

Club Assembly 24 - IT and Communications Report

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IT and Communications Officer

Objectives

Continue to raise public awareness of the club's activities.

Communications always aimed at attracting new members.

Bring meaning to the Rotary brand.

IT

- Sign the club up for a LinkedIn account.
- Create a PayPal account for donations.
- The website software continues to be maintained by my daughter. During the year I will be investigating different options with Paddy Waugh.
- Explore alternative simpler card reader options.

Communications

- All communications will continue to be slanted to attract new members and volunteers.
- We now have a Membership Champion who I will be working closely with to target new members and volunteers.
- Facebook has been a very useful tool we now have over 1,900 follows which I aim to take well past 2,000. We currently routinely reach over 6,000 people with a high level of engagement.
- The new LinkedIn will enable us to develop business contacts to both promote our activities and attract new members and volunteers.
- I will be establishing closer contacts Pady's help with both local radio and newspapers.
- We are in the process of amending the brand, purchasing branded polo shirts Hi Vis vests and a new feather flag.
- Continue to use event roller banners for their promotion.
- Our volunteer Graphic Designer continues to support us with excellent artwork for our visual promotional material.