As we grow our platforms and the content, we encourage you to follow the pages and share them with your Rotary and local community connections.

Please keep in mind we highly encourage Rotary members to jump on board with these new platforms and engage with them, and our core objective is to communicate to an external audience that's new to Rotary. We want to educate and inspire communities to want to learn more, get involved and join Rotary. We aim for our communication to always be respectful and inclusive and use relevant terminology a non-Rotary member will understand.

SHARE YOUR STORIES ON THE NEW SOCIALS

We're inviting all Rotary Clubs to be part of a powerful storytelling initiative. We want to share your stories on our new social channels.

By sharing your local projects, events, and community impact stories with us, you'll help shine a light on the incredible work being done across the network—and inspire others to find out more about Rotary. We're looking for impactful, real stories that could influence a non-member to stop, read, and think: "I want to be part of something like that." These stories help bring Rotary's mission to life in a way that facts and figures can't.

[Here is a link](#) to share your stories.

WHAT MAKES A GOOD IMAGE OR VIDEO

To help us best showcase Rotary's impact, here are some quick tips on capturing quality content:

Image & Video Quality

- Use an **iPhone 12 or newer**, or any **high-resolution camera** (DSLR, mirrorless, or quality smartphone).

- Ensure your lens is clean, and shoot in **good natural lighting** when possible.

- Hold your phone **vertically** (portrait) for video use on social platforms (Instagram Stories/Reels).

What to Capture
- **Smiling faces & action shots**: Members engaging in activities, interacting with the community, or participating in events.

- **Candid moments**: Authentic, joyful, and natural expressions are best.

- **Signage or branding**: If possible, include Rotary logos, banners, or shirts to visually link the story.

Avoid
- Blurry or grainy shots

- Poor lighting (especially dim indoor settings)

- Too much distance between subject and camera

- Distracting backgrounds or clutter