

2010 ROTARY DISTRICT 6460 CONFERENCE

Some Ideas

LinkedIn

Generally recognized as the "business" networking site.

If you work (or want to), you should be on it.

In your profile, you should have your Rotary affiliation stated.

IDEA- Create a group called District XXXX Rotarians and encourage club members to join. Can then discuss business and Rotary with your fellow Rotarians.

facebook

Generally recognized as the "social" networking site.

If you want to talk to your kids, that's where they're at.

In your profile, you should have your Rotary affiliation stated.

IDEA- Create a group called District XXXX PE's (or any other leadership group). Can then use that as a discussion group if someone is having problems, ideas or something new is coming down.

twitter

Communicate instantly.

IDEA- Create a twitter account for your club and club friends. Use it to let everyone know the "speaker of the week", upcoming service projects or important news/reminders.

meetup

Meetup.com - Can organize any type of group for meetings

IDEA- Create a meetup account for your club and club friends. It will then email of next meeting.

You Tube

Where short movies are available to 100's of millions

Rotary International has a grouping of great You Tubes to post on your website.

IDEA- Create videos (don't have to be professional) of the members explaining their favorite service project and what Rotary means to them. Create short 1-2 minute videos of your service project in action. Post it on You Tube and embed it in your clubs website. It's a lot easier then you think!

WHY should you bother?

It's simple. The internet is today's phonebook, advertising and networking places to be. And it's CHEAP (!) compared to traditional practices....and is exposed to more people.