

THE FINAL NEWSLETTER FROM ROTARY PUBLIC IMAGE COORDINATOR LEIF FRITSDAL AND TEAM

Sent as BCC to DG - DGE – DGN and cc to the team of coordinators

THE FINAL NEWSLETTER FROM RPIC LEIF FRITSDAL AND TEAM

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Dear Governors 2018-19, and 2019-20 plus DGN (soon DGE)

Less than a week, the new Rotary year starts and an exciting new year for the incoming governors begins. The Rotary Public Image Coordinator group, which has been available for governors and districts during the last year, also completes their period. The RPIC group looks forward to meeting the new governors in the zone helping with focus at Public Image and Awareness.

At GETS in Vilnius last year we met all new governors 2019-20, and we look forward to cooperation in the coming Rotary year. (new team)

New Public Image Coordinator from Norway

Coordinators are appointed by RI for a 3-year period. My period end June 30, 2019 after 3 fantastic year serving Rotary. My successor and new RPIC and leader of the group will be my current Assistant RPIC in Norway, Tore Slettahjell, who works with communication, etc. on a daily basis in Trondheim, where he is the head of a printing and communication company.

In Denmark, **Karin Lund-Frank** - who has been Assistant RPIC for 6 years - end her period as well. **A big thanks to Karin for her commitment and great work on making Rotary visible.** She has done a great job, and has been speaker and advisor at seminars, conferences and teacher at RLI and a great help for all of us. Karin successor is Rotarian Jeannette Refstrup from the town Horsens. Jeannette has her own communication company Strup & Strup.

Convention and Brand Centre

I attended Convention in Hamburg. I spoke with one of the communication officers from Evanston one of the days. We discussed the clubs' use of all the material available at Brand Centre. Unfortunately, we still see Rotarians and clubs worldwide, which maintain the use of the old logo, or do not use the new logo correctly in publications or at social media. We want to be a top professional organisation, and the handling of the logo also has to be done professional.

The old logo was phased out in 2012-13 and the new master signature was introduced as wheel and Rotary name together in one. Evanston urges all clubs around the world to use the correct logo and other communication material by following the instructions available at Brand Centre.

In the magazine Rotary Norden July 1, I have written an article about the story of the logo from the very beginning back in 1905 and up to now.

Info after the convention In Hamburg - [things you haven't read yet.](#)

In my 3 years as a Rotary Public Image Coordinator I have participated in a great number of lectures, as speaker at district conferences, Public Image seminars, Pets, Gets, clubs or districts seminars etc. and produced several film for Rotary use.

A great progress has been made in our Rotary zone in making Rotary visible. Many clubs and districts have created Facebook pages with focus at Rotary, projects, Rotary as business network etc. I think it's fantastic. Video has also been a new way to tell stories about Rotary at SoMe. I hope we can get more members, and the clubs can be more family friendly - as RIP Mark Maloney says.

Still there is room for improvement.

- We have 10 good advices for you, your clubs and your district:

1. Prepare a strategy for "your" Facebook page.
2. Cover photos on social media should reflect Rotary and club / district activities incl. correct logo :-).
3. When posting on social media as Rotarians, it is a good idea to focus on what you do and not who you are. Think of the People of Action campaign.
4. Have focus on the recipients.
5. Write digital - meaning short and precise. Remember spaces between sections. It looks more professional and is easier to read.
6. Image and text should focus on the same content, otherwise it will be confusing.
7. Repetition of posting is important on social media.
8. Inviting comments at your post can help spread the message.
9. Use 15 seconds to improve your photos via the mobile phone's editing system. More light, trim a picture etc.
10. Share relevant Rotary posts at your own social network.

Do you know, how it all began?

You are welcome to read the story of Rotary Youth Exchange, which I told at a "breakout" session for the Convention in Hamburg. The title is. HOW IT ALL BEGAN.

An important message to Rotarians in the Northern Countries

At Convention in Hamburg I had the pleasure to have a meeting with RI President Mark Maloney thanks to Per Høyen. I wanted to continue making a short and precise message to Rotarians in our aria from the incoming world president, as I have done the last two years.

Mark Maloney said yes and now I have edited my recording. You are welcome to download the video file to your computer. You are welcome to use it at your district conference or when you are visiting clubs in your district etc. You can download the 2 minutes film - with Danish subtext or with English subtext. Please follow the link for download - expire July 8th. <https://we.tl/t-jxH7bdOB4M>

You can also find the same film at my Youtube canal. <https://www.youtube.com/channel/UCYvWcSeOM8ihQ0yzxdN9k7Q>

For me as Public Image Coordinator It has been an exciting journey where I have met many wonderful and dedicated Rotarians in US/Evanston, Norway, Sweden, Finland, Poland, Lithuania, Estonia, Latvia, Iceland and ofcourse in my own country Denmark.

On behalf at the "old RPIC team, Tore, Karin and Mark, and good luck to the new RPIC team, Tore, Jeanette and Mark.

I wish you all a wonderful summer.

Leif