

# COMMUNICATIONS REPORT

01

July 2021



02

# Story Book

Presentation Outline

**Purpose**

**What we will concentrate on**

**How we will do it**

**Trends**

**The Next Steps**

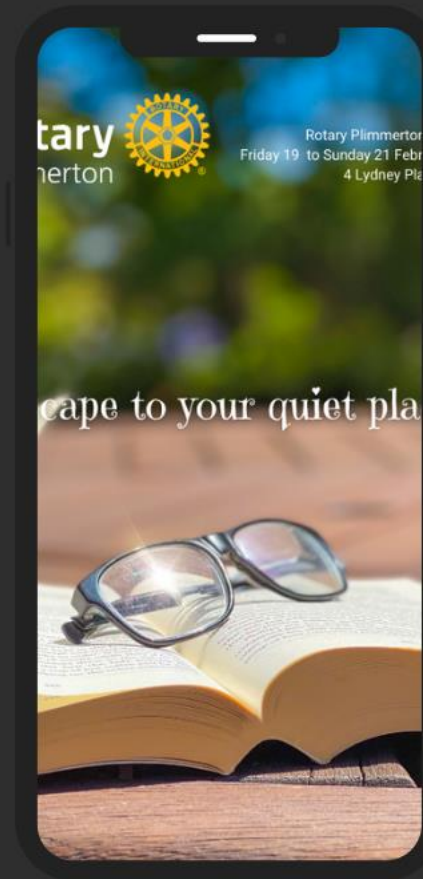


**"In response to your request for better communications,  
I'm going to increase my lengthy explanations by 50%."**



# Purpose: What we are here for

04



1) Tell everyone we are a effective and vibrant club doing sustainable work in the community.

2) Talk to members

# What we will concentrate on

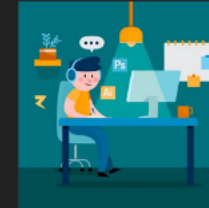
05



Website



Facebook



Graphic Design

# How we will do it

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## Website

external focus retained  
monitor and adapt  
ease burden

## Facebook

ramp up  
immediate  
results obvious  
help share

## Graphic Design

as needed



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# Trends

SOCIAL MEDIA REPORT



WeekMonth<Today>

February 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3 📅 3:51 PM	4	5	6 📅 1:15 PM
7	8	9	10 📅 8:10 AM	11	12	13
14	15 📅 8:24 AM	16 📅 2:02 PM	17 📅 8:26 AM 📅 3:36 PM	18 📅 11:55 AM 📅 5:29 PM	19 📅 9:28 AM 📅 11:30 AM	20 📅 8:31 AM
21 📅 9:30 AM	22	23	24	25	26	27 📅 4:00 PM
28	1	2	3	4	5	6



SOCIAL MEDIA REPORT

09











































All Posts Published

Create Post

Reach: Organic / Paid

Post Clicks

Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement
07/17/2021 11:37 AM	 "Who wants to be a millionaire?" asked Bryan Waddle, as he kicked off the social evening and created a riotous			158	24 8
07/14/2021 8:52 PM				2.6K	20 29
07/14/2021 9:27 AM	 Plimmerton Rotary Winner in Sports and Leisure Category for Porirua City. Nominated for Te Ara Piko			86	10 9
07/07/2021 4:20 PM	 More great progress on Forest Planting.			1.4K	11 30
07/07/2021 11:52 AM	 Kathryn Beattie has been appointed Area Governor Wellington for Rotary District 9940			63	2 5
07/04/2021 6:54 PM	 President Bill gave an excellent roundup of his year which included his appreciation for the support he has			79	0 5
06/29/2021 7:56 AM	 Rotary Peace and Remembrance Forest Planting. Can you help? Friday 2nd July 2021 8.30am to 12.00pm			44	0 1
06/28/2021 4:40 PM	 Rotary Peace and Remembrance Forest Planting at Ngati Toa Domain on Wednesday 30 June 2020 has			72	1 2
06/28/2021 4:04 PM				70	1 1
06/28/2021 1:09 PM	 Anita Baker - Mayor of Porirua City - This morning Taku blessed the final stage of the Te Ara Piko pathway. It's			117	3 14
06/27/2021 1:23 PM				45	2 0
06/24/2021 1:59 PM	 Rotary Peace and Remembrance Forest Planting Wednesday 30 June 2021 8.30am to 12.00pm This has			1.7K	50 30
06/13/2021 6:47 PM	 Celebrating Robbie Burns Marian Horsburg piped in the Haggis, Jim Tulloch addressed it, and whisky, donated by			100	15 5
05/28/2021 9:13 AM	 Love Local Porirua City Expo			47	0 2

# What are we thinking on the wesite?

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# Update

## Deadlines

The Update will be published each Friday except for during the summer recess.  
Please respect the deadlines as it makes it easier for the Editor to get the document out in time.

Elements that are submitted prior to being presented are generally posted on the website as they are received but are only visible to those who have admin access (for security admin access is limited)

Element	Deadline	Comments
Viewpoint	Sunday prior to being presented	
Parting Thought	Sunday prior to being presented	
Speaker Report	Thursday after meeting (midday)	
Roster	Monday preceding meeting	
Photographs	Day after Event	Sized to 1000 pixels for website use
Future Events	Preferably 8 weeks in advance	Include details of event including dates, times and costs.
Calendar	Preferably 8 weeks in advance	
Speakers	Preferably 8 weeks in advance	Include details of speaker and topic, website link and photo.
Event report	Day after event where possible	Remember to nominate writer and photographer (if Graham Craig unavailable)
Event Calendar	12 months in advance	

## Update Content Guidelines

Content for the Update will generally be restricted to:

- Plimmerton or other Rotary specific activities
- Entities associated with Rotary where it is a common project

## Website Links

Website links will be restricted to Rotary entities only.

## Presidential Summaries

Need updating

# Other Work

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- ➔ Make use of the updated video of the Te Ara Piko Pathway
  - Make further use of Facebook posts on community pages
  - Use FB posts to generate membership leads
  - Enhance website



- Identify tools to post to many FB pages
- Identify tools to utilise SMS messaging

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**“My presentation has live web links, full-screen HD video clips, animated fonts, thundering surround-sound audio, and awesome 3-D special effects. Now all I need is a topic.”**



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Thank you  
for  
listening

