



CurbAppeal

District 5550 Public Image Newsletter

Edition 3 - October, 2020



END POLIO NOW

Eradicating a disease is a big job and we need your help.

Use the tools below to help us advocate, fundraise, and educate about the need to end polio now.

RESOURCES FOR WORLD POLIO DAY

Do you have an upcoming event planned for World Polio Day on October 24? You need to create posters, social media posts, video promotions, news stories and more – don't be overwhelmed.

Why re-invent the wheel? Maybe your work is already done for you.

Have you checked out Rotary's Brand Centre? There are tons of resources located there. To get to Rotary's Brand Centre you will need to create an account and login. <https://brandcenter.rotary.org/en-GB>

Here are some resources available from Rotary and endpolio.org that do not require a login. You will find social media pictures, infographics, videos, banners, posters, education materials, and World Polio Day materials like press releases, social media messages, and more.

<https://www.endpolio.org/resource-center#social-media>

Looking for additional resources? Do a Google search for "End Polio Graphic" or "End Polio poster". You will find a lot of great resources.

VIDEO MARKETING

Why Video?

Video is a versatile and engaging content format that not only gives us a real-life picture of what is going on, it's also easy to share across multiple platforms. It's not too hard to see why video is so popular these days -- it's entertaining, engaging, and an easy-to-digest format that gives our eyes a rest from the overabundance of textual information online. Video is one of the most popular content forms in the world and the truth is that it's not likely to be going anywhere soon.

Video is not only eye-catching, it's really one of the best ways to get up close to your audience and give them a real glimpse of what your organization is doing.

Video is also very accessible to anyone with internet access, both to watch and to produce. While there is certainly a trend towards higher quality video on a professional level, anyone can hop onto their laptop and create their own video in under an hour.

Types of Video

You may want to use video to promote an idea or event, inform people of your organization, or to showcase a past event. Part of creating effective content is having a solid understanding of your purpose before you sit down and create the video.

Interviews can help to encourage conversation between sides, or showcase a special guest or influencer.

Live video is the best chance to get up close and personal with your audience, and it works well on social channels in particular.



TIPS FOR BEST PRACTICE VIDEO MARKETING

1. Attention spans are short. You need to make an impact quickly and keep your message short. Figure out what the ideal video length is for your platform. Here is a recommendation:

Instagram: 30 seconds

Twitter: 45 seconds

Facebook: 1 minute

YouTube: 2 minutes



2. People do not always have the sound on when viewing videos on some social media platforms. Can your message be understood without sound? Use captions as well as audio to get your message across.
3. Get your branding in right away. People may not spend much time viewing your video. Chances are they will see the first 3 seconds. Be sure your branding is in these first 3 seconds.
4. Place your call to action in the middle of the video. If you place your call to action at the end of the video, those who don't watch to the end will miss it. Remember, people have lots of content coming at them. They may not spend much time on your content.
5. Vertical or horizontal? When shooting a video on a phone you can choose to record with your phone in portrait or landscape position. When deciding which to choose, consider your audience. If most people will be viewing your video on a phone, people tend to hold their phone in portrait mode and may not turn their phone when they come across your video. Your video image will be viewed quite small. To capture the user's attention, consider shooting your video in portrait or square mode if possible. If most people will be viewing your video on a laptop or desktop or an iPad, then a horizontal video will look best. If possible, create a square video for optimal viewing on all platforms.



INTRODUCING ROTARY PUBLIC IMAGE COORDINATORS (RPICs)

If you're looking for expertise in the fields of public relations, journalism, or communications, check out how RPICs can help you by following this link: <https://portal.clubrunner.ca/500777/SitePage/rotary-public-image-resources/welcome>

RPICs serve as a vital link between Rotarians at the club, district, and global levels, and between Rotarians and Rotary staff. We:

- Serve as a trainer, motivator, consultant, and subject matter expert for club and district leaders in your region
- Assist district and club leaders in telling the Rotary story in a compelling and consistent voice
- Help clubs and Districts develop a Public Image Plan and an Annual Public Relations Calendar

As your Rotary Public Image resource, we can help you tell the Rotary Story! Telling our story has become one of Rotary's key strategic initiatives.

Tell Rotary's story using the videos, ads, images and templates available through the Brand Center. There you will find Rotary graphics and logos to create your own club logo or brochure.

Rotary Public Image Resources



Rotary Public Image Coordinators

Helping You Tell Your Rotary Stories

GETTING YOUR MESSAGE ACROSS WITH VIDEO

OK, so your organization wants to use video to get their message to an audience. A video can be a haphazard combination of still pictures and video with no apparent purpose or message. An **effective** video should be an organized story with a clear message that is interesting to the audience. It should be short and to the point.

To be effective you need to know two things. Once you have that figured out you can plan your video content.

1. Purpose

What is the purpose of your message? Are you using the video to promote an upcoming event, to make a plea to support a fundraiser, to highlight a success story, or to tell your audience about something important that you believe?

2. Audience Response

What response would you like from your audience? Do you want the audience to attend an event, support you financially, or share in your success?

Purpose: Using Video to Promote an Idea

Do you have an upcoming fundraiser or event you want to promote? Do you want to create change and call your audience to action? Video is a great media to use. Include this information to create an effective message.

1. **Setting.** Describe the world today. What's the setting or context for your story? Or show who you're helping.
2. **Problem.** What problem does the audience — or who you're helping struggle with today?
3. **What Could Be.** Describe a better world where this problem doesn't exist.
4. **Solution or Idea.** Share your idea or product and show how it will solve the problem.
5. **Reward.** How will the audience or subject's life improve after your solution becomes a reality?
6. **How Can You Help.** What's the first thing the audience should do to help make this positive change happen?
7. **Credits.** Be sure to credit those who worked to contribute to the video

Purpose: Using Video to Tell What Happened

Just had a successful fundraiser, tree planting work party or year end celebration? Create a video to show how your organization is making a positive difference in the world and having fun. Be sure to include this information to create an effective message.

1. **Who.** Describe who or what your story will follow.
2. **When and Where.** Show the backdrop or setting for what happened.
3. **This Happened.** Describe the events that happened.
4. **How it Ended.** Describe the aftermath. How did things end up? Was there an unexpected twist?
5. **Reflection.** Leave your audience with the meaning or significance of what happened.
6. **Credits.** Be sure to credit those who worked to contribute to the video.

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(Getting your Message Across continued from previous page)

Purpose: Using Video to Show and Tell

You may want to describe something important to your organization and why it should matter to the audience. Maybe you want to introduce your exchange student and are looking for families to host. Maybe you want to showcase your Rotary club. Be sure to include this information to create an effective message.

1. **Introductions.** Introduce yourself or your organization. Make it personal to connect with your audience, or reinforce your credibility.
2. **What is it.** Show your project or the thing you're sharing. Highlight what's interesting about it.
3. **Why.** Explain why you're working on it or why you picked it to share. Why are you excited or passionate about it?
4. **Show.** Show why it's special. Or demonstrate how it can make the world, or your audience's lives, better.
5. **How.** How did you get the idea, or how did you find it? Share its origin or history.
6. **Why I'm sharing it.** Tell why you're showing it to your audience. Reinforce why it's relevant to them.
7. **Call to action.** What's the next thing your audience should do now? Or how could they help take your project to another level?
8. **Credits.** Be sure to credit those who worked to contribute to the video.

HOW TO CREATE A VIDEO

So you have decided you would like to create a video to promote an upcoming Rotary event, showcase your club, or whatever. Congratulations, you have made the first step to creating an engaging glimpse of your club in the most popular format available.

With everyone carrying a phone or tablet capable of taking a video, it is not difficult to create a video. Once it is created you need to decide if it needs to be edited. Spoiler alert...it usually does. Then it needs to be placed somewhere where people can see it like your website, Facebook, YouTube, Instagram, or other social media site. In this article we will deal with editing your video.

While this newsletter cannot possibly give a tutorial on every different type of phone, tablet, or app that is available to create video, we can tell you that there are apps that you can use for free or for purchase to edit video on your device. Everything you ever want to learn is on the Internet. Search for tutorials online. Watch more than one tutorial for the app you want to learn to use.



PUBLIC IMAGE RESOURCES

Helpful Website Links

[Rotary Vimeo Channel](#)

[Strengthening Rotary Initiative](#)

[Rotary Brand Center \(sign-in required\)](#)

[Rotary YouTube Channel](#)

[Rotary Facebook Page](#)

Files

[Tell Rotary's Story: Voice & Visual Guidelines](#)

[Media Crisis Handbook](#)

[Media Crisis Guidelines](#)

[Lead Your Public Relations Committee](#)

[Effective Public Relations](#)

[Youth Programs: Visual Identity Guidelines](#)

THREE MOVIE EDITING TOOLS

There are countless movie editing apps and programs out there. Some are free, others like Adobe Premiere or Final Cut are very expensive. Let's take a superficial look at three free or inexpensive options you have.



Moovly can be used online or the app can be downloaded on your iPhone or android device. It has a number of customizable templates that can simplify the decision making. There is a free version which allows you to make short videos that you can upload to YouTube. There are also different paid levels which give you longer videos and other options. Choose what is right for you. Tons of tutorials are available online. Just Google "Moovly Tutorial".

Here is one link to a tutorial for the online version.

<https://youtu.be/fAHbbK1arZs>

Here is a link to a tutorial for the phone App version. <https://youtu.be/4mypruAlsYo>



Already have an iPhone or iPad? Then you already have iMovie for free. Learn to use it by Googling "iMovie Tutorial". Here is one link you will find. <https://youtu.be/tsNnuBTTnc4>



Like Moovly, Spark has a free and a paid version. It also has an online version you can use with a laptop or desktop plus an App version for your tablet or phone. Google "Adobe Spark Tutorial". Here is one video you will find on using the desktop version. <https://youtu.be/x6WQG5D1HKk>

Here is a video you will find on using the tablet or phone version. https://youtu.be/_uZ_d_-cdEE

Conclusion

It really doesn't matter which app you use. Learn one and stick with it. Be sure to follow the guidelines we recommend elsewhere in this newsletter concerning length of video, captions, etc.

COMING NEXT MONTH

CurbAppeal will examine print media as a Public Image Tool. What software or app do you use? Send us some ideas for next month's newsletter. Email ksinger@sasktel.net



<https://talkingrotary.org/>

GET READY FOR

WORLD
POLIO DAY

END
POLIO
NOW

We're 'This' Close



Let's do this!

World Polio Day October 24



Rotary Opens Opportunities

