PUBLIC IMAGE

Story telling lies at the heart of our brand

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Public Image Chair

Knock, knock.
Who's there?
Radio.
Radio who?
Radio not, here we come!

We are the Public Image chairs. Although I am new to the role, I am energized and armed to help my District and the Zone live the Rotary story. I loved learning to create inspiring videos, Brand Central tools and storytelling with words and images.

We are Rotarians because we make a difference, and storytelling lies at the "heart" of our brand. My heart, like yours was touched this week (at the Zone Institute). It ached when I heard about getting our MOJO back. I was teary watching the Rotary videos, joyful at the thought of going to Houston next year, and grateful when Jennifer Jones shared her story of making an entry in her gratitude journal. Our leaders merged meaning and emotions to make it personal. They moved me, inspired me, and friended me. They touched my heart and now it is our job to show others how to use their heart and connect with their members and communities.

There are tons of tools; our Public Image class highlighted examples to help the clubs look good, sound good, and uncover the best story. Here is an example of the photo editing app App.poaphotos.com which adds a message to a photo:



Before



After

An ordinary photo like this ... in only 45 seconds, can be transformed to a dynamic photo like this (below)!

Brand Central https://brandcenter.rotary.org/en-GB offers our members a world of possibilities with its tools, so they can generate meaningful connections by sharing stories.

Our members are our public image and we would like them to share their "why," because emotions keep us involved in projects, in attending meetings, and in supporting Rotary.

We have all the tools to tell the stories, eye-to-eye and heart-to-heart. Please open your heart and share your why.