

Communications Committee Feedback

The Communications committee undertook a communications survey last year and there was a commitment to provide feedback and information on issues identified in the survey.

The Communications team have been working on this with the outcome being a series of short presentations from different members of the team over the next few weeks.

The team has a good range of skills so they are a great resource to be used.

To provide the other committees in the Club with an understanding what the Communications team can provide, a member of the team has been allocated to each committee and will talk around the following:

1. *Each project or activity needs to have a very simple communication plan*
 - A. *Determine who you want to talk to*
 - B. *Know what you want to say*
 - C. *Know when you want to say it*
 - D. *Know how much you want to spend*
2. *Talk with the Comms team about your plan*
3. *Comms team will do the rest and provide feedback on effectiveness on completion*
4. *Unless a project is complex, it all needs to be kept pretty simple*
5. *Communication can be anything from a flyer to a website, depending on the need*
6. *Committees need to understand that all they need to do is ask.*

Rotary is also becoming more conscious and protective of its branding so when communications are undertaken there is a need to ensure the correct branding is used. There is little doubt that everyone is aware of the need for this.

To make this easier some guidelines will be placed in the Club intranet (on our website). These are:



In due course it is expected there will be the appropriate logos available for download but in the meantime, if you need a logo contact Phillip Reidy.

In summary:

The Comms team is there to help

Do not be afraid to ask for help

The Comms team is useful and a capable resource.