our next meeting or service project.
Contact our club president to schedule your visit.
We look forward to meeting you!

INSERT YOUR CLUB NAME

Insert name of your club president
Insert phone number
Email address
Website



Rotary 
Club Name, District,
or Zone Number



TOGETHER, WE
CONNECT

Rotary unites problem solvers around the globe behind one goal to do more good. Our members are driven to bring communities together to create lasting change. Connecting to make things better—that's what people of action do. Learn more at Rotary.org.





USING SOCIAL MEDIA TO PROMOTE YOUR EVENT Rotary



HOW TO TALK TO MEDIA OUTLETS ABOUT YOUR CLUB PROJECTS Rotary



SUPPORT ROTARY'S ACTION PLAN BY EXPANDING OUR REACH Rotary



WHY YOUR CLUB'S PUBLIC IMAGE MATTERS Rotary



CREATING PHOTOS AND VIDEOS FOR SOCIAL MEDIA Rotary



WORLD POLIO DAY AND USING EVENTS TO PROMOTE OUR IMPACT Rotary

Public Image Presentation: Promote Your Event

Public Image Presentation: Interviewing with the Media

Public Image Presentation: Expanding Reach

Public Image Presentation: Enhancing Public Image

Public Image Presentation: Compelling Photos and Videos

Public Image Presentation: World Polio Day



YOUR PUBLIC IMAGE CAMPAIGN Rotary



HOW TO WORK WITH MEDIA OUTLETS TO GET COVERAGE OF YOUR CLUB Rotary



Welcome to the Rotaract club PowerPoint template



OPTIMIZE YOUR CLUB'S ONLINE PRESENCE SOCIAL MEDIA Rotary



EFFECTIVE STORYTELLING Rotary



BRANDING AND BRAND CONSISTENCY Rotary

Public Image Presentation: Promoting Rotary Through the Year

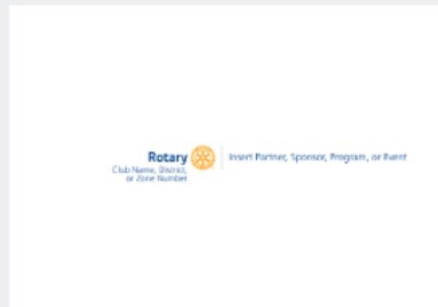
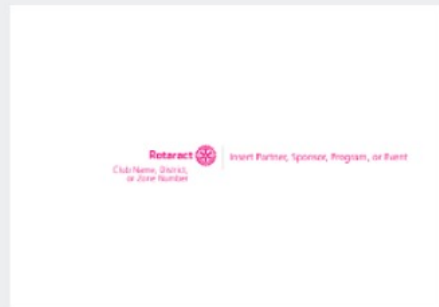
Public Image Presentation: Working with Media Outlets

Rotaract PowerPoint Template

Public Image Presentation: Optimizing Online Presence

Public Image Presentation: Effective Storytelling

Public Image Presentation: Branding Consistency is Key



Rotaract Personal Card Template

Rotaract Lockup Template

Rotary Logo Lockup Template

Summary

Branding
is a
leadership
role

Build
distributio
n

Control
Narrative

Build
personality
& Voice

Content
Innovation

Beyond
Instagram

Powerful
content for
awards

Build
microinflu
enc
network

Use
content
hacks

Use the
Rotary
Brand
Centre

Monetise
Youtube

Ride on
Regional
Content

Brand
beyond
social

Repeat &
Evolve



QUESTIONS

@kaunmann